



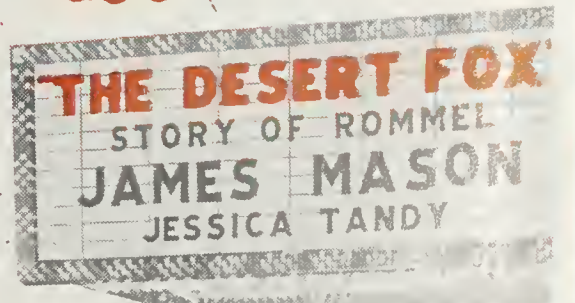
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EXHIBITOR



There's
No
Business
Like
20th Century-Fox
Business
When
You've
Got



The Crowds Are Back--Thanks To 20th Century-Fox!

Volume 47 Number 1
Two Sections: Section One
NOVEMBER 7, 1951

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

Featuring **THE SERWISECTION**



Thanks for your loyal support and your confidence.

Thanks for your encouragement that inspires us to create for you attractions of the magnitude that makes M-G-M symbol of the Biggest.

Thanks for the showmanly effort, skill and enthusiasm with which you have assisted us in the promotion of our product.

Thanks because all of these are wrapped in the precious bond of friendship.

HIGHLIGHTS

of the Meeting Oct. 22-24
of M-G-M Representatives
in Chicago

"QUO VADIS" (Technicolor)

Giant promotion plans blanket the nation. Display of showmanship materials; ad campaigns; massive accessory arsenal; tremendous exploitation tie-ups.

"AN AMERICAN IN PARIS" (Technicolor)

Thrilling report: Boston (2 theatres) best in 5 years. Providence, Syracuse, Akron, Pittsburgh best in 5 years except "Battleground." Frisco, New Orleans, Evansville top "Battleground." 5th week Frisco and Cleveland. Tops "Show Boat" nationally by 15%.

"ACROSS THE WIDE MISSOURI" (Technicolor)

Reports of outstanding business everywhere for this truly gigantic Technicolor outdoor adventure drama.

"CALLAWAY WENT THATAWAY"

Trade Shows Nov. 8 will acquaint industry with M-G-M's sensational comedy that will delight the nation in its gala Christmas-New Year's engagements.

"WESTWARD THE WOMEN"

Announcement of unprecedented advertising campaign. Long-range national saturation to launch another M-G-M Big One, a showmanship Giant.

GREAT PRODUCTION NEWS!

The product announcement confirmed this forecast in Hollywood Reporter: "The high confidence of M-G-M and their bankers in the sound outlook for motion pictures is demonstrated by their all-time record investment." Among just a few of the Big Ones discussed were "The Wild North" (*AnSCO Color*), "Ivanhoe" (*Tech.*), "Belle of New York" (*Tech.*), "Singin' In The Rain" (*Tech.*), "The Merry Widow" (*Tech.*), "Scaramouche" (*Tech.*), "Lovely To Look At" (*Tech.*), "Skirts Ahoy" (*Tech.*), "The Student Prince" (*Tech.*) and many more

*AN IMPORTANT
EXHIBITOR ASKED*

**“Will
Paramount
continue to
deliver the
kind of big
boxoffice
attractions
it has
released
in the past
few months?”**

OUR ANSWER IS:

**An emphatic
yes!**

MOVIE TIME, U.S.A.

NOVEMBER



From the great stage success

KIRK ELEANOR WILLIAM
DOUGLAS · PARKER · BENDIX

in WILLIAM WYLER'S
Production of SIDNEY KINGSLEY'S

**Detective
Story**

DECEMBER

Large scale outdoor action thrills

EDMOND O'BRIEN
YVONNE DE CARLO
BARRY FITZGERALD

in
Silver City

Color by TECHNICOLOR
Produced by NAT HOLT



Spectacle never before filmed



When Worlds Collide

Color by TECHNICOLOR
Produced by GEORGE PAL

The U. S. Submarine "Tiger Shark" in action off Korea

Submarine Command

starring
WILLIAM HOLDEN • NANCY OLSON
WILLIAM BENDIX • DON TAYLOR



AND EARLY IN '52, BIG ONES LIKE:

HAL WALLIS'
Sailor Beware
starring
DEAN MARTIN & JERRY LEWIS

LEO McCAREY'S
My Son John
starring
HELEN HAYES • ROBERT WALKER
VAN HEFLIN • DEAN JAGGER

PERLBERG-SEATON'S
Aaron Slick From Punkin Crick
Color by Technicolor • starring
ALAN YOUNG • DINAH SHORE • ROBERT MERRILL

WILLIAM WYLER'S
Carrie
starring
LAURENCE OLIVIER
JENNIFER JONES

HAL WALLIS'
Red Mountain
Color by Technicolor • starring
ALAN LADD • LISABETH SCOTT
ARTHUR KENNEDY • JOHN IRELAND

PERLBERG-SEATON'S
Anything Can Happen
starring
JOSE FERRER
KIM HUNTER

CHRISTMAS

You'll tingle when they tangle in Tangiers



BOB HOPE and
HEDY LAMARR
in
My Favorite Spy



In the Paramount Building elevator the other day, an important circuit head met a Paramount sales executive and put just that question to him. The answer was an emphatic "YES!" Paramount's November and December releases alone justify that answer because they possess the grossing potential of pictures such as "A Place in the Sun," "That's My Boy" and "Here Comes the Groom."

Those highly successful attractions, all delivered within a 2-month period, were not a flash-in-the-pan. You can be assured that in almost every similar period between now and the end of 1952, Paramount product, so outstanding in the past few months, will be equaled in number and quality. You can expect increased boxoffice revenue because Paramount's consistently strong product is the result of long range planning and unlimited financial investment.

THE MYSTERY OF THE GREAT WELLS FARGO ROBBERY!



COLOR BY

TECHNICOLOR

"CAVE OF OUTLAWS"

Actually Filmed in the
Spectacular Depths of
CARLSBAD CAVERNS!

Starring

Macdonald CAREY · Alexis SMITH
with EDGAR BUCHANAN · VICTOR JORY

Story and Screenplay by ELIZABETH WILSON · Directed by WILLIAM CASTLE · Produced by LEONARD GOLDSTEIN · A Universal-International Picture

Today it's U-I... Ask the Showmen who Show them!



A CASHIER who retired after more than 40 years of service estimated that she had punched out more than 1000 miles of tickets during that time.



THE effects of TV on theatre business could be measured easily in a mideastern town where an antenna being installed on top of a building next door fell across a power line that fed into the theatre, forcing a dark house for 15 minutes.



GOOD WILL BUILDING received a jolt at a southwestern drive-in when a patron became friendly with the manager, and said he liked the latter's dog. The dog hasn't been seen since.



IN VIEW of all the discussion of the scarcity of pennies, it might be time to reissue "Pennies From Heaven" once again.



SOME burglars who hid in air-conditioning ducts in an effort to rob a theatre after hours couldn't fathom the safe's combination.



WHILE some drive-in managers don't mind their female patrons snapping their beans for the next day's supper while they watch a feature, they do object to having to clean up the hulls thrown outside the car.



THE DANGER of one type of exploitation was emphasized in the west when a theatre manager was bitten by a snake which was used in a lobby ballyhoo.

—H. M. M.

I N D E X

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THE COVER PHOTO

David Beznor, general counsel, Colosseum of Motion Picture Salesmen, has played a key role in the development of the organization since 1947.

EXHIBITOR

VOL. 47, No. 1



NOVEMBER 7, 1951

Those Unfair Newspapers

WHETHER the increased newspaper advertising budgets had anything to do with it or whether it was because of the enthusiasm generated for "Movietime, U. S. A.," in many sections of the country a good press has resulted for the industry because of the trade's big push. But it would be ridiculous to assume that the attitude of all newspapers toward the industry has changed.

THE TRUTH is that industry pictures are still the targets, in many cities, for the personal prejudices and eccentricities of a group of folk who are labelled movie critics by newspaper publishers. This, combined with the fact that many a newspaper with a stake in a TV station delights in depriving the motion picture industry of the break to which it is entitled as an advertiser and as one of the nation's great businesses, has resulted in unfair handling of the trade's interests.

THESE CRITICS range from those who believe that any picture not made in the U. S. A. is terrific to those who feel that the answer to Hollywood's production problems rests with them alone. Films have been ripped to pieces unfairly, and the public given the wrong slant.

INDUSTRYITES still remember that during the days of the newsprint shortage, advertising was eliminated or cut down, and theatres still did business. The same tradesters now ask whether the offending newspapers are still needed as advertising media, and, whether, frankly, business on some days could be worse if no ads were carried. While such drastic action isn't advocated, still the fight-fire-with-fire tactics are being considered by a few theatremen.

THE TRADE should not take the attitude of these unfair newspapers without rebuttal. No other business gets kicked around as much as ours does, and there is no reason why we should, either. The newspapers might remember also that movie news and movie ads build circulation, and that there are services which readers expect which cannot be ignored.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; Max Xavier Coates, business manager; Marguerite Gibson, circulation manager; George Frees Nonemaker and Mel Koneckoff, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia-Washington, Southern, Midwest, Midwest-Western); one year, \$2; two year, \$3.50; three years \$5. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 246-248 North Clarion Street, Philadelphia 7, Pennsylvania.

Soon! Soon! The Star-Spangled Salute to Uncle Sam's heroes!



DORIS DAY
is in
Starlift

GORDON MACRAE
is in
Starlift

VIRGINIA MAYO
is in
Starlift

GENE NELSON
is in
Starlift

Warner Bros.
joy-propelled
story
of the
Caravan
of the
skies
that flies
Hollywood
to our
G.I.'s!

RUTH ROMAN
is in
Starlift

JAMES CAGNEY
is in
Starlift

GARY COOPER
is in
Starlift

VIRGINIA GIBSON
is in
Starlift



PHIL HARRIS
is in
Starlift

FRANK LOVEJOY
is in
Starlift

LUCILLE NORMAN
is in
Starlift

LOUELLA PARSONS
is in
Starlift

RANDOLPH SCOTT
is in
Starlift

JANE WYMAN
is in
Starlift

PATRICE WYMORE
is in
Starlift



with **JANICE RULE** * **DICK WESSON** * **RON HAGERTHY**

DIRECTED BY **ROY DEL RUTH** PRODUCED BY **ROBERT ARTHUR**
SCREEN PLAY BY **JOHN KLOORER** AND **KARL KAMB**
Musical Direction Ray Heindorf Musical Numbers Staged and Directed by LeRoy Prinz

It's 'Movietime U.S.A.' — Now and Every Day!





SHOWN AT A COLOSSEUM MEETING ARE H. PROVENCHER, PAUL FINE, GRADY JAMES, GENERAL COUNSEL DAVID BEZNOR, AND HAROLD B. WYNN, JR.

The Colosseum Moves Forward

In Seven Years, The Salesmen's Group Has Made Considerable Progress



Floyd Klingensmith, right, new Colosseum secretary, is shown with some members of the organization.

IN Omaha last month, some 85 delegates to the Colosseum of Motion Picture Salesmen's convention elected new officers, and approved a wage contract which provides for a \$7 weekly wage hike and an additional dollar a day for expenses.

The convention also pledged to raise an emergency fund of \$100,000, and passed resolutions calling for the improvement of contractual relations with the film companies.

For the 900 film salesmen who comprise the organization's membership, the convention symbolized their collective voice in the industry and in an association which has come to be one of the important components of the motion picture trade.

In providing effective representation across the collective bargaining table for film salesmen, long regarded as the industry's "forgotten men," the Colosseum can

point with pride to a seven-year history of accomplishment in improving intra-industry relations and in serving its members well.

The inception of the Colosseum dates back to 1944, when Frank W. Salley, an Atlanta salesman, organized the first Loge in his exchange territory.

Shortly afterward, another Loge was organized in San Francisco, and the members of these two groups, with other salesmen in various sections of the country, launched an organization drive to set up a Loge in each exchange center in the country.

Before December, 1945, various unaffiliated groups served to represent the salesmen. Reel Fellows Clubs and Salesmen's Clubs, whose membership included sales managers, branch managers, and even independent exhibitors, were among these organizations.

In December, 1945, a few salesmen gathered in convention in Chicago, and planned the organization of film salesmen into Loges of their respective exchange centers and the formation of a national organization to comprise all of the country's Loges.

By the time another convention was held in St. Louis the following year, the result of the organization campaign, a marked increase in membership, was evident, and 13 organized Loges were represented.

By February, 1947, the Colosseum of Motion Picture Salesmen had achieved status enough to call upon all major distributors to give it recognition as the bargaining agent for all film salesmen. After opposition from distributors was overcome, the Colosseum became the official bargaining agency by certification of the National Labor Relations Board on July 21, 1948.

Negotiations with distributors were begun on July 29, 1948 in New York City, and on Oct. 16, 1948, the Colosseum presented to its membership a contract for ratification. A \$10 salary increase, maintenance of membership, increased mileage allowances, and other improvements in working conditions were among the provisions of the 1948 pact.

The contract was once again up for consideration in November, 1949, and the gains of the previous years were consolidated and enlarged upon considerably.

The convention in Omaha last month represents another milestone in the short but impressive history of the Colosseum



Ross Williams, Cincinnati, newly elected Colosseum president, will assume his new post on Dec. 2.

and its struggle, through external opposition and minor internal disagreements, to strengthen the job security of its members, improve relations with distributors, and thereby lend added strength to the industry as a whole.

In the coming year, new officers will work toward even greater Colosseum accomplishments. Heading the slate is President Ross Williams, Cincinnati. Other top officers are Ted Mendenhal, Des Moines, first vice-president; William Bugie, Albany, second vice-president; Floyd Klingensmith, Pittsburgh, secretary; Irving Frankel, Pittsburgh, assistant secretary; Tom McKean, Oklahoma City, treasurer, and Ted Blakely, Oklahoma City, assistant treasurer.

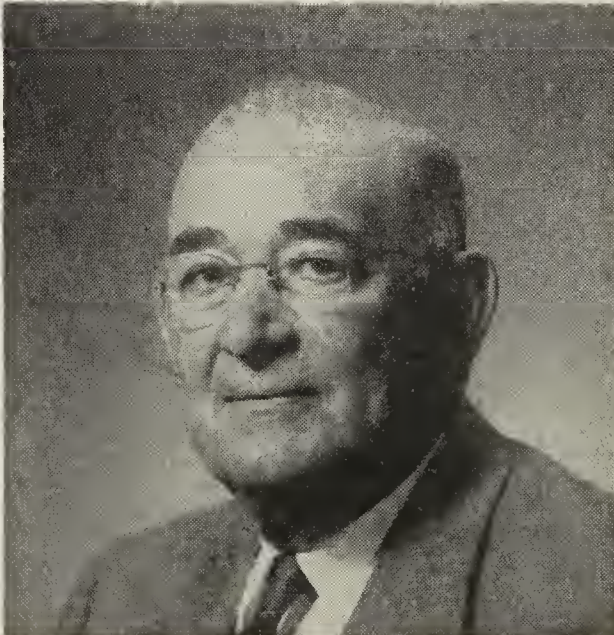
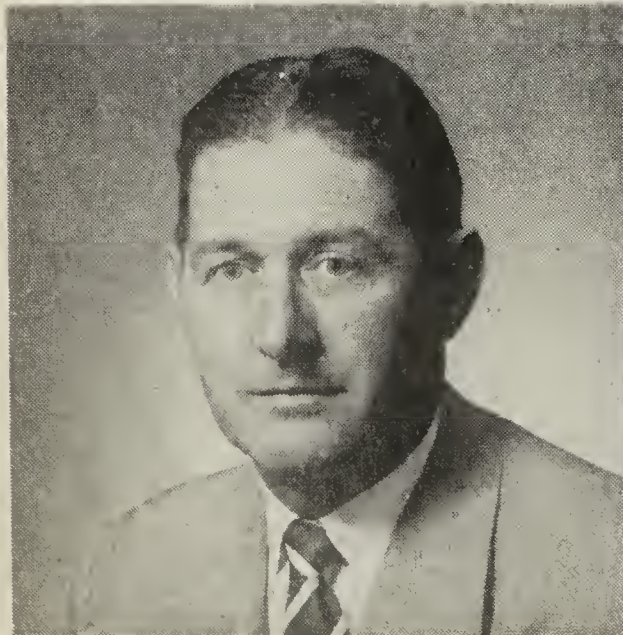
Zone vice-presidents and committeemen,

respectively, are: East—Leonard Appel, Boston, Keith Godfrey, Philadelphia; central—N. Provencher, Milwaukee, Dave Chapman, Milwaukee; midwest—William Wink, Omaha, Robert Carnie, Kansas City; south—T. P. Tidwell, Dallas, Ray Wild, Dallas, and west—H. J. Weaverling, San Francisco, and Ed Ashkins, Los Angeles.

In the words of David Beznor, who, as general counsel since 1947, has played a major role in the development of the organization, "The Colosseum has gained in strength and stature, has become a recognized and integral part of the motion picture industry, and, as such, has endeavored to discharge the obligation which it feels it has, not only to better the lot of the film salesmen but, in its day-by-day pursuit, to improve the relationship of the salesmen, employers, and exhibitors and, generally, to promote the cause of good will of the public toward the motion picture industry."

On the occasion of the obtaining of the first contract from the various companies, EXHIBITOR said editorially, "Official recognition of the Colosseum of Motion Picture Salesmen in the form of a union contract covering its members, who number almost 1,000, brought with it another important chapter in the progress of the industry. . . . With a level headed executive group, the Colosseum, aside from its advantages to its members, can bring with it a potent unit for participation in industry activities."

It seems that Colosseum's potency as a major force will increase even more as the organization moves forward toward new achievements.



Tom McKean, right, is national Colosseum treasurer, while C. A. Blakely, left, is assistant treasurer.

Baby, it's
GOLD
 outside!



COLOR BY *Technicolor*

The **GOLDEN**
HORDE *of Genghis Khan*



The box-office goldrush is off to a great start
 at the *Paramount Theatre, New Haven; Strand, Manchester, N. H.;*
Paramount, Springfield, Mass.; Cataract, Niagara Falls; Broadway,
Portland, Oregon; Wisconsin, Milwaukee
 ...and these are just the first of the 408 theatres whose engage-
 ments of "The Golden Horde" were nationally advertised in *Look*
 and *Life* magazines.

Stake your claim now at your U-I Exchange!



UNIVERSAL-INTERNATIONAL presents "THE GOLDEN HORDE" Color by **TECHNICOLOR**
 Starring **ANN BLYTH · DAVID FARRAR** with George Macready · Richard Egan and Peggie Castle
 Screenplay by Gerald Drayson Adams · Directed by George Sherman · Produced by Howard Christie and Robert Arthur

Allied Winds Up Convention Asking All-Inclusive System Of Arbitration

NEW YORK—Allied States Association wound up its convention last week by taking action on many pertinent problems facing independent exhibitors, with the consensus of opinion being that the confab had been one of the best in the history of the organization.

A resolution was adopted calling for the establishment of an all-industry, all-inclusive system of arbitration. Embraced in the plan are clearances, prints, competitive bidding, film rentals, illegal setting of admission prices, forcing of pictures, preferred playing time, short subjects, runs, and "any other topic we can get together on."

The resolutions committee headed by Charles Niles, Anamosa, Ia., offered the resolution after Jack Kirsch, Chicago, had summed up the findings of the film clinics.

Kirsch said, "I strongly recommend to the board that it take action on a plan to arbitrate everything, including the price of film. At a minimum cost, we could name one exhibitor and one distributor, who, in turn, would appoint a third arbitrator to work with them."

The consensus of opinion seemed to be that "Allied had the best counsel, Abram F. Myers, and the Department of Justice," and "we can't afford to go to court on these things." Voicing opinions were Ted Mann, Minneapolis; Harry Perelman, Philadelphia, and Abe Berenson, New Orleans.

Ben Berger recommended that "we instruct the Allied board to go to Congress, and get them to pass a law to regulate the practices of the distributors."

Sidney Samuelson wanted Paramount and Warners particularly singled out since these companies did not have representatives at the sales panel discussions.

The arbitration motion, when it was presented, was only one part of a recommendation to the board.

The resolution placed Allied on record against "illegal fixing of admission prices," with 20th-Fox for its demands on "David And Bathsheba" specifically indicted. Second, a more powerful film coordinating committee should seek action on distributor evils, including insistence on percentages, higher rentals, refusals to adjust, raising the floor on sliding scales, lowering split-figure bases, etc., and trade paper ads, film bulletins, and the Allied Caravan should be used to keep members informed of progress.

Samuelson spoke against the motion, explaining that arbitration, according to Myers, involved only the good will of all parties. He said it was not necessary to take action on such a measure, that distributor heads had indicated they would not participate, while, if they should change their minds, Allied could go ahead, resolution or not.

Colonel H. A. Cole stated that "even if we know that certain practices on the part of the distributors are illegal, it is difficult and costly to go to the courts."

Berger, Myers, and others said they favored the resolution, which was adopted with only Ted Mann, North Central Allied, dissenting.

Another resolution upholding the drive-ins' right to do business side by side with the four-wall theatre, and even to gain special consideration in certain instances

Grosses Slipping In Broadway Area

NEW YORK—With the outstanding exception of Radio City Music Hall, the Broadway first-runs slipped back a pace last weekend with quite a few houses going into their last week with current attractions. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"A STREETCAR NAMED DESIRE" (WB). Warner expected the sixth week to hit \$38,000.

"THE MOB" (Col.). Paramount, with stage show, reported \$53,000 for the third week.

"DAVID AND BATHSHEBA" (20th-Fox). Rivoli claimed \$14,000 for 12th week.

"ANNE OF THE INDIES" (20th-Fox). Roxy did \$39,000 from Wednesday through Sunday, with the last six days of the second week anticipated at \$44,000.

"AN AMERICAN IN PARIS" (MGM). Radio City Music Hall, with stage show, had \$83,000 for Thursday through Sunday, with fifth week heading toward \$135,000.

"THE BLUE VEIL" (RKO). Criterion reported \$35,000 for the second week.

"THE DESERT FOX" (20th-Fox). Globe came up with a \$28,000 third week.

"THE DAY THE EARTH STOOD STILL" (20th-Fox). Mayfair did \$9,000 on the seventh, and last, week.

"HERE COMES THE GROOM" (Para.). Astor had \$10,000 for the seventh, and last, week.

"TEXAS CARNIVAL" (MGM). Loew's State expected third week to reach \$10,000.

"ANGELS IN THE OUTFIELD" (MGM). Capitol was down to \$22,000 for the third, and last, week.

"TEN TALL MEN" (Col.). Victoria claimed \$26,000 for the second week.

was also adopted, sponsored by O. F. Sullivan, Kansas.

MGM's William F. Rodgers made a return appearance before Allied's forum, and stated, "as I have said before, any exhibitor leader who is in a position to assure me that a theatre is in trouble need only come to me, and I'll do my utmost to keep that house open."

In reply to a query by Wilbur Snaper, Rodgers undertook to answer a definition of pre-release as understood by his company. He declared he couldn't define it satisfactorily but explained that insofar as Metro was concerned, there were very few pictures in that category. The next one he said was "Quo Vadis", with which he said the company was experimenting.

On autonomy, the Metro sales chief said, "Our branch managers have complete authority to change terms, to adjust terms. If they tell you differently, I want to know about it." As to clearance, he said, "We are still experimenting, always trying to establish fair clearance. We are perfectly willing to arbitrate this matter." As to the use of previews at key theatres, he expressed sympathy for subsequent

(Continued on page 19)

Mel Konecuff's NEW YORK

LAST WEEK saw exhibitors gather at the Hotel Biltmore for the national convention of Allied States Association, to discuss problems, exchange experiences, instruct leaders on future actions, and listen to reports on the state of the business and what the future holds.



KONECOFF

The opening luncheon and session saw Wilbur Snaper, convention chairman, greet the registrants, and comment on the cooperation extended. President Trueman Rembusch then ran the meeting, introducing Abram F. Myers, Herman Robbins, Barney Balaban, Nate Blumberg, Steve Brody, Jack Cohn, Ned Depinet, Arthur Krim, Major Albert Warner, Al Lichtman, and Colonel William McCraw. Details of their talks may be found elsewhere in this issue. Also aboard the dais were Marc Wolf, Father Masterson, Cardinal Spellman, and Charles Niles.

The three most pressing problems, according to Myers, were arbitration, competitive bidding, and the high cost of film. The one thing on which Myers and the distributor representatives seemed to agree was that the welfare of the exhibitor and the distributor were dependent on each other.

Most of the distributor addresses indicated that we must have confidence in the future, we have the quality product necessary to keep the industry rolling, we must all work together towards a common goal, let's not get too excited about TV, and besides large screen theatre television in color may help things along.

The second open session saw Sam Switow make an appeal for the Will Rogers Memorial Hospital fund-raising campaign; Wolf discuss the Variety Clubs International as a positive force for better industry public relations, and Nicholas M. Schenck repeat his oft-repeated quote, "There's nothing wrong with the motion picture business that good pictures can't cure."

Dore Schary, executive vice-president in charge of production, MGM, discussed that phase of the business and he was followed by the sales managers' panel, during which questions were thrown at the dais, Al Daff, Charles Feldman, Morey Goldstein, Bernie Kranze, Bob Mochrie, Abe Montague, Bill Rodgers, and Bill Gehring, with the latter getting most of the inquiries regarding the alleged forcing of increased admissions on "David And Bathsheba."

The final day's open session saw questions, answers, condemnations from the floor, and recommendations from both sides of the microphones. The clinics wanted to know: What is a pre-release?, to what degree do local branches have

(Continued on page 17)

**PICTURE
DeCARLO
IN YOUR
HOUSE!**



**"DeCARLO IS A VOLUPTUOUS
FIGURE! Her native dance is
a highlight!"**

-BOXOFFICE

"DeCARLO IS AN EYE-FUL!"
-MOTION PICTURE DAILY

**"DeCARLO SINGING, DANCING
AND COQUETTING MOST EFFEC-
TIVELY! Joyful comedy...great fun!"**

-SHOWMEN'S TRADE REVIEW

"DeCARLO IS EASY ON THE EYE!"
-MOTION PICTURE HERALD

**"YVONNE DeCARLO IS LOVELY
TO LOOK AT and her costuming
will keep male attention on the
alert!"**

-FILM DAILY

"DeCARLO IS AN EYE-FILLING HEROINE!"
-HARRISON'S REPORTS

"DeCARLO GUSHES WITH ALLURE!"
-INDEPENDENT FILM JOURNAL

HOTEL SAHARA

IT'S A FULL HOUSE
for great returns in initial en-
gagements in Syracuse, San
Francisco and Toronto! Watch
the hundreds of other play-
dates coming up!

Sensational for his role of
"Nero" in "QUO VADIS"!

1 ARTHUR RANK ORGANIZATION presents

YVONNE DeCARLO • PETER USTINOV • DAVID TOMLINSON **"Hotel Sahara"**
with Roland Culver • Albert Lieven • Produced by GEORGE HAMBLEY BROWN • Executive Producer STEVEN PALLOS

Directed by KEN ANNAKIN • Original Story and Screenplay by Patrick Kirwan and George Hambley Brown • A Tower Films Ltd. Production

Date her...thru UA



Paramount's "Samson and Delilah" is still packing them in overseas, as noted by this recent photo of the crowds that jammed the Paramount, Paris,

France, to see the film. The line extends completely around the block, and for safety is interrupted at the emergency exit (2) and open shops (1 and 3).

Columbia International Elects

NEW YORK—Following a meeting last week of the board of directors of Columbia Pictures International Corporation, Joseph A. McConville, president, Columbia subsidiary handling foreign affairs, announced the election of four new officers:

Vice-presidents: Max Thorpe, managing director in Great Britain; Sig Kusiel, home office executive and supervisor for Latin-America, and Lacy W. Kastner, managing director for Europe and the Near East, and treasurer: Bernard E. Zeeman.

GB Profit Increases

LONDON—It was announced last fortnight that Gaumont-British Pictures in the year ended on June 23 had a net profit of 426,920 pounds as compared with 71,232 pounds in the previous fiscal year.



Canadian Comment

In Toronto, officers were elected by two Ontario exhibitor organizations. Harry Wilson was named president, Essex, Kent, and Lambton Theatres Association, while Arch Axler was named vice-president, and Ed Lamoureux, secretary-treasurer. Hamilton Theatre Managers Association elected Jim McDonough as president, Oscar Lang, vice-president, and Jean Ford, secretary-treasurer.

Daff Asks British "Movietime"

LONDON—A suggestion to the British film industry to adopt an industry-wide promotional effort similar to our "Movietime U.S.A.", was made by Alfred E. Daff, U-I director of world sales while attending the convention of J. Arthur Rank's General Film Distributors organization last week.

Daff, one of the key speakers along with John Davis, managing director, J. Arthur Rank Organization, outlined the effort being put forward by the American industry, and called upon the British industry to continue its present successful policy of showmanship, and to augment it with a British "Movietime."

The GFD meetings held at the Dorchester and Savoy Hotels were presided over by Kenneth Hargreaves, GFD managing director, and was attended by managers from England, Ireland, and Scotland.

UA-Justice Hearing Dec. 4

WASHINGTON—It was learned last fortnight that a hearing has been set for Dec. 4 before the three-judge statutory court in New York on the Justice Department's motions against UA and U-I. The Department of Justice seeks to force UA to put up for sale the distribution rights it acquired from Eagle Lion, and to prohibit any officer or agent of either UA or U-I from serving as an agent for a competing firm.

WB Foreign Spots Filled

NEW YORK—Wolfe Cohen, Warners' general foreign manager, announced last week several promotions and new appointments in the company's foreign organization. Berry Greenberg, formerly Warner manager in Puerto Rico, has been transferred here as home office sales representative.

John Jones, former Warner manager in Mexico, has been named manager in Puerto Rico. Armando Trucios, Pacific division manager, is currently acting head of Warner operations in Mexico. Leo Green, former manager in Trinidad, has been promoted to manager in Panama, replacing Jack Scribner, resigned. Richard Spierman, who formerly worked for Warners in the Far East, rejoins the company as manager in Trinidad.

New British Setup Due

LONDON—Britain's new chancellor of the exchequer is Richard Austen Butler, who, with the Board of Trade president, Peter Thornycroft, will oversee matters regarding American film company remittances and other industry matters, it was revealed last week.

Reelected to Parliament on the Labor Party ticket in last fortnight's elections were Tom O'Brien, president, National Association of Theatrical and Kine Employes, and Eric Fletcher, director, and deputy chairman, Associated British Picture Corporation.

Britain's first theatre telecast was held on election night at the Odeon.



Sir Frank Lee, secretary, British Board of Trade, is pictured at the Washington headquarters of the Motion Picture Association as he recently signed the new Anglo-American film pact. At left is Joyce O'Hara, MPAA acting president. Ellis Arnall, president, Society of Independent Motion Picture Producers, is seen at right in the photo.

LOSS OF PEP?



will bring back that
old fighting spirit!
Load up on it! **PLAY**

UNIVERSAL-INTERNATIONAL'S

**WEEK-END
WITH FATHER**

The Week End that Shook the World
...with **LAUGHTER!**

Banner Attendance At St. Louis Meeting

ST. LOUIS—A banner attendance was expected at the annual meeting of the Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois this week at the Chase Hotel.

The Theatre Owners of America, parent organization of the group, was to have been represented by President Mitchell Wolfson, and Gael Sullivan was to have been the principal speaker.

Discussions for the two-day meeting included: "What 'Movietime, U.S.A.' Can Do For You In The Months Ahead", by Herb Bennin, St. Louis manager, Loew's, Inc.; "Theatre Television Operation", by Louis Jablonow, general manager, Komm Circuit; "Improved Grosses For Drive-In Theatres", by Jack Braunagle, head, drive-in theatre division, Commonwealth Amusement Corporation, Kansas City; "Greater Returns From Your Concessions," by Smith Cady, Jr., Chase Candy Company, St. Louis; "The Personal Touch In Good Public Relations", by Jack Jackson, National Screen Service, New York City; "Exploitation For The Small Town Situation", by Glenn Hall, and "Showmanship That Packs Them In", by Bill Veeck, owner, St. Louis Browns.

A complete report was to have been made on the proceedings of the national convention of the TOA by delegates Tom Bloomer, Belleville, Ill.; Paul Krueger, St. Louis, and Pete Medley, Sikeston, Mo., and Leon Bamberger, sales promotion manager, RKO, was to bring an industry cooperative goodwill message.

20th-Fox Coloring 18

NEW YORK—One-half of the feature product planned for 1952 release by 20th-Fox will be in Technicolor, the company revealed last week as it announced titles of 18 films in color for the coming year.

The company stated further that all musicals and semi-musicals will be made in Technicolor. Of the 18 pictures scheduled, seven have already been completed, while four more are now before the cameras. The remaining seven will be placed in production during the next few months.

ELC Must Show Cause

NEW YORK—Eagle Lion Classics must show cause why it should not be cited for failing to abide by a court-appointed arbitrator's award in favor of former ELC employees, under a show-cause order granted against ELC and its parent company, Pathe Industries, last week by New York Supreme Court Judge Edward Koch. The order was issued in reference to the suit for severance and vacation pay filed by District 65, Distributive, Processing, and Office Workers of America.

Schenck Named To "Movietime"

HOLLYWOOD—MGM vice-president Marvin Schenck last week was chosen as head recruiter for the "Movietime, U.S.A." tours during November and December, replacing Sam Briskin. The November tour is slated for the Salt Lake City area, while the December units will travel through the southern states, Pennsylvania, and northern New York State.

MPAA Board Sees Visual Record of "Movietime"

NEW YORK—A report of the success and achievements to date of "Movietime, U.S.A." was presented last week to the board of directors of the Motion Picture Association by Robert J. O'Donnell, national director of the campaign, and Arthur L. Mayer, executive director, COMPO.

Every inch of the board room's wall space was covered with headlines, stories, features, photos, and editorials that marked the industry's first joint promotional undertaking. A huge 100-page scrapbook containing more features, editorials, and stories offered further evidence of the impact of the "Movietime" campaign on the American public through the press.

Joyce O'Hara, MPAA vice-president and chairman of the meeting, conveyed the congratulations of the board to Messrs. O'Donnell and Mayer.

Schwalberg-Blum

NEW YORK—Mrs. Carmel Myers Blum and A. W. Schwalberg were married last week by County Judge Samuel Leibowitz in the judge's chambers. Mrs. Schwalberg, the former Carmel Myers, star of stage and screen, currently conducts her own television show. Schwalberg is president, Paramount Film Distributing Corporation, a subsidiary of Paramount Picture Corporation.

Immediately following the wedding, the couple left for Florida to honeymoon on the yacht of Barney Balaban, president, Paramount Pictures.

Allentown, Pa., Decree Affirmed

PHILADELPHIA—The U. S. Court of Appeals last week affirmed the decree in the Boulevard Drive-In, Allentown, Pa., case vs. Loew's, Inc., et al. The decree of the District Court was affirmed, and the appeal of the intervening defendants was dismissed. Albert M. Cohen is counsel for David Milgram, plaintiff.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"The Light Touch"—Names may help comedy drama.

20TH-FOX

"Golden Girl"—Good musical.

RKO

"I Want You"—Good programmer has names to help.

TOA Exec. Group Meets On Nov. 15

NEW YORK—The executive committee of the Theatre Owners of America will hold its first meeting of the 1951-52 season at the Hotel Astor on Nov. 15, it was reported last week by S. H. Fabian, committee chairman, who also reported that Pat McGee, Cooper Foundation, Denver, had accepted appointment to the executive committee.

Committee members scheduled to attend are: President Mitchell Wolfson, Miami, Fla.; Charles P. Skouras, chairman of the board, Los Angeles; Walter Reade, Jr., New York City; John Rowley, Dallas; J. J. O'Leary, Scranton, Pa.; Max A. Connett, Newton, Miss.; Leonard H. Goldenson, New York City; Nat M. Williams, Thomasville, Ga.; Herman M. Levy, New Haven; Morris Lowenstein, Oklahoma City; H. H. Everett, Charlotte; Myron Blank, Des Moines; Ted R. Gamble, Chicago; R. R. Livingston, Lincoln, Neb.; Arthur H. Lockwood, Boston; Samuel Pinanski, Boston; Albert M. Pickus, Stratford, Conn.; Elmer C. Rhoden, Kansas City; Martin Mullin, Boston; Harold Fitzgerald, Milwaukee; Morton G. Thalhimer, Richmond, Va.; R. B. Wilby, Atlanta; McGee, and Gael Sullivan, executive director.

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LEADING THEATRE SUPPLY DEALERS THROUGHOUT THE WORLD

PEOPLE

NEW YORK—Norman H. Moray, president, and Walton S. Ament, vice-president and general manager, Warner News, Inc., producers of Warner Pathe News, the News Magazine of the Screen, and special short subjects for Warners, announced last week several promotions and new appointments. Edward C. Buddy is promoted from the post of foreign editor to executive assistant to Ament. Harold H. Bonafield is promoted from managing editor to editor, Warner Pathe News. Robert G. Youngson has been appointed editor, News Magazine of the Screen. Leonard C. Hein, film editor, has been named managing editor of both Warner Pathe News and the News Magazine of the Screen. Irene Cornell, associate editor, News Magazine of the Screen, has been promoted to the post of production manager. Martin J. Kendrick has joined the staff of the News Magazine of the Screen as associate editor. Theodore F. Sharkey, contact man and an assistant news editor for Pathe News, has been appointed unit manager in the special productions division.

NEW YORK—The Motion Picture Association of America announced last week that it has retained James L. Fly and Vincent B. Welch as counsel to represent the MPAA in its application for TV channels before the Federal Communications Commission. The announcement followed a meeting of the board of directors, at which recommendation by the association's television and law committees for

LOWER PLATE WOBBLE?



For gosh sakes, throw 'em away before you choke from laughter when you play



The Week End that Shook the World
...with LAUGHTER!

Goldman Files Suit Vs. Warners, Paramount

PHILADELPHIA—The William Goldman Company last week filed a triple damage anti-trust action in U. S. District Court against Warners and Paramount. William A. Gray, counsel for Goldman, claims that competitive bidding in the first-run situations in this city is a device to give competitive advantage to Warners and also because of alleged discrimination in WB's favor plus Warners' backlog of product, the purpose of which is to give Warners at all times an unfair advantage.

An injunction is asked against competitive bidding relief, to partly put Warners out of business by forcing compliance with that part of the consent decree calling for divestiture of a number of first-run operations.

Defendants named are Warner Brothers Pictures, Inc., Warner Brothers Distributing, Inc., Stanley Company of America, Warner Brothers Circuit Management, Inc., Paramount Pictures, Inc., and Paramount Distributing Corporation.

retaining Messrs. Fly and Welch were approved.

NEW YORK—Paramount Pictures and Hal Wallis completed arrangements last week which call for John Mock to serve as story editor jointly for Wallis and Paramount. The new plan will go into effect on Feb. 1.

NEW YORK—Charles F. O'Brien, director of industrial relations for Loew's, Inc., for the last six years, resigned last week to accept a position as vice-president, John Irving Shoe Corporation of Boston.

HOLLYWOOD—Lou "Whitey" Debney, formerly with Walt Disney Productions, was last week appointed national sales representative for Hurrell Productions, Inc., a Walt Disney subsidiary.

"Lady" Promotion Tests Start

NEW YORK—An unusual theatre promotion package developed by U-I in connection with "The Lady Pays Off" was due for a series of four tests at the Keith's Memorial, Boston; E. M. Loew's, Hartford, Conn.; the Paramount, Syracuse, N. Y., and the Regent, Rochester, N. Y.

The promotion involves a series of audience participation events with prizes on the stage of the theatre on opening night featuring a "lady who pays off."

RKO Turns Loss To Profit

NEW YORK—The operations of RKO Pictures Corporation and subsidiary companies for the three months ended on Sept. 29, 1951, resulted in a net profit (un-audited), after all charges, of \$588,816, it was learned last week.

For the nine months ended on Sept. 28, operations resulted in a net loss (un-audited), after all charges, of \$145,904.

"Monogram Week" Set For Feb.

NEW YORK—Morey Goldstein, vice-president and general sales manager, announced last week that the week of Feb. 10-16 has been designated as "National Monogram Week", with the goal of the drive to be a Monogram subject on every screen in the country.

THEATRE TV

In Hollywood, Kenneth B. Wright, managing director, Theatre Television Authority, incorporated in Sacramento, Cal., revealed that the corporation seeks to establish a comprehensive service system between video and film theatres in California and other Pacific states. Said Wright, "This corporation has been formed to receive rights to release and license of television programs to film theatres for exhibition. We expect to provide the answer to exhibitor queries as to what they can run if they install large screen projection equipment. We expect to provide everyone, insofar as the motion picture industry is concerned, with programs on local, regional, and national levels. We realize exhibitors have been reluctant to spend from \$15,000 to \$20,000 for equipment with no guarantee they will have programming, and we will also help exhibitors to obtain large screen equipment."

Critics In For "Quo Vadis"

NEW YORK—MGM invited 14 out-of-town critics here to attend the twin world premiere of "Quo Vadis" at the Astor and Capitol on Nov. 8. The press representatives are from cities where the company will hold pre-release premieres on Nov. 20.

Coming are: Pittsburgh, Kaspar Monahan, The Pittsburgh Press, and Leonard Mendlowitz, The Sun Telegraph; Memphis, Edwin Howard, The Press Scimitar, and Ben Parker, The Commercial Appeal; Cleveland: Ward Marsh, The Plain-Dealer; Omar Ranney, The Press, and Arthur Spaeth, The News; San Francisco, Hortense Morton, The Examiner, and William Hogan, The Chronicle; Atlanta, Ernest Rogers and Fred Moon, The Journal, and Paul Jones, The Constitution; Oakland, Calif., Wood Soanes, The Tribune, and St. Louis, Herbert L. Monk, The Globe-Democrat.

Jimmy Starr, of the Los Angeles Herald Express, in town on a vacation-business visit, will attend. Norman Clark, The Baltimore Sun, is on his own, and has been extended an invitation. Harold Cail, The Portland, Me., Herald Express, will be in town on a personal visit, and has been invited. Virginia Chumley, writer-columnist, The Chattanooga, Tenn., Times, visiting here now, also will be on hand.

UPA Minority Wins Point

NEW YORK—New York Supreme Court Justice James M. McNally last fortnight granted an application for appointment of an appraiser to evaluate the stock of five minority stockholders of United Paramount Theatres. The minority stockholders, owning approximately 850 UPT shares and opposing the projected merger of UPT with American Broadcasting, claimed their stock was worth more than the \$16 or \$17 per share carried on the company's books as of March 31, 1951.

Autry Files Against Republic

HOLLYWOOD—An action was filed in U. S. District Court last fortnight by Gene Autry against Republic seeking to prevent the release of films he appeared in for the company to non-theatrical outlets. Autry made about 67 pictures for Republic from 1935 to 1945.

Konecuff

(Continued from page 12)

autonomy?, with regard to previews when does clearance commence, and is there any limit to the number of pix a theatre can run in any one day?, why is not the subsequent run given the same consideration for previews?, and if the print shortage causes postponement or cancellation of a booking, then should the price be reduced? It was charged that the distributors were too evasive.

Bill Rodgers, MGM, was the only sales manager to return voluntarily to the dais at this session. He tried to answer the questions as far as his own company is concerned: a limited number of test engagements determine a picture's potentialities, local branches have complete autonomy, MGM is always trying to establish fair clearance, it is always willing to arbitrate this, more prints are being used than ever before, and MGM always stands ready to make adjustments.

Jack Kirsch hit at distributors for not going out of their way to help keep smaller theatres open. He thought an arbitration system within, and by, the industry ought to be set up, and that everything, including the price of films, should be arbitrated. He advocated setting up a competitive bidding system with perhaps a split of product, and that exhibits act cooperatively on problems. At this point, Rodgers offered to help keep open any theatre having difficulty.

O. F. Sullivan, on behalf of drive-ins, asked that distributors not discriminate against outdoor theatres, that the year-around expense as against the eight-month operating schedule be considered, rentals should be determined on a like basis as for indoor theatres, and competitive bidding and excessive multiple runs should be eliminated.

The resolutions committee recommended immediate action on any alleged illegal fixing of admission prices, citing 20th-Fox and "David And Bathsheba", and asked legal action. Rapped also were film rentals, which were claimed as too high during the current recession. Coming in for criticism were distributors who insist on percentage in normally flat rental situations, those who refuse to adjust and raise the floor in sliding scales and lowering the ceiling on split figures. Mentioned were Paramount, Warners, MGM, and RKO.

It was also recommended that if differences can't be adjusted locally, action should be sought via the Allied film committee through the home offices. The board was urged to conduct an information campaign via trade paper advertising, bulletins, etc., to alert exhibits everywhere on sales policies of the film companies. Also suggested was the setting up of an arbitration system to deal with all problems.

Look and Coronet magazines were commended for their recent pro-industry articles, and New Jersey Allied was thanked for its handling of the convention.

The banquet winding up the convention featured the award of inscribed bronze plaques to Adolph Zukor, who reiterated his stand that the young men in the business must assume a more active role in its management and that differences between the various branches of the business must be ironed out; to

R. J. "Bob" O'Donnell, who related his experiences with, and the results of, "Movietime, U.S.A."; to Colonel Cole for originating "Movietime", and a surprise award to President Rembusch for his many services.

The plaques were presented by general counsel Myers. Abe Berenson acted as master of ceremonies. Entertainment was provided by Joey Adams, Al Kelley, and Colonel McCraw. Aboard the dais were Wally Allen, McCraw, Colonel Cole, Wolf, Arthur Mayer, Irving Dollinger, Stanley King, Charles Niles, and Snaper.

Jottings: Wilbur Snaper's birthday was celebrated at the opening luncheon with a cake on which rested a single candle. . . . Coca Cola hosted the luncheon. . . . MGM's Bill Rodgers told Sidney Samuelson, "You would be nice if you weren't so damned sarcastic." . . . Herman Robbins, who had no prepared speech, seemed to do alright without one. . . . Major Warner, Ned Depinet, and Steve Broidy, after the opening session, agreed that Colonel McCraw would make a good speaking ambassador for the industry. . . . Al Schwalberg's marriage to Carmel Myers and subsequent honeymoon prevented his appearing. . . . Ted Mann and Rembusch differed on the floor as to how the meeting should be conducted.

WELCOME: One of the most enjoyable luncheons we've attended in many a moon occurred when United Artists gained a vice-president in charge of foreign operations in Arnold Picker, and the top brass decided to welcome him via a luncheon, attended by trade press editors and publishers.

AMPA SALUTES: Associated Motion Picture Advertisers opened the fall season of meetings with a luncheon saluting R. J. "Bob" O'Donnell as a man, a leader, and an outstanding industryite. It was a touching and stirring tribute paid him by COMPO vice-president Arthur Mayer, who worked with him on the "Movietime" campaign, as did COMPO prexy Ned Depinet. O'Donnell recalled some of his experiences in the campaign as well as some of the aims and the various successes experienced.

Aboard the dais were: Jerry Pickman, Max Youngstein, Arthur Schmidt, Mort Blumenstock, Charles McCarthy, Lige Brien, Barret McCormick, Mayer, O'Donnell, and Depinet.

PRODUCER DEPT.: George Pal, Paramount producer, was in prior to leaving on a tour of cities to open his latest film, "When Worlds Collide", and he thought that the science-fiction film which he pioneered with "Destination Moon" was here to stay, and that action fans were switching to this type of picture. He opined that the future will see more and bigger and better entries.

Pal reported that his first feature, "Destination Moon", grossed two millions on a distribution basis that might be termed primitive, and he expected that "When Worlds Collide" would bring back the negative costs from the foreign market alone. His next film will be "The War Of The Worlds", by H. G. Wells, to be made in Technicolor, in January. Following that, the early spring should see a film based

This Was The Week When . . .

The world premiere of "The Big Night", UA release, was held at three theatres in Los Angeles. . . . 20th-Fox postponed the visit of "Miss Kangaroo", from Australia, until Jan. 7.

The Bernard brothers, comedy team, arrived in this country to appear in a Republic picture, "Gobs And Gals", having been signed up in Europe by President Herbert J. Yates. . . . Warners held the Pacific premiere of "The Tanks Are Coming" at the Hollywood, Hollywood. . . . Shelley Winters flew back from Europe to attend the world bow of U-I's "The Raging Tide" at the Orpheum, San Francisco, on Nov. 2.

Leading figures of American industry were set to be present at the annual dinner of the Motion Picture Pioneers in New York City on Nov. 15 honoring Harry M., Jack L., and Albert Warner. . . . Date for the induction of Dublin, Ireland, Variety Club tent was changed to Nov. 23, with International Chief Barker Marc Wolf and others on hand.

on the life of the magician Houdini. With the latter he expects to send out famous Houdini tricks and properties on a tour of theatres.

BACKACHE

(OR EVEN LOWER)



Then hire a truck
to carry the heavy dough
when you play

UNIVERSAL-INTERNATIONAL'S

WEEK-END WITH FATHER

The Week End that Shook the World
...with LAUGHTER!

MISCELLANEOUS

NEWSREELS

MOVIE TONE NEWS (Vol. 34, No. 88)
Korea: Cease fire talks on. Illinois: Air heroes return home from Korea. New York: UN Korean war vets hailed. Nevada: New atom bomb. Canada: Princess "pilots" train through Alberta. San Francisco: Bus crash. France: Paris riots over mass for Petain (except Chicago, Milwaukee, Washington, and Atlanta). Washington, D. C.: Rosary rally (only Washington). Football thrills: Princeton whips Cornell; Wisconsin defeats Northwestern (only Chicago and Milwaukee); Georgia Tech nips Vanderbilt (only Atlanta).

NEWS OF THE DAY (Vol. XXIII, No. 218)
Korea: Cease fire talks on. Nevada: New atom bomb. New York: UN Korean war vets hailed. Canada: Princess "pilots" train through Alberta (except Washington, D. C.). England: Churchill comes back as Britain's Prime Minister. Washington, D. C.: Capital honors Gompers (Washington, D. C., only). Football: Princeton whips Cornell (except Los Angeles, San Francisco, Seattle, Portland, Dallas and Milwaukee); Wisconsin defeats Northwestern (Milwaukee only); Southern California edges Texas Christian (Los Angeles, San Francisco, Seattle, Portland, and Dallas only).

PARAMOUNT NEWS (No. 21) England: Churchill comes back as Britain's prime minister. India: Republic prepares for first general elections. Korea: Cease fire

talks on. Fort Duchesne, Utah. 1880 debt settled with Indians. Football thrills: Southern California edges Texas Christian; Princeton whips Cornell.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 504) Germany: NATO air exercises. England: Churchill comes back as Britain's prime minister. Washington, D. C.: Capital honors Gompers. Hollywood: Blood bank. Football: Southern California edges Texas Christian; Princeton whips Cornell.

WARNER PATHE NEWS (Vol. 23, No. 23) Germany: NATO air exercises. England: Churchill comes back as Britain's prime minister. Korea: Cease fire talks on again. New York: UN Korean war vets honored. Wright Field: Air force shows latest jet bombers. Italy: Red Cross unit for UN army. Football thrills: Southern California edges Texas Christian; Princeton whips Cornell.

TELENEWS DIGEST (Vol. V, No. 44-A) England: Churchill comes back as Britain's prime minister. England: More troops for Mideast. Canada: Royal tourists take a look at Vancouver and Victoria. Germany: Motherly monkey. Indo-China: Operation Amande. Football: Princeton whips Cornell.

MOVIE TONE NEWS (Vol. 34, No. 87)
Korea: Action. San Diego, Cal.: Carrier returns men from Korea. Japan: Message from General Ridgway. England: Election. Pakistan: Slain premier mourned. Mediterranean: Eisenhower sees navy in action. Italy: Pope canonizes three new saints. Germany: This man spends his life trying to end it all. A message from Governor Dewey (New York City, Albany, and Buffalo only).

NEWS OF THE DAY (Vol. XXIII, No. 217)
Korea: Action. San Diego, Cal.: Carrier returns men from Korea. Argentina: Ovation to Eva Peron. Mediterranean: Eisenhower sees navy in action. Canada: Royal tour at Victoria, B.C. (except New York, Albany, and Buffalo). Japan: American All-Stars vs. Japanese Giants. A message from Governor Dewey (New York City, Albany, and Buffalo only).

PARAMOUNT NEWS (No. 20). Argentina: Ovation to Eva Peron. Mediterranean: Eisenhower sees navy in action. Sicily: Gale. Pakistan: Slain premier mourned. USA: Korea vets from 19 nations lead UN salute. Germany: Officer weds princess. Stillwater, Okla.: Drake vs. Oklahoma A and M.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 503) Washington: UN anniversary. Korea: Action. Washington: Red Cross dedication. Pakistan: Slain premier mourned. San Diego, Cal.: Carrier returns men from Korea (except New York, Buffalo, and Albany). Germany: Danish gymnasts perform. Seattle: Illinois-Washington football. A message from Governor Dewey (New York state only).

WARNER PATHE NEWS (Vol. 23, No. 22) Korea: Action. New York, Washington, and Paris: Free world hails UN's sixth birthday. Washington: President Truman meets Mossadegh. Washington: General Clark family at bedside of wounded son. Argentina: Ovation to Eva Peron. Pakistan: Slain premier mourned. Germany: Officer weds princess. Football: Giants vs. Eagles.

TELENEWS DIGEST (Vol. V, No. 43-B) England: Elections. Korea: Seoul. Portu-

Rotus Harvey Asks Ad Budget Break

SAN FRANCISCO—In a message to members of PCCITO, President Rotus Harvey last week asked that distributors divide advertising budgets between Main Street and Broadway instead of spending it all in New York.

Said Harvey:

"There was a time, in our motion picture industry, when every Main Street was a very important place for there our pictures were sold to the public. Now, Main Street is forgotten. Everything stems from New York with the exception of production in Hollywood.

"New York says when a picture is to be sold, for how much, when and where it is to be run, and creates and executes all publicity. The boys in New York apparently are laboring under the illusion that if they spend thousands of dollars on their first-run in New York City that extravagant splurge (which they do not recoup on the New York first-runs) will rock our patrons on Main Street, and will make them flock to our theatres. The boys seem to think all they have to do is to place large advertisements in national magazines, and the picture is sold. How wrong can they be?

"In this man's humble opinion, here is what should be done to sell pictures:

"Step 1—Let Hollywood produce the pictures, and hold their sneak previews. For a real sneak preview is necessary for good picture making. Step 2—Eliminate entirely all commercial previews. Step 3—Preview for exhibitors and industry trade journals as soon as possible after a picture is finished. Don't wait until just a couple of weeks before first-run release. Step 4—Forbid previews for the so-called critics. They do nothing but harm—cut off the Fiddlers, Parsons, Hoppers, etc., right at the pockets. Step 5—Stop spending fortunes on Broadway at the expense of the rest of the country. Step 6—Stop advertising in national magazines. Step 7—Take the balance of the advertising budget, and spend it on Main Street, where it will do the most good. Step 8—Leave the rest of the job to the exhibitor, who knows how to sell his particular public."

Delaware Fund Adds Holdings

PHILADELPHIA—According to the quarterly report published last week by The Delaware Fund, a mutual investment company, common stocks of film companies representing 2.75 per cent of total net assets as of Sept. 30 added to the firm's industry holdings during the third quarter of this year. A similar investment of 2.44 per cent of net assets was reported by Delaware Fund on June 30.

Film companies represented in the reports at the end of the September period include Cinecolor, Republic, and Technicolor.

gal: Mass pilgrimage. Washington: Korea vets from 19 nations lead UN salute.

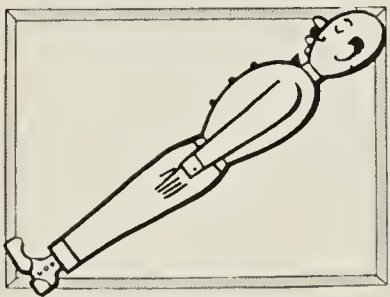
NATIONAL BOARD OF REVIEW

Oct. 27, 1951

SELECTED FEATURES: "Golden Girl" (20th-Fox); "The Football Fix" (Realart); "Two Dollar Bettor" (Realart).

STIFF IN THE JOINTS?

STAY OUTA THOSE JOINTS!



Stay at the theatre
and count your
dough when you play

UNIVERSAL-INTERNATIONAL'S

WEEK-END WITH FATHER

The Week End that Shook the World
...with LAUGHTER!

Allied

(Continued from page 12)

runs, but took the opportunity to remind the convention that Metro's lesser product was not getting the support it needed. On prints, he claimed MGM was supplying more than it did only five years ago. On adjustments he said, "You needn't feel that you're coming to me with hat in hand. I invite every one of you to come up to my office as a partner in this industry to discuss your problems if they are legitimate." On bidding, Rodgers explained that the government had made the company change their way of doing business, and that although he had always enjoyed doing business the old way, he couldn't today.

Another resolution was passed commending Look and Coronet magazines for articles of service to the industry.

Another resolution was passed expressing appreciation to the hosting Allied of New Jersey, particularly, Snaper, August Bacolini, and Salli Fisher.

No action was taken as yet by the Allied board on the reinstatement of the Eastern Pennsylvania unit, suspended last year, despite a proposal by Samuelson covering payment of delinquent dues to the national organization and a counter proposal by Allied's finance committee.

The Allied board met later, and conferred with Sidney Samuelson, general manager, Allied of Eastern Pennsylvania, regarding the return of that unit to the national fold.

It was understood that Samuelson was taking back to Philadelphia a proposition to be considered by the local board there.

The Allied board also took positive action on every resolution that the convention adopted. On the question of fixed admissions, each regional unit will be contacted to get data and proof.

If Allied doesn't get relief by negotiation, paid ads will be taken in trade papers to inform theatremen of the state of affairs, with specific films and companies to be mentioned if needed.

Television was also discussed at the board session. Further consideration is due at the Washington annual meeting.

The trade press was also thanked for its convention coverage.

Distribution Panel Second Day Feature

NEW YORK—Eight top distribution executives formed a panel that tried to answer questions of exhibitors as a highlight of the second day of the Allied convention last week.

On the panel were William F. Rodgers, MGM; Al Daff and Charles Feldman, U-I; William Gehring, 20th-Fox; Abe Montague, Columbia; Bob Mochrie, RKO; Morey Goldstein, Monogram, and B. G. Kranze, UA. Ben Kalmenson, Warners' general sales manager, had been invited, but did not appear, while Al Schwalberg, Paramount sales head, was on his honeymoon.

The executives, in general, seemed sympathetic to the complaints of the theatremen, but exhibitor sentiment seemed to be summed up by O. F. Sullivan, Wichita, Kans., who told one executive, "Your answer was elusive, but so have been most of the answers."

On raised admission prices it was charged that either directly or by infer-

ence exhibitors had to raise admissions for Warners' "A Streetcar Named Desire" and 20th-Fox's "David And Bathsheba." It was claimed that exhibitors who refused were not sold the picture or were given terms that would spell losses at regular scales.

The sales heads admitted that the theatremen had legitimate gripes.

When Colonel H. A. Cole, Texas, presented some facts and figures on operating costs and film rentals, Mochrie undertook to answer him, saying that "RKO feels it is its duty to service even the smallest theatre, even where we are certain that the grosses will not even cover our distribution costs." The company tries to handle each theatre individually, to work out equitable terms, he declared. Cole countered by saying that "you must handle it as a class." Mochrie replied that the company found it best to maintain a flexible sales policy.

Ben Berger, Minneapolis, added, "Yes, flexibility means you pay through the nose."

Rodgers explained that it had long been MGM's policy to include even "A" pictures in the flat rental selling plan for small town exhibitors.

Convention chairman Snaper then asked Gehring, "what is the policy on 'David And Bathsheba'?" Gehring admitted the company got raised admissions, but that it was "of your own accord." Gehring explained further that "we'd be foolish to try to force exhibitors to raise admissions. We know there are laws against such things."

Sidney Samuelson, Philadelphia, asked what a pre-release engagement was. "I don't think," he said, "that key runs, 21-day houses in Philadelphia, or other theatres in small nearby towns of 1,800 population, are helping make any film more attractive to the public by showing it at \$1, to great public criticism. On what grounds did the company decide what theatre got the picture? Is it on admission price, what the exhibitor will pay, the type of theatre, or the size of the city?"

Gehring responded that "we want to be fair about the choice of theatres which get the engagements."

Nate Yamins, New England, announced that 220 had attended the three film clinics the day before. On upping admission scales, he warned, "When you juggle your admission scales, you advertise to the public it's a good show. Everytime I go back to regular admissions, I have a stinker to pass off. Such a policy, therefore, is dangerous."

Colonel Cole, Ray Branch, and Yamins conducted the clinics for exhibitors in small towns, large towns, and large cities respectively. Other clinics were conducted by Morris Finkel, key neighborhoods and sub-runs; O. F. Sullivan, outdoor theatres, and Kirsch, circuit buyers and bidding.

Dore Schary, MGM production head, pointed out that the assumption of many industry members that they can do the other fellow's job is one of the problems that constantly rears its head.

Confessing that he becomes irritated at the way some pictures are advertised and exhibited, the MGM studio head declared, "I am convinced that I ought to stick to my job, and all I ask is that everyone else let me do my job. No producer sets out to make a bad production.

We solicit and welcome the opinions and advice of the critic, the distributor, and the exhibitor in an effort to find out if the error is a consistent one which we can avoid in the future."

Schary declared, "If we approach our jobs with conscience, with integrity, and with courage, and most important, with faith, we can continue to be the driving force in the field of entertainment. In the combined effort of all of us in the motion picture industry, we can go on, to an even healthier and broader industry which need not be frightened by competition, but rather, stimulated by it, and which need not be intimidated by criticism, but, rather, benefited by it."

Nicholas M. Schenck, president, Loew's, said, "I'll repeat what I've said before, it still holds true. There's nothing wrong with our business that good pictures can't cure."

Marc Wolf, Variety Clubs International Chief Barker, told the Allied folk that television hurt all businesses as well as theatres, and claimed that he had gotten this message across to many Rotarians by explaining that "Television by keeping the public at home, kept them away from all businesses." He explained that his message to civic groups brought immediate favorable response, and said, "Give the same message in your towns, and watch the results."

Also heard were Sam Switow, exhibitor from Louisville, Ky., chairman, Will Rogers Memorial Hospital Drive, and James Frank, Jr., NPA representative, who called for cooperation in the copper dripping salvage effort.

(Continued on page 21)

DIZZY SPELLS?



That long green stuff
will make you forget 'em!
Take the cure! *PLAY*

UNIVERSAL-INTERNATIONAL'S

WEEK-END
WITH FATHER

The Week End that Shook the World
...with LAUGHTER!

SAG Delays Lippert Action

HOLLYWOOD—An agreement was reached last week between Screen Actors Guild and the Independent Film Producers Association whereby in return for an agreement that no more theatrical pictures made after Aug. 1, 1948, will be sold for television use by any IFRA during the next three months, the board of directors of SAG will postpone during this time the cancellation of the Guild's contract with producer Robert L. Lippert, a member of the association.

This will give time for the continuing of contract negotiations with the Association, and also will allow the Guild to complete its current negotiations with major film producers and pending negotiations with television film producers.

The Guild board indicated that the Guild is not deviating from its firm policy of cancelling its contract with any producer who releases to TV any theatrical pictures made after Aug. 1, 1948, without first negotiating an arrangement with the Guild for additional payments to actors for such dual use.

Regional TOA Meeting Nov. 16

NEW YORK—The first regional meeting of Theatre Owners of America will be initiated by S. H. Fabian, chairman, New York area, on Nov. 16 at the Hotel Astor.

Exhibitors from the following states will be invited: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Washington, D. C., Virginia, West Virginia, Maryland, Delaware, and New Jersey.

NPA Sends Letters On Salvage

WASHINGTON—Nathan D. Golden, NPA motion picture head, stated last fortnight that over 20,000 letters have been sent to theatres carrying the appeal for cooperation in the copper salvage drive.

WHY

YOUR BEST BUY

Block from Times Square . . . Walking distance to everything worthwhile.

HOTEL LINCOLN

44th to 45th STS. at 8th AV.
NEW YORK

1400 Rooms, each with Tub and Shower, from . . . **\$3.50**

SPECIAL RATES FOR SERVICE MEN

BEST

OUTDOOR REFRESHMENT SERVICE from Coast to Coast over 1/4 Century


Refreshment Service for DRIVE - IN THEATRES


SPORTSERVICE CORP. Phone MA. 5014
SPORTSERVICE BLDG. • BUFFALO, N. Y.


THE TIP-OFF ON BUSINESS


(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The rating given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. The rating given does not constitute the business of each individual engagement but an honest attempt is made to present a general average. By studying the ratings, which may be changed in accordance with newer information, exhibitors will be able to determine how to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (NOVEMBER 7, 1951)


Swell, topnotch, record-breaking or close to it in all types of houses. 


Just fair, nothing out of the ordinary, returns about average. 


Good, although not breaking the walls down, but solid returns. 


Disappointing, way below the average expected, decidedly off. 


The Week's Newcomers


ACROSS THE WIDE MISSOURI (78m.) (MGM) 


BEHAVE YOURSELF (81m.) (RKO) 

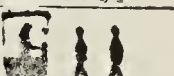
CAVE OF OUTLAWS (75m.) (U-I) 

COME FILL THE CUP (113m.) (WB) 


DARLING HOW COULD YOU (96m.) (Paramount) 


DRUMS IN THE DEEP SOUTH (86m.) (RKO) 

LET'S MAKE IT LEGAL (77m.) (20th-Fox) 


MR. IMPERIUM (87m.) (MGM) 

RED BADGE OF COURAGE (68m.) (MGM) 


REUNION IN RENO (79m.) (U-I) 

TEXAS CARNIVAL (77m.) (MGM) 


THE BLUE VEIL (114m.) (RKO) 


THE DESERT FOX (88m.) (20th-Fox) 


THE MAN WITH A CLOAK (80m.) (MGM) 


THE WELL (85m.) (UA) 


THE WHISTLE AT EATON FALLS (86m.) (Columbia) 

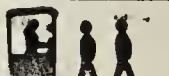
A STREETCAR NAMED DESIRE (125m.) (WB) 


AN AMERICAN IN PARIS (113m.) (MGM) 


ANGELS IN THE OUTFIELD (102m.) (MGM) 


BRIGHT VICTORY (96m.) (U-I) 


CROSSWINDS (93m.) (Paramount) 


HARD, FAST, AND BEAUTIFUL (76m.) (RKO) 


IRON MAN (83m.) (U-I) 


JOURNEY INTO LIGHT (87m.) (20th-Fox) 

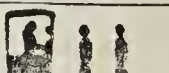
LOST CONTINENT (86m.) (Lippert) 


MARK OF THE RENEGADE (80m.) (U-I) 

NO HIGHWAY IN THE SKY (97 1/2m.) (20th-Fox) 

PAINTING THE CLOUDS WITH SUNSHINE (87m.) (WB) 

RHUBARB (94m.) (Paramount) 


SATURDAY'S HERO (111m.) (Columbia) 

THE DAY THE EARTH STOOD STILL (92m.) (20th-Fox) 

THE FIRST LEGION (86m.) (UA) 

THE GOLDEN HORDE (77m.) (U-I) 

THE MAGIC FACE (89m.) (Columbia) 

THE MOB (87m.) (Columbia) 

THUNDER ON THE HILL (84m.) (U-I) 

Continuing

A MILLIONAIRE FOR CHRISTY (90 1/2m.) (20th-Fox) 

BOOK REVIEWS

SHOW BIZ: From Vaude to Video. By Abel Green and Joe Laurie, Jr. 566 pages. Henry Holt and Company, New York. \$5.

Since this is the year in which the first 50 years in industry and entertainment are being celebrated, it is entirely fitting that this volume, so ably written by Abel "Variety" Green and famed vaudevillian Joe Laurie, Jr., should appear as a complete picture of show business.

Called a panorama of all phases of what is known as show business, it is unusual in that it covers so many facets. While it is impossible to attempt to cover adequately the amount of material in the volume, by fast reading, the part titles, "Vaude Socko" (1905-1913); "War Comes To Show Biz" (1914-1918); "Big Boom" (1919-1929); "Big Bust" (1930-1932); "New Deal" (1933-1940); "Big Show" (1941-45), and "Video Era," from 1945 until the present, indicate the scope of the volume.

Reading "Show Biz" should be a must for anyone in any segment of the industry.
J. E.

Allied Convention

(Continued from page 19)

Myers' Talk

Highlights First Day

NEW YORK—Highlighting the first day of the 18th annual Allied convention last week at the Hotel Biltmore was the address of Abram F. Myers, board chairman, who put to the convention a challenge to come up with the answers to some of the more bothersome problems in the area of trade practices, particularly competitive bidding, film prices and arbitration.

Invocations were delivered by Francis Cardinal Spellman and Rev. Patrick Masterson, executive secretary, National Legion of Decency.

In Myers' address, he said, "I have detected a current of unrest among the exhibitors, and, in some quarters, a strong disposition to blame distributors for saddling upon them an unfair share of the losses resulting from the boxoffice recession, which I hope is rapidly drawing to a close."

Myers reviewed Allied's vain attempts to alter the structure of competitive bidding and the urgings made upon Allied by distribution representatives to join in moves to establish an all-industry arbitration system.

"Should Allied renew its negotiations with the film companies with a view to setting up a formal arbitration system?" asked Myers. "Should this be done regardless of the attitude of the film companies in regard to competitive bidding, or should the two continue to be linked together, the further action by Allied on arbitration being contingent upon a satisfactory solution of the bidding problem?"

The luncheon, for which Coca-Cola was host, was opened by Wilbur Snaper, convention chairman and head, New Jersey Allied, who turned the meeting over to President Trueman T. Rembusch, who introduced the guest speakers.

Herman Robbins, president, National Screen Service, said that "the areas of

conflict in the industry are narrowing."

Barney Balaban, president, Paramount Pictures, declared that "regardless of somewhat more favorable economic conditions, and despite a slackening in the public absorption with television, you would not be experiencing better business today if you were not getting top box-office pictures."

Nate J. Blumberg, president, Universal-International, stated, "Business is better, pictures are better, and, most important of all, we are working better."

Steve Broidy, president, Monogram-Allied Artists, told of his company's coming through its darkest years to its best year in company history for 1950-51. He called for even greater exhibitor support.

Jack Cohn, executive vice-president, Columbia, spoke of the Foundation of the Picture Pioneers, which he heads.

Arthur B. Krim, president, United Artists, said, "We have come upon a sound footing because most exhibitors in the country cooperated."

Ned E. Depinet, RKO president, and COMPO head, stated "If every exhibitor would support COMPO, both by personal service and his small financial contribution be matched by the distributors, COMPO would be assured of success, and could then expand its constructive work in public relations, boxoffice promotion, discriminatory legislation, and other objects for which it was created." Depinet also pointed to further COMPO progress.

Major Albert Warner, vice-president and treasurer, Warner Brothers, pledged that "Hollywood will come through with its share toward industry betterment."

Al Lichtman, 20th Century-Fox distribution head, claimed that his company was ready to meet with and work with the exhibitors at all times for the best interests of the industry.

Colonel William McCraw, Variety International liaison, spoke of "a great renaissance in the industry" but admonished the exhibitors to speak out in their own behalf more often.

On the subject of film rental complaints, Colonel McCraw advised the exhibitors that every industry faces similar problems, "but don't wash your dirty linen in public," he said.

Board Approves

COMPO For Another Year

NEW YORK—The Allied board, meeting before the convention opened, last week renewed participation in COMPO for another year, at the same time asking COMPO to take steps toward "complete organization" in the industry. The year's notice will be accompanied with "a forceful representation that it is the opinion of the board that COMPO now be formally and legally organized to make it an effective instrument to carry out its program."

As of Oct. 16, 16 Allied units had okehed COMPO, with Illinois, Ohio, and Connecticut expected to do so soon. It was pointed out also that only the following other exhibitor units had joined COMPO: Virginia MPTA, TOA of North and South Carolina, MPTO of St. Louis, Eastern Missouri, and Southern Illinois. MPTO of Arkansas-Mississippi-Tennessee, TOA of New Jersey, California Theatres Association, Tennessee Theatre Owners, Kansas-Missouri Theatres Association, and the ITOA of Montana.

President Trueman T. Rembusch was named the Allied delegate to the COMPO nominating committee.

The board discussed film practices, which were divided into four parts, rentals, competitive bidding, arbitration, and prints, with the convention being given the exclusive franchise on voting on, and discussing, these issues.

Sidney Samuelson, general manager, Allied of Eastern Pennsylvania, which was suspended in May for non-payment of dues, present at the board conclave, participated in the two-day sessions. He met with the finance committee, which then turned the problem over to the executive committee.

Also considered by the board were:

Resolutions to the memory of the late M. A. Rosenberg and P. J. Wood, a decision to convene next in Chicago, a decision to hold the spring board sessions in Colorado Springs, Colo., in conjunction with the Allied Rocky Mountain regional convention, a resolution okehing another "Movietime, U.S.A." meeting next year, and consideration of the effects of TV on theatres, with those present feeling that TV is wearing off but still has its effect. The east has been hit the most, it was agreed.

Acetate safety film is used universally the board concluded. Board chairman Abram F. Myers declared that while the distributors treat this fact as though it was a secret, only reissues and a small number of available short subjects and trailers are produced on nitrate film. Myers said he learned that National Screen Service is now converting to acetate for trailer films.

WEAR A TRUSS?



That's tough!

Better get someone else
to carry the heavy dough
— when you play

UNIVERSAL-INTERNATIONAL'S

WEEK-END
WITH FATHER

The Week End that Shook the World
...with LAUGHTER!

THE NATIONAL RELEASE DATE GUIDE

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
OCTOBER The Magic Carpet L. Ball, J. Agar, P. Medina (Supercinicolor) The Mob B. Crawford, B. Buehler Five W. Phipps, S. Douglas Jungle Manhunt J. Weissmuller, S. Ryan, Criminal Lawyer P. O'Brien, J. Wyatt, C. B. Reid The Kid From Amarillo, W C. Starrett	OCTOBER Highly Dangerous D. Clark, M. Lockwood, M. Goring (English-made) Sky High S. Melton, M. Lynn Unknown World B. Kellogg, M. Nosh The Great Adventure D. Price, J. Hawkins (English-made) Superman and the Mole Men G. Reeves, P. Coates F.B.I. Girl C. Romero, A. Tatter, G. Brent	OCTOBER Texas Carnival E. Williams, R. Skelton, H. Keel (Technicolor) Bannerline S. Forrest, K. Brasselle, L. Barrymore The Man With A Cloak J. Cotten, B. Stanwyck, L. Calhern Across The Wide Missouri C. Gable, M. E. Marques, J. Hodiak, R. Montalban, A. Menjou (Technicolor) An American In Paris G. Kelly, O. Levant, L. Caron (Technicolor) Too Young To Kiss J. Allyson, V. Johnson The Unknown Man W. Pidgeon, A. Harding, B. Sullivan	OCTOBER Yellow Fin, W. Morris, G. Henry, D. O'Flynn Bomba And The Elephant Stampede J. Sheffield, D. Marrell, M. Healey Whistling Hills, W. J. M. Brown, J. Ellison N. Neill Lawless Cowboys, W W. Wilson Flight To Mars M. Chapman, C. Mitchell, (Cinicolor) Longhorn W. Elliott, P. Coates, Z. Murray Crazy Over Horses Bowery Boys, G. Saunders	OCTOBER Darling, How Could You! J. Fontaine, J. Lund, M. Freeman Crosswinds J. Payne, R. Fleming, F. Tucker (Technicolor) When Worlds Collide R. Derr, B. Rush, L. Keating (Technicolor) Detective Story K. Douglas, E. Parker, W. Bendix H. McMahon Submarine Command W. Holden, N. Olson, W. Bendix,	OCTOBER Drums In The Deep South G. Madison, J. Craig, B. Payton (Supercinicolor) Two Tickets To Broadway T. Martin, J. Leigh, E. Bracken (Technicolor) The Blue Veil J. Wyman, C. Laughton, J. Blondell The Whip Hand C. Balendra, E. Reid, E. Barrier Hot Lead, W T. Holt, J. Dixon The Racket R. Mitchum, R. Ryan, L. Scott	OCTOBER Adventures Of Captain Fabian E. Flynn, M. Prella, V. Price (Made in France) Utah Wagon Trail, W. R. Allen, P. Edwards South Of Caliente R. Rogers, D. Evans, P. Lee The Sea Hornet R. Cameron, A. Mara Desert Of Lost Men, W A. Lane, N. E. Kay, R. Elliott Street Bandits P. Edward, R. Clarke, R. Bancroft	OCTOBER The Desert Fox J. Mason, C. Hardwicke, J. Tandy No Highway In The Sky J. Stewart, M. Dietrich, G. Johns (English-made) Love Nest J. Hover, W. Lundigan, F. Fay Journey Into Light S. Hayden, V. Lindfors, T. Mitchell Let's Make It Legal C. Colbert, M. Carey, Z. Scott Anne of the Indies L. Jourdan, D. Paget, J. Peters (Technicolor) Golden Girl M. Gaynor, D. Robertson, J. Barton (Technicolor)	OCTOBER The River T. Breen, N. Swinburne (Made in India) (Technicolor) Hotel Sahara (McEldowney) (Road show) Y. DeCarlo, P. Ustinov (Foreign-made) (Brown) Mr. Peek-A-Boo J. Greenwood, Bourvil (Foreign-made) (Bar) The Red Shoes A. Walbrook, M. Shearer (English-made) (Technicolor) (Powell- Pressburger)	OCTOBER The Golden Horde D. Farrar, A. Blyth, P. Castle (Technicolor) The Lady From Texas H. Duff, M. Freeman, J. Hull (Technicolor) Reunion In Reno M. Stevens, P. Dow, G. Perreau Cave Of Outlaws M. Carey, A. Smith, V. Jory (Technicolor) The Lady Pays Off L. Darnell, G. Perreau, S. McNally The Raging Tide S. Winters, R. Conte, S. McNally The Lavender Hill Mob A. Guinness, S. Holloway (English-made)	OCTOBER Painting The Clouds With Sunshine D. Morgan, V. Mayo, G. Nelson (Technicolor) Come Fill The Cup J. Cagney, P. Thaxter, G. Young, R. Massey Close To My Heart R. Milland, G. Tierney, F. Bainter The Tanks Are Coming S. Cochran, P. Carey
NOVEMBER The Barefoot Mailman R. Cummings, T. Moore, J. Courtland (Supercinicolor) The Harlem Globetrotters T. Gomez, D. Dandridge, Harlem Globetrotters Son Of Dr. Jekyll L. Hayward, A. Knox, J. Lawrence Volley Of Fire G. Autry, P. Buttram, R. Hayden	NOVEMBER Tales Of Robin Hood R. Clarke, M. Hatcher, B. Weldon The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holdren, T. Romano The Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W C. Starrett, S. Burnette	NOVEMBER The Light Touch S. Granger, P. Angeli, G. Sanders (Made in Italy) Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	NOVEMBER Texas Lawman, W J. M. Brown Northwest Territory K. Grant, G. Saunders, Chinook Stage From Amarillo, W. W. Wilson	NOVEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor) On Dangerous Ground R. Ryan, I. Lupino, W. Bond Sons Of The Musketeers C. Wilde, M. O'Hara (Technicolor) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn)	NOVEMBER The Wide Blue Yonder W. Carey, V. Ralston, F. Tucker The Woman In The Dark R. Elliott, P. Edwards, R. Vallin Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez	NOVEMBER The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Boyonets R. Basehart, M. O'Shea, G. Evans Elopement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	NOVEMBER The Big Night P. Foster, J. Barrymore, Jr. J. Loring (Waxman-Losey) Another Man's Poison B. Davis, G. Merrill, E. Williams (Made in England) (Angel)	NOVEMBER Tom Brown's School Days J. H. Davies, R. Newton, D. Wynyard (English-made) (Minter) Fort Defiance D. Clark, B. Johnson (Melford) (Cinicolor) The Lady Says No J. Caulfield, D. Niven (Ross-Stillman) A Christmas Carol A. Sim, K. Harrison, J. Warner (English-made) (Desmond-Hurst)	NOVEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest Weekend With Father V. Heflin, P. Neal, R. Denning Bright Victory A. Kennedy, P. Dow, J. Edwards	NOVEMBER Starlift D. Day, G. MacRae, R. Roman, G. Nelson, J. Rule, and Guest Stars
DECEMBER Ten Tall Men B. Lancaster, J. Lawrence, G. Roland (Technicolor) The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holdren, T. Romano The Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W C. Starrett, S. Burnette	DECEMBER Double Dynamite J. Russell, F. Sinatra, G. Marx On Dangerous Ground R. Ryan, I. Lupino, W. Bond Sons Of The Musketeers C. Wilde, M. O'Hara (Technicolor) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn)	DECEMBER The Light Touch S. Granger, P. Angeli, G. Sanders (Made in Italy) Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	DECEMBER Texas Lawman, W J. M. Brown Northwest Territory K. Grant, G. Saunders, Chinook Stage From Amarillo, W. W. Wilson	DECEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor) On Dangerous Ground R. Ryan, I. Lupino, W. Bond Sons Of The Musketeers C. Wilde, M. O'Hara (Technicolor) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn)	DECEMBER The Wide Blue Yonder W. Carey, V. Ralston, F. Tucker The Woman In The Dark R. Elliott, P. Edwards, R. Vallin Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez	DECEMBER The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Boyonets R. Basehart, M. O'Shea, G. Evans Elopement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	DECEMBER The Big Night P. Foster, J. Barrymore, Jr. J. Loring (Waxman-Losey) Another Man's Poison B. Davis, G. Merrill, E. Williams (Made in England) (Angel)	DECEMBER Tom Brown's School Days J. H. Davies, R. Newton, D. Wynyard (English-made) (Minter) Fort Defiance D. Clark, B. Johnson (Melford) (Cinicolor) The Lady Says No J. Caulfield, D. Niven (Ross-Stillman) A Christmas Carol A. Sim, K. Harrison, J. Warner (English-made) (Desmond-Hurst)	DECEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest Weekend With Father V. Heflin, P. Neal, R. Denning Bright Victory A. Kennedy, P. Dow, J. Edwards	DECEMBER Starlift D. Day, G. MacRae, R. Roman, G. Nelson, J. Rule, and Guest Stars

HOLIDAYS

Nov. 11—Armistice Day
Nov. 22—Thanksgiving Day

REALIART

Oct.—The Two-Dollar Bettor—J. Littel, M. Windrow, S. Brodie (Broder)
Nov.—Bride Of The Gorilla—L. Chaney, J. Conway, B. Payton (Broder)
Dec.—The Bushwhackers—W. Morris, L. Tierney, M. Dell (Broder)

NEWS OF THE

Territory

BRANCHES

Atlanta

Shirley Fuller was added to the accounting department at Astor. . . . Jim Edens returned after a spell of illness in the hospital. . . . George M. Jones, U-I, was all smiles. His boy visited him from the marines.

Miss Florence Chamblee, Lippert, will marry on Dec. 1. . . . Mrs. Arthur C. Bromberg is back after a stay in Mobile, Ala.

An 18-year-old brunette, from Memphis, Barbara Bracewell, won the title of the "Southern Belle," a Christmas Week visit to London and Paris, and a seven-year Hollywood contract. Nosing out 10 other beauties representing the original states of the Confederacy, Miss Bracewell was chosen on the stage of the Rialto at the climax of the premiere of, "Drums in the Deep South." Maurice and Hyman King, King Brothers Productions, which made "Drums in the Deep South," and representatives of RKO assured her that she had lots of the attributes that contribute to success.

Dorothy Lamour not only consented to give her time to come to Atlanta for the rally and other functions sponsored by the Community Chest, but Paramount, which paid all her expenses, told her to refrain from talking about Paramount films, and to concentrate on publicising the Community Chest.

Preparations are now in full swing to give Atlanta one of its outstanding premieres in the opening for "Quo Vadis" on Nov. 20 at Loew's Grand. A mammoth front will be especially erected and a medallion 13 feet in diameter featuring an embrace of the lovers of "Quo Vadis," Robert Taylor and Debra Kerr, will be suspended from the top of the theatre. The evening festivities will be highlighted by searchlights, a band concert, and a platform from which the dignitaries will say "hello" to the crowds, and welcome "Quo Vadis."

On the row were: Tommy Thompson, president Martin and Thompson Theatres; Jack Coletrain, Co-At-Co Theatres; R. E. Hook, Hook's Theatres, Alabama, and Paul Englar, Englar Theatres, Birmingham, Ala. . . . Mrs. Ann Echols, Monogram, resigned.

Walter Brennan and Jean Peters stopped off on their way to Waycross, Ga., and the swamps, where "Swamp Girl" went into production.

Jimmy Bello, Astor's special representative, is pinch hitting in the accounting department because of Mrs. Betty Holliman resigning.

The National Production Authority's board of appeals in Birmingham, Ala., recently heard the Strand ask for reversing an original NPA decision forbidding air-conditioning of the Temple. The board said that there was little hope that it would reverse the original. . . . The Sunset Drive-In, Brunswick, Ga. added more auto speakers. . . . Harriett Botsford joined the office force at ABC Booking Service.

Charlotte

The Theatre Owners Association of North and South Carolina will hold its annual convention on Nov. 18, 19, and 20, and Mrs. Walter Griffith, executive secretary, says that fully 500 persons are expected to attend. Although the complete program has not been announced several leaders of the industry will come to address the theatre owners from all sections of the Carolinas. Among the convention speakers will be Mitchell Wolfson, president, Theatre Owners of America, and Gael Sullivan, executive director, TOA.

Wick Gordon, Pilot, Pilot Mountain, N. C., returned after attending National Bankers Convention held at Stevenson Hotel, Chicago. . . . Joe Cuttrel, salesman, Paramount, is still in the hospital. . . . George Graves is now salesman for Screen Guild. . . . C. A. Dandelake, Tar and Colonial, Tarboro, N. C., returned after several weeks in Duke Hospital, Durham, N. C. . . . George James is building a drive-in at Robersonville, N. C., scheduled for an early opening. . . . Buck Herlong, Saluda, Saluda, S. C., attended the American Legion convention in Miami, Fla. . . . There were two happy boys at the Red Shield Boys' Club when Don "Red" Barry, came to call. Barry stopped off at the club, a Red Feather Service, to pay his small fans a visit. . . . Mr. and Mrs. Morris Littman, Sylvan, Rutherfordton, N. C., spent 10 days at Miami Beach, Fla.

The Variety Club will present an elaborate program of old-time barber shop singing on Nov. 9 and 10. Proceeds will go to the Heart Fund to help support the Club's Eye, Ear, and Throat Clinic, New Children's Clinic, Memorial Hospital, and other projects. . . . Mr. and Mrs. Willie Dickens, Nash, Nashville, N. C., returned from New York. . . . Johnny Wood, Saxton Theatrical Service, handed out cigars. The stork left a baby girl. . . . Condar Baird, former booker, Columbia, joined RKO, replacing Robert Little. . . . Stewart and Everett Theatres, Inc., take over operation of the Tryon, Tryon, N. C. . . . The Carolina, Florence, S. C., closed for redecorating and general improvements. . . . Dick Eason joined the booking department at Queen City Booking Service.

D. Holt, former owner, Troy, Troy, N. C., was a visitor. . . . Jimmy Frew, district manager, U-I, Atlanta, was in conferring with Jimmy Greenleaf, branch manager. . . . The Midway Drive-In, Merry Hill, N. C., closed. . . . Robert Saxton and John E. Wood, Saxton Theatrical Service, will take over opera-

Meet Your Neighbors

(EXHIBITOR continues with its series of brief sketches of prominent personalities in the southern territory.—Ed.)

ABE BERENSON, lawyer, executive, theatre owner, and charter member of Allied Theatre Owners of the Gulf States, Inc., was born in New Orleans on Oct. 20, 1909. In 1925, he entered LSU, betwixt with year of 1929 at Cornell University Law School, graduating in 1931 at LSU with an LLB degree and honorary recognition as a member of the Louisiana Bar Association. However, he continued with a business venture which started during his college days, associated with his father from 1928-1947 to a build up of owner-operator, Tower and Hollywood, Gretna, La. From 1943 to 1946 he served in the navy as lieutenant in charge of film distribution and theatres in the western Carolinas and China. His enthusiasm is in the expansion of Allied Theatre Owners of Gulf States, Inc., of which he is a charter member, and presently a vice-president and national director. Besides his crowded activities, he still maintains his position as attorney at law. Married, the father of a daughter and son, he says the latter is "a chip off the old block."



tion of the Stanley, Stanley, N. C., on Nov. 12.

Visitors were: C. M. Bowden, Ritz, Palace, Newbern, N. C.; Jim Hyath, Midway, Lancaster, S. C.; E. A. White, White's Drive-In, Nashville, N. C.; Ike Holiday, Vance, Vanceboro, N. C.; and Mrs. Bea Black, Pilot, Pilot Mountain, N. C.

Memphis

The Savoy, a Negro theatre at Tunica, Miss., was a total loss in a \$25,000 fire. It was owned by George Farris.

Film Row is relaxing after one of the largest and most stirring conventions film folk have enjoyed in sometime.

Columbia entertained Broderick Crawford. . . . Scott Lett, Charlotte, was visiting.

20TH-FOX—Exhibitors visiting were Gene Thompson, Cabe City, Ark.; J. C. Bonds, Hernando, Miss.; Miss Louise Mask, Bolivar, Tenn., and Claude Morris, from the west coast in connection with "David and Bathsheba."

WARNERS—Joe Reis, head shipper, who has had a serious operation on his eye, returned home from the hospital but will be out of the office for sometime. . . . The office Club is planning its annual party at the Silver Slipper. . . . G. E. Carroll, home office representative, is here for a month.

REALART—Mr. and Mrs. Jerry Jernigan took time off for a football game in Nashville, Tenn., but were rained out after the first quarter.

Mrs. Estelle McWilliams, 55, a partner in the ownership of the El Dorado Ark., theatres, died. She was a partner with L. B. Clark in the Majestic and Rialto.

New Orleans

William H. Murphy, Jr., branch manager, and Raymond L. Gremillion, sales representative, Southeastern Theatre Equipment Company, joined the other branch managers and sales representatives of Southeastern Theatre Equipment for a sales meeting at the home office in Atlanta. John B. Dumestre, Jr., president and general manager, presided.

Joyce Bindewald Cambias returned to UA as secretary to the office manager, Elizabeth Bacon. Before her marriage in June, she was secretary to manager George Pabst. Her husband Lieutenant Gerald Cambias, is stationed in Yokohama, Japan.

Exchange managers, salesmen, and bookers, who enjoyed an outing at La Rose, La., as guests of L. C. Montgomery, president, Delta Theatres, Inc., and Dr. Boulet Joy, LaRose, were: H. P. Paul, Dixie; Milton Aufdemorte, Edgar Shinn, and Louis Dwyer, Paramount; George Pabst and Alex Maillho, UA; Charles Varnado, Joe Springer, Clayton Casbergue, and Al Boneno, Warners; Charles Lamantia, NSS, and Berny Briwa, son of E. F. Briwa. E. F. Briwa and E. A. MacKenna, associates of Montgomery, assisted the hosts.

Louise Harper, MGM booker, and hubby returned from a vacation in New York. Somehow, their confirmed room reservation was overlooked, and they were given the royal suite. For several days, they enjoyed the "Life Of Riley" until the room situation could be unscrambled.

Joy employees Joyce Quave, Connie Aufdemorte, Leroy Adams, Pat Wagner, Goldie Foerster, Vi Bellelo, Elaine Favallora, and Pat Downs congregated at the latter's home along with Dell Downs, Lydia Adams, Milton Aufdemorte, and a host of others to celebrate a pre-All-Hallow's Eve.

Joel Bluestone, who recently opened a booking office, was a recent New York visitor. . . . William Murphy, Jr., manager, Southeastern Theatre Equipment, made a tour of key cities in Louisiana. . . . Al Crook, general manager, Castay's Enterprises, was a Memphis visitor.

Visiting were: T. E. Solomon, Solomon Theatres, Inc.; William Sandy, Patio; Mayor Lew Langlois, New Roads, La.; Mrs. Cross, Hut, Marrero, La.; O. Gaudie, Port Allen, La.; Ernest Delahaye, Maringuoin, La.; Percy Guitreau, Gonzales, La.; Charles Lamantia, Hammond, La.; Joe Wallace, Harlem, Thibodeaux, La.; Robert Molzon, Norco, La.; Mrs. Dave Lutzer, Dallas, in the

interest of her Barksdale Drive-In, Bossier City, La., and Claud Darce, Morgan City, La.

Mike Heck, Milton White, and Joe Silvers spent the weekend near Empire, La., where they lured an abundance of speckled trout, sheephead, and red fish.

Walter Pidgeon was seen ankling up Liberty Street to visit MGM. Before he reached his destination, he was surrounded by personnel from the many exchanges who were out to greet him. Cy Bridges and Armand Tortie accompanied him to Moisant Airport.

Roy Nicaud and Larry Dufore, Lippert sales representatives, weekended in the exchange center. . . . Joel Blustone closed a deal with visiting Frank McCully, representative, "Movie Sweepstakes," for the franchise covering the southern states east of Texas. . . . Jane McDonald, contract clerk, Paramount, spent her vacation in Boston.

Pittman Theatres managers who met in the headquarters were: Joe Carlock, Pitt, Lake Charles, La.; Russell Carnahan, Fox, Sulphur, La.; John D'Antoni, Rex, Baton Rouge, La.; Lawrence D'Antoni, Dalton, Baton Rouge, La.; Karl Williams, Tiger, and Paul Carey, Delta, along with President T. E. Pittman and special representative Earl Martin, Lloyd Edwards, booker, and E. G. Perry, managing director, who presided. The session included a talk on exploitation and advertising by William T. Keith, office manager, 20th-Fox, and climaxed by "The Desert Fox."

Seen making the rounds were Kenneth Giddens and manager W. E. Limroth, Giddens and Rester Theatres; Arthur Lehman, Alamo, Jackson, Miss.; R. L. Osborne, Harlem, Belzoni, Miss., and G. E. Wiltse, Dallas, with manager Jones, St. Bernard Drive-In.

Russell Callen, Associated Theatres, reported that Desire Duhon wired him that his theatre in Cerole, La., had burned.

Many of the leading exhibitors along with radio and newspaper officials and columnists attended the party given by 20th-Fox honoring Jean Peters and Louis Jourdan, stars of "Anne Of The Indies."

Leroy Adams, Joy Theatres, Inc., attended the reunion of his high school class in Bay St. Louis, Miss., which included a football game, followed by a dance. His date was his wife Lydia.

Mrs. Henry Lazarus boarded a flight for Beaumont, Tex., where she was to be joined by her counselor-at-law, Lamarr Cecil. . . . Owner of the new drive-in scheduled to open on Nov. 20 near Lake Providence, La., is D. B. Fiske. The ozoner will accomodate 350 cars. Hodges Theatre Supply furnished complete equipment, projectors, sound, car speakers, and screen. Installation was made by their engineer, H. S. Ballam.

Alex Rosenthal, Alexandria, La., and Ed Frankel, Mobile, Ala., were in buying and booking. . . . A. L. Bondy, New York, visited.

Jean Peters and Louis Jourdan, stars of "Anne Of The Indies," were here for the world premiere at Loew's State. Following their arrival they were presented keys of the city unlocking a round of visits in three days. They were wined and dined by manager Billy Briant and James Gillespie at the Old Absinthe House in the French Quarters, appeared in the lobby of the theatre. Later they visited 20th-Fox, followed by a visit to Gentilich, where Messrs. Briant and Gillespie introduced them to the gang.

Raymond Gremillion installed the RCA equipment supplied by Southeastern Theatre Equipment in E. Elias' new Colonial, New Iberia, La., which will open its doors soon.

J. Ken McCartney, Kay's newly appointed territory representative, reports that his first trip out was grand. . . . Joy Houck, president, Joy Theatres, stopped off before resuming his trip home. . . . Ernest Landaiche, Biloxi, Miss., theatre owner, visited. . . . Mr. and Mrs. Harold "Babe" Cohen were in Mobile, Ala., with their son, who is attending Spring Hill College.

Ben Hill, UA exploiteer, had a portfolio full of ideas for lobby, marquee, and newspaper displays for "The Well" and "Hotel Sahara," Joy. "Hotel Sahara" will open first, to be succeeded by "The Well."

The Savoy, Tunica, Miss., was damaged to the extent of \$25,000 by fire which threatened an entire business block in the center of town. The house was owned by George Farris.

Florida Miami

The last official business of the International Police Chiefs Convention was a special preview of Paramount's "Detective Story."

Tallahassee

Operators of Pensacola, Fla., theatres asked the Florida Supreme Court to set aside an Escambia County Circuit Court decree validating a \$700,000 bond issue, claiming the municipal amusement tax in Pensacola is illegal, and that the city has no right to pledge revenue from the tax against bonds backing construction of a municipal auditorium.

Tennessee Nashville

A Thanksgiving Day opening is slated for the Crescent Amusement Company's new Tennessee. The \$1,000,000 house is built as the rear section of the Sudekum building. . . . The 1,250-seat Polk, replacing the Princess, destroyed by fire in 1949, was opened at Columbia, Tenn., with former Princess manager A. E. Shorley in charge.

NEWS OF THE

Territory

Chicago

Mrs. Fred W. Anderson, 48, Morris, Grundy County, died in Wesley Memorial Hospital. With her husband, Mrs. Anderson had operated theatres in Morris, DeKalb, Naperville, Plainfield, Manteno, St. Charles, Wilmington, and Coal City, Illinois.

The censor board finally released "Native Son," which had been held for several weeks, after a number of cuts. . . . The Bijou, Monmouth, Ill., built 40 years ago by George A. Howard, was acquired by the Monmouth Theatre Company. . . . A. L. Gardner was made manager, Elco, Elkhart, Ind.

Warren Slee, MGM, was chosen treasurer, Chicago Publicity Club. . . . Harry Edelman joined Realart as booker. . . . The Lyric, Gillespie, Ill., was lighted again. . . . Irving Mandel, Monogram franchise holder, is better after several weeks in the hospital.

The Town, suburban Cicero, was reopened. . . . A "very satisfactory" rating was given the 10 theatres in Rockford, Ill., by the health department. . . . R. M. Carney bought the Ritz, Rolla, Mo., from Mrs. Mildred Rauth.

When the Starlite Drive-In ran "Because of Eve," so many teen-agers appeared that police appeared to shoo them away, and keep guard until the management could display hugh "adults only" signs.

In addition to Loyola University, a Greek church is now in the bidding for the Granada. . . . Basil Charukas, Mont Clare owner, and wife visited their son, Captain Spiro Charukas, at Fort Riley., Kans.

H. Smith, Princess, Colchester, Ill., who started in an airdrome, and built a permanent theatre a year later, celebrated the 25th anniversary of the house.

After 36 years in the police department, Captain Harry A. Fulmer, 63, will say farewell on Dec. 2 to his present position as head of the movie censor board, and retire on pension. He will be missed by producers, distributors, and exhibitors.

Van Nomikos added the Brandt, suburban Harvey, to his circuit. . . . Mrs. Esley Mobley, with the Darnell Circuit since 1947, was made manager, Viv, Corbin, Ky.

Fred V. Willey acquired the Hoosier, Shelburn, Ind. . . . Paul Beck, Prophets-town, Ill., was appointed Ritz manager, Chariton, Ia. . . . Morris Glass, B and K real estate manager, responded well to hospital treatment. . . . Ralph Smitha, Essaness executive, vacationed. . . .



Joe Reynolds, manager, Oriental, Milwaukee, and Bessie Deniston, kidd e matinee chairman, recently accepted a Scout plaque in token of appreciation of the selective type of pictures shown.

The Campus, Storm Lake, Ia., reopened. . . . Earl Douglass was named Creston manager, Creston, Ia.

Thomas McConnell, theatre attorney, returned from a European tour. . . . George Romaine was named Marbro manager. . . . The Princess, Colchester, Ill., celebrated its 25th anniversary. . . . Manager R. E. Lee is remodeling the Roxy, Peru, Ind.

Mrs. Ethel Goldman, mother of Harry Goldman, United Artists exchange manager, passed on. . . . B and K was granted six weeks playing time for "An American In Paris" by Federal Judge Igoe in relaxation of his court rule holding first-runs in the Loop to two weeks. . . . In cooperation with 15 merchants of Henry, Ill., the Henry is awarding a bicycle on Thursday nights.

The Kaye, Clinton, Ill., managed by J. C. Nelson, was reopened. . . . LaVern Allen and John Thurman, recent high school graduates, are new managers, Amaquon, Yates City, Ill.

Theatres participated in "National Popcorn Week" by displaying posters. . . . Although but 60 per cent completed, the new 13-24 Drive-In went into operation at Wabash, Ind., under direction of manager T. J. Cleary.

John Balaban was given a birthday ovation, but was happier when WBKB employees used a closed circuit to sing "Happy Birthday" to his son Bill, stationed at Fort Riley, Kans.

The Lory, suburban Highland Park, held a contest in which children under 12 came to the theatre in clown costumes and bearing cartoons they had colored.

Gus Bjelke, B and K veteran, has returned to managerial duties, and is now stationed at the Portage. . . . Irene Utecht, B and K Congress, resigned. . . . Jimmy Smith, manager, Essaness' Southern, Oak Park, Ill., resigned.

Leonard Utecht, veteran showman, doing managerial relief work for Balaban and Katz, resigned to devote full time to his mail order business. . . . Frank Wichlac, Jr., formerly of the B and K Luna staff, returned from Korea, and has reestablished his own pipe

organ sales and service office. . . . Herb Crane has been shifted from the LaMar, Oak Park, Ill., to the Southern, Oak Park, by Essaness Theatres. Jack Champagne, previously assistant, Lake, now managing the LaMar.

Lee Hruby, formerly with Essaness Theatres and Lubliner and Booth Circuit, is working in the cosmetic field.

Everything's so new out in suburban Park Forest that the Holiday is opening its doors for church services. The Catholics hold their 10:15 Sunday a.m. Mass in the theatre while the new St. Irenaeus Church is being built. As the Catholics file out, the United Protestants come in for their services.

Clayton E. Jones, Sheldon manager, Watseka, Ill., died auto accident injuries. . . . William J. Devaney, MGM branch manager, took a Cuban vacation. . . . One of the main objectives of the comparatively new Holiday, suburban Park Forest, is to keep the babies of mother patrons happy. A "cry room," assigned to the howling purposes of infants, has been augmented with a new service, disposable didies. Al Holeck, who started six years ago as Esquire aide, is the manager.

Al Weinberg, Warner division manager, was chosen president, Warner Club. . . . The Film Research Corporation was organized by Louis Bernat, E. R. Horine, and Peter Todhunter. . . . Dean Barrett was named Gala manager, Garrett, Ind.

The city's first movie studio was the old Essanay. Now there's an Essanay just formed by Leo Salkin and Irwin Joseph. Production is scheduled to start in March. Joseph is heading for the coast to make arrangements.

William Schleiger, former manager, King, Albia, Ia., was appointed manager, new Call, Algona, Ia. . . . D. H. Finke, Coinmeter and ticket register, visited the west coast.

Erwin Braner, former Iowa manager, Fort Dodge, Ia., was chosen to manage the Cresco, Cresco, Ia. . . . Negotiations are under way for reopening the 400, in the elite Rogers Park section, closed for several months. . . . George Barber, theatre owner of Tuscola and Villa Grove, Ill., went with his family to Boulder, Colo., where a son enrolled at Colorado University.

Dallas

In Sulphur Springs, Tex., fire destroyed the Broadway with an estimated \$30,000 damage.

The Annual Texas-Oklahoma Football game in the Cotton Bowl was preceded by the Variety Club party, with talent furnished by Vincent Lee, and the Victory party afterwards. Barkers welcomed the following guests from Oklahoma: Mr. and Mrs. Glenn Seibel, Mr. and Mrs. H. L. Widdifield, Mr. and Mrs. Max Good, Mr. and Mrs. J. B. Perry, Mr. and Mrs. R. C. Donahue, Robert Bates, Miss Eddy Colbaugh, Mrs. Paul B. Lingenfelter, Edwin R. Barth, Inez A. Hotaling, Mr.

and Mrs. Sid Gebbs, Mrs. R. L. Murdoch, C. M. Pounders, Mrs. J. B. Ogden, Mrs. Frank Stuart, Mr. and Mrs. Paul Cornwall, Jack Padgett, Mrs. William H. Atkinson, Jane Atkinson, Marvin J. Adams, George W. James.

Mr. and Mrs. R. Z. Glass, Studs and State, Houston, Tex., were in. Besides meeting many of their friends, they were invited to the home of Ernest Gribble.

Miss Gladys Matson, the talented daughter of Mr. and Mrs. C. W. Matson, Rockdale, Tex., flew to Europe to her husband-to-be, James Wallis. She was graduated from the University of New Mexico and the University of Texas. Miss Matson was accompanied to New York City by her mother and sister.

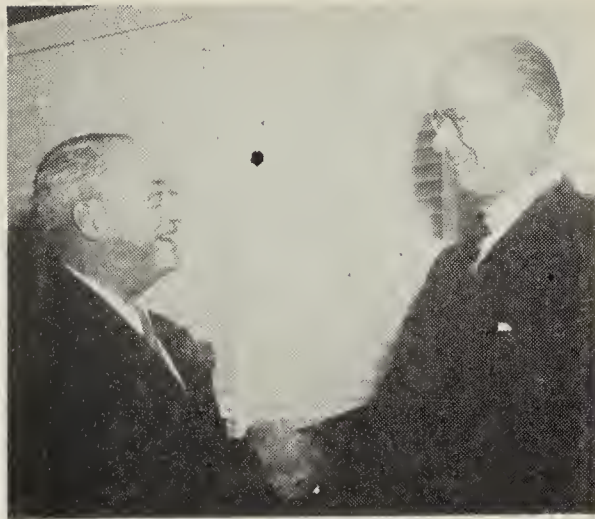
Heywood Simmons, who left Paramount after having served as branch manager for four and a half years, plans opening a buying and booking agency. He started as a shipper, became booker, worked as salesman, took over position of sales manager, and became branch manager. A member of the Variety Club, he is married, and has two daughters.

"Wild Bill" Elliott, while in for the cutting horse events at the State Fair, made his headquarters at Monogram, and his latest picture, "The Longhorn," was screened. . . . William McCraw, executive director, Variety International, has been engaged by John Wayne to play an important role in "The Alamo." He will also serve as technical advisor.

Mrs. Mary Anna Davis, secretary to Louis J. Weber, Metro, was married to Gordon Murphy. She has been with MGM for five years. Gordon is an ex-ice skating champion from Canada. . . . Charlie Weisenberg recently bought an interest in the Arlington Drive-In, and is taking over active management. . . . Bill O'Donnell, Interstate, reported that the National and Palace, Breckenridge, Tex., were finally sold to Douglas and Associates.

Henry Penix took over operation of the Tower, Wichita Falls, Tex. . . . Joe Love's theatres in Snyder, Tex., have been sold to J. L. Fife and V. F. Nichols, Seminole, Tex. John Fuller, manager for Love, has taken over the booking and buying. . . . Jim Prichard, division manager, Monogram, returned from Memphis.

"Activity in 'Movie Time in Texas' by the Spanish language exhibitors has been most enthusiastic," Charles E. Carden, executive director, Texas COMPO Showmen, stated. At the special request of Azteca Films, Inc., and other Spanish and Mexican exhibitors, special Spanish language trailers on "Movie Time in Texas" were made up. These were specially requested in spite of the additional cost that would be required for making them in Spanish. Paul Short, chairman, advertising committee, through special arrangements, expedited the making of these trailers. Besides pledging nearly 100 percent in the Texas



E. K. O'Shea, left, vice-president, Paramount Film Distributing Corporation, congratulates Tom W. Bridge on his recent appointment as manager of the company's Dallas exchange. Bridges replaced Haywood Simmons, who resigned.

COMPO program, these distributors and exhibitors actively participated in the regional pep rallies at San Antonio, Harlingen, and Corpus Christi. Jewell Truex, manager, Azteca Films, Inc., arranged to send personal letters inviting the following operators: Humberto Gonzalez, Rex, Zapata; Ernesto Ramirez, Roma, Roma; Raul Pena, Rau Con, Roma; Mike Garcia, Hut, Rio Grande; H. R. Garza, Mexico, Rio Grande; Narciso Guerra, Guerra, Grulla; Enrique Flores, Rio, Mission; Mrs. Esther Cuellar, Mexico, McAllen; A. R. Pena, Alamo, Alamo; M. Benitez, Nacional-Weslaco; Manuel Womble, Royal, La Feria; A. C. Longoria, Rolo, Monte Alto; Luis Puente, Jr., Mexico, Raymondville; E. Gomez, Alameda, Sebastian, and Mrs. E. R. Ruenes, Ruenes, San Benito.

At an executive committee meeting of Texas COMPO Showmen, Paul Short stated, "The recent personal appearances of Hollywood stars in Texas must mark the cessation of criticism of the motion picture industry and its people. The very fact is that this group of actors, actresses, and personalities, representing Hollywood, comported themselves in such a manner that they have commanded the respect and admiration of the entire State of Texas. It is my conviction that Hollywood and its personalities have performed signally, and, as a result of these personal meetings between Hollywood's people and the people of Texas, Texans will no longer permit any unfair criticism of such personalities as John Wayne, Greer Garson, John Barrymore, Jr., Dan Dailey, Chill Wills, Keenan Wynn, Jesse L. Lasky, George "Dink" Templeton, Mr. and Mrs. Jeff Chandler, Mary Murphy, Joan Taylor, Virginia Hall, Laura Elliot, Ann Robin, Agnes Christine Johnson, and Peter Hanson."

A luncheon was served at the Dallas Variety Club, welcoming the stars on their return from Tour 2 in West Texas, covering approximately 1,200 miles, and making scheduled appearances in 28 towns and cities. Chill Wills, John Barrymore, Jr., George "Dink" Templeton, attractive starlets Ann Robin, Mary Murphy, Joan Taylor, Virginia Hall, Peter Hanson, and Al Jermy, manager five Paramount "Golden Circle" players, were all a little weary and windblown

but happy over the wonderful reaction from the citizens of west Texas. Phil Isley opened the informal remarks, and introduced Claude Ezell. Colonel H. A. Cole, co-chairman, Texas COMPO Showmen, after being with Tour 1 most of the previous week, arranged to meet this western caravan at Seminole, Tex., and stayed with them all of the week. Conrad Brady, Houston, Tex., publicity director, Interstate, and manager of the tour, said "I want to express my personal thanks to this group for their cooperation on the trip." Bill Dodson, bookkeeper, bus driver Thompson, and L. W. Felder, sound technician, were extended appropriate words of thanks. Also at the luncheon were Charles E. Carden, Al Reynolds, Milt Overman, Walter Penn, Frank Shelby, James O. Cherry, George Bannon, Frank Starz, Charles O. Wise, Fairfax Nisbit, Virgil Miers, and Frank Bradley. At the end of the meeting a beautiful present was given to each one of the guests from Hollywood, together with a framed plaque of thanks from the Texas COMPO committee. Walter Penn, Columbia salesman, and Kyle Rorex, Allied Theatre Owners, were given credit for doing a first class job. Local exhibitors who worked out the details are: C. H. Jones, Plaza, Weatherford; J. B. Courtney, Brazos, Mineral Wells; Brann Garner, Arcadia, Ranger; Van Hoy, Majestic, Eastland; Wally Akin, Paramount, Abilene; George Thompson and Harrison, Texas, Sweetwater; Elliott Dixon, Palace, Colorado City; H. C. Overt, Ritz, Big Spring; Maggie E. Scott, Scott, Odessa; Jimmy Bureson, Wallace, Andrews; V. V. Farrar, Tower, Seminole; Skeet Noret, Sky-View Drive-In, Lamesa; Mrs. E. Jones House, Brownfield; Dub Blankenship and Preston Smith, Lubbock; Paul West, Lanora, Pampa; Ed Lee and Johnny Fagan, Morley, Borger; Hollis Boren, Palace, Memphis; Rowden J. Cordell, Palace, Childress; Earl Worley, Palace, Quanah, and Fred Palmer and C. C. Hamm and Lew Groves, Vernon.

Dolphin Porter Holt, 56 projectionist for Interstate Theatres for many years, died. He had been projectionist at the Capital, downtown, for 24 years.

In Farmersville, Tex., Raymond Francis Cornes, 56, theatre owner, died at his home. . . . Sheriff's deputies were looking for two youthful bandits who held up the 183 Drive-In, and made off with \$125.

Denver

Clarence Chidley, 47, formerly general manager for Rialto Theatres, Inc., Casper, Wyo., was drowned in a duck-hunting accident. He is survived by his wife, Grace, and two children.

About \$100,000 damages was done to the El Raton, Raton, N. M., as the result of an explosion and fire. Happening at 10:40 a.m., there was no one in the theatre. Belonging to Hubbard and Murphy, Inc., the theatre will be rebuilt as soon as possible. The house had 684 seats, and was the "A" house. The policy has been transferred to the Schuler, also owned by the company.

Homer Ellison, formerly in the theatre business, has entered the real estate business. . . . Pete Bayes, recently doing publicity work for "Movietime, U.S.A.," joined Paramount as a publicity man, and will handle that work here and in Salt Lake City. He succeeds Robert Quinn, promoted to a job at the Paramount studios in Hollywood.

Tom Knight, Riverton, Wyo., theatre owner, who also owns his own plane, was again called on to fly out an injured person to a Denver hospital.

Mrs. Robert Giffors is back on the job as secretary, Allied Rocky Mountain Independent Theatres headquarters.

Vincent Dunne, manager, Tower, Park Hill district, is trying out the single bill policy the first half of the week, using top films. He caters to double bill fans the last half of the week.

Archie Speak, RCA service engineer, was hospitalized at St. Catherine's Hospital, McCook, Neb., because of a blood clot in a leg.

Des Moines

Borge Iversen, manager, Rialto, Boone, Ia., purchased the Garden, Davenport, Ia., from J. J. Jacobsen, who also operates the State, Davenport. The Garden has been closed for the past month after Jacobsen and the projectionists were unable to reach an agreement on whether three or four men should be employed. Jacobsen had purchased the house from Tri-States Theatre Corporation last summer. Clinton D. Smedstad, LaCrosse, Wis., will take over the managership of the Rialto and Princess Boone for Central States.

Richard Fritz, owner, Tic Toc, What Cheer, Ia., purchased the Masonic, What Cheer. . . . The Rex, Scranton, Ia., has been reopened by Gail Ambrose after being closed for a week because of poor attendance. Ambrose worked out a ticket plan with the Commercial Club, with tickets to be sold in books, five for \$2, representing a saving of 50 cents over regular prices, with the tickets to be used during the current month. The tickets are on sale at all stores in the community. . . . George Lawson has been named manager, Garden, Guthrie Center, Ia., replacing King Cole. . . . Jack Peters has been named as a salesman for RKO for northeastern Iowa.

Kansas City

Bob Shelton, M. B. Smith, and Finton Jones were in Superior, Neb., attending the opening of the new Commonwealth house.

Lawrence Lehman, RKO Missouri manager, is back after being a patient at Menorah Hospital. . . . Ralph Winship, Majestic, Phillipsburg, Kans., was operated on at the University of Kansas Hospital. . . . Jack Harris is the new salesman at Warners, transferred from St. Louis. . . . Freddie Harpst, general manager, Allied Independent Theatre Owners of Kansas and Missouri, is leav-

ing to attend the national convention in New York, Oct. 30-Nov. 1.

Virgil Harbison, Tarkio, Tarkio, Mo., was in Shenandoah, Ia. . . . William Z. Porter, traveling auditor, Monogram, is back after a trip to Los Angeles.

Two shots were fired at Charles Rothermel, manager, Admiral, by a man who became angry when he was not permitted to enter the theatre to look for friends. One of the bullets struck a wall in the lobby, and the other was fired outside.

At the 53rd American Royal Horse Show, Fox Midwest sponsored the harness show pony division, a \$500 stake. Elmer C. Rhoden, Fox Midwest, is one of the 1951 American Royal Governors, and so is Lon Cox, Vogue, Salina, Kans., Miss Susan and Miss Linda Baker, daughters of George Baker, Consolidated Agencies, Inc., were exhibitors at the show.

Buddy Rogers was here with the United Fund leaders. . . . Nina Bridges, United Film, returned from Joplin, Mo.

Lighting which struck a high voltage wire caused the marquee of the Tower to crash to the sidewalk. No one was injured. About 50 persons in the theatre did not know of the incident until T. E. Camp, assistant manager, Esquire, next door, went into the Tower, and made an announcement that the front door had been blocked, but that there was no danger. Camp said the audience left by a side door. The marquee was left slanting steeply down from the front of the building, with the front part resting on the sidewalk. Barney Joffey, Tower manager, said the marquee was valued at \$7,500.

Mala Powers and Margaret Sheridan were due in to attend the KMTA convention. Miss Mabel Hill was to be with the girls to handle publicity. Leon Bamberger, RKO, was to be here, and reservations were made for Gene Autry. Mitch Wolfson, new TOA president, was also due.

The Kansas City Colosseum met, and Bob Carnie, president, gave a report on the recent convention in Omaha. The Colosseum announced a stag dinner would be given on Nov. 26 at the Ambassador Hotel, and all salesmen in this exchange area will be invited.

Linn Pitts, who recently resigned as city salesman for Paramount, has accepted a salesman's job with Paramount in Omaha. . . . Larry Biechele, Columbia salesman, was in Fayetteville, Ark., to attend the Arkansas-Texas football game. . . . Lee Miller, Commonwealth booker, was vacationing in New Mexico. . . . Duke Clark, Paramount division manager, left for Dallas after spending a couple days at the exchange.

Betty Caruso, Lippert cashier, returned from a weekend in Cape Girardeau, Mo. . . . Ralph Ferris, Columbia booker, returned to work after an operation. . . . Ralph Morrow, Jr., formerly with

20th-Fox, was visiting his father, Ralph Morrow, U-I city salesman.

Seen on Film Row were: Ben Adams, Roxy, El Dorado, Kans.; Harley Fryer, Plaza, Lamar, Mo.; Sam Naster, Lincoln, and Curley Wilson, Byer, Excelsior Springs, Mo.

The first theatre television set in a Kansas City theatre was completed at the Ashland in time for the Notre Dame-Northwestern football game. . . . The Gem is celebrating its 42nd anniversary.

Instead of its usual double bill policy, the RKO Missouri had Blackstone, the magician.

The Sunflower chapter of the order of Ahepa held a ball in honor of Elias S. Sutter and five past district governors. More than 400 members attended the ball at the Town House, Kansas City, Kans. Sutter owns the Regal and Princess, Kansas City, Kans., and the Castle, here.

The Frontier Drive-In, Atchison, Kans., will permit the driver of any car to attend free if he clips the ad from the local paper each day, and presents it. . . . The Dodge, Dodge City, Kans., was judged one of the winners of the best kept business houses during "Fire Prevention Week," and received a cash award of \$25. . . . Durwood's Orpheum, Leavenworth, Kans., reopened. The theatre was closed for recarpeting and re-furnishing and for installation of new sound equipment and a new screen. It has opened as a first-run. . . . The Cass Drive-In, Harrisonville, Mo., closed for the season. . . . L. J. Kimbriel, Missouri Theatre Supply, came back from the TESMA convention proud. He received special awards and high praise from RCA for leading all other dealers in the nation in selling RCA sets, sound, and drive-in theatre equipment. He received a radio, gold cuff links, and tie clasp.

Glen Hall, Cassville, Mo., a member of the KMTA board of directors, made a talk at the St. Louis Convention. He then flew here to give a talk at the KMTA convention.

Los Angeles

Following the success of the Film Row picnic, elaborate plans are being formulated by representatives from each exchange for bigger and better social functions for the coming holiday season. Stewards from each film exchange met in the Warner Screening Room to discuss plans for a membership drive, etc. . . . Murray Gerson, who recently resigned his post with Monogram, joined U-I. . . . Niki Cartwright, branch manager's secretary at Warners, became the bride of Ted Neiderhauser in a beautiful candle light ceremony performed at the St. Thomas Church. The newlyweds flew to Acapulco, Mexico, for their honeymoon. . . . Kit Jordan, Warners contract department, resigned to make ready for the stork. If it is a boy she has promised him to Warners as a film salesman for 1972. . . . Friends of Manny

Feldstein, local exhibitor who was taken ill with a heart attack a few weeks ago, will be happy to hear that he has almost completely recovered.

Ralph Cooper and his wife moved to a larger apartment in the San Fernando Valley to await the arrival of the blessed event. . . . Jack Sonenshine, Embassy, is all smiles. He is moving from his small quarters into the much more spacious offices vacated by ELC. . . . Fred Greenberg, Warners branch manager, recently returned from a sojourn in Mexico, where he acquired a golden tan and a thick Mexican accent. . . . Among the out-of-towners seen were George Diamos, Diamos Theatres, and Joe Marcowitz, La Paloma, Encinitas, Cal.

Niki Cartwright, Warner exchange, was married to Ted Niederhauser.

Seventy-five youthful citizens of Boys' Ranch, near Bedford, Tex., and 100 members of the Variety Club and guests feasted their way through more than three miles of spaghetti at a dinner held at the ranch to launch "National Macaroni Week."

In Las Vegas, Nev., Paul Spreling replaced Albert Gould as president, Nevada Theatre Corporation.

Pat Patterson, Astor franchise distributor here and in San Francisco, was in New York to discuss product and distribution with R. M. Savini, president, Astor Pictures Corporation.

Milwaukee

The Better Films Council had as guest speaker, Mike Simons, MGM's public relations.

Lou Orlove, MGM exploitation genius, has cooked up another batch of gimmicks for "An American in Paris." The plans call for a special screening for students of the Layton Art School. They will submit drawings of certain scenes, which will be sent to the Orpheum, Madison, Wis., for final judging. Jack Ebbesberger, Sheboygan, Sheboygan, Wis., then will be the one who will try to get the pictures in all the schools in his county. Following that, Johnny Falco, Beloit, Beloit, Wis., will give the "American in Paris" art work an outing at Beloit college. Elmer Brennan, Superior, Wis., northern district boss for Standard Theatres, will cover the Green Bay, Wis., area while "Butch" Schlax, Kenosha, Wis., will handle the Racine, Wis., Kenosha area.

The Warner patrons will see television shortly, in addition to the regular shows. Warner boss "Pappy" MacDonald announced the installation of a new screen and a change in the balcony seating.

New assistant at the National is Joe Meadows, aide to Larry Schultz. Tom Senger, Warner assistant manager, still sails merrily along.

David L. Smith is the new second-in-command at the Towne. He was formerly assistant boss at the Fox Wisconsin, Strand and Palace.

There was a week-long celebration in Viroqua, Wis., honoring Ben Brown, who has been in the theatre business since 1908. The entire town turned out to pay tribute to the veteran, who returned the compliment by playing the pipe organ in the Temple, and then giving a free showing of "Uncle Tom's Cabin."

That Harman lad over at the Palace really did a heads-up job of attracting the paying patrons on "The Day The Earth Stood Still."

Minneapolis

Suit of Martin Lebedoff, charging major film companies and Minnesota Amusement Company with collusion in withholding product from the Homewood during 1934-1948, started in federal district court. Hearings in the case by disposition were conducted for several months previous to the opening of the suit. In his complaint, Lebedoff asked treble damages totaling \$750,000. Columbia and United Artists are the only majors not named as defendants.

Minnesota Amusement Company has put up for sale the Fifth Avenue, La-Crosse, Wis., to comply with the decree. The circuit recently bought the half interest of Edmund Ruben's Welworth Circuit in the theatre and the Hollywood, same city. This gave Minnesota Amusement full ownership, which it can't keep under the decree.

Television will not grace the bars of South Dakota. Attorney General Ralph Dunham ruled at Pierre that television is a form of amusement, a thing forbidden in places where liquor is sold in South Dakota. . . . L. T. Kressly, who opened a drive-in at Lemmon, S. D., is completing remodeling and equipping of the Grand, Lemmon, year-around house.

Ben C. Brown, owner, Temple and Vernon, Viroqua, Wis., started his 60th year in show business, and celebrated the event with a full week of activities at the two theatres. Activities included serving birthday cakes to theatre patrons, candy for the women and children, and cigars for the men. . . . Milner Circuit is inviting offers for its house at River Falls, Wis.

Plans are reportedly under consideration by the Cardinal Circuit to seek approval from the NPA to remodel the Princess, Superior, Wis. . . . Fire caused an estimated \$1,500 damages at the Hollywood, Tracy, Minn. . . . Nor-West Theatre Company has been formed at Kenosha, Wis., with 100 shares of common stock without par value.

M. L. Simons, assistant to MGM exhibitor relations head H. M. Richey, spoke before the Better Film Council at Sheboygan, Wis., on Nov. 1, and attended the Wisconsin state convention of the council at Milwaukee on Nov. 5. . . . William Ornstein, MGM, was in following the company's convention in Chicago.

Oklahoma City

Out-of-town exhibitors seen on Film Row included the following: Clint Apple-

white, Carnegie, Okla.; Glenn Gilmore, Jr., Bixby, Okla.; L. A. White, Tech, Weatherford, Okla.; Elvin B. Anderson, Riverside Drive-In, Norman Okla.; Mrs. C. W. Duncan, Weleetka, Okla.; Mr. and Mrs. W. T. Henderson, Medford, Okla.; Mr. and Mrs. William Copeland, Geary, Okla.; Mr. H. D. Cox, Binger, Okla.; J. Fagan, Bunavista Drive-In, Borger, Tex.; F. P. Dove, Groom, Tex.; Wesley Hodges, Bulldog, Weatherford, Okla.; Miss Thelma Brown, Osage, Shidler, Okla.; J. P. Jones, Cozy, Checotah, Okla., and Harry Sachs, Delman, Tulsa, Okla.

Bernhardt Jacobs recently returned to his job as short subjects booker for Video Independent Theatres after spending a year in Washington, D. C., in the armed forces. . . . Ownership of the Ritz has been taken over by Holly Brownlee. This theatre was formerly operated by Cooper Foundation Theatres.

The "Movietime, U.S.A." star caravan recently completed a tour of 46 towns in eastern Oklahoma. Personalities included in the group were Virginia Gibson, Charles Starrett, Rovina Ates and Harold Shumate. They put on a 30-minute show in each town, not in theatres, but on the streets, in the parks, or in front of public buildings. It is estimated that these shows were seen by approximately 100,000 people.

Omaha

Leaders of the "Movietime, U.S.A." campaign held a post-caravan meeting at the office of treasurer Jack Renfro, and reported the tour a complete success in every respect. Letters from over the state following the stars' visit, praised the spirit of those riding the long, dusty caravan, and told of the appreciation of small towns in having Hollywood come to them.

Tri-States' Orpheum was guest to 2,500 Cub, Boy Scout, and Explorer Scouts at a free private show following a parade of the Covered Wagon Council through downtown Omaha. . . . Gaylord Vermoss has been replaced as manager Military, by Ed Horton, formerly at the State. . . . Kathrine Erstad is the new booker's stenographer at RKO. . . . RKO salesman Paul Back's mother was hospitalized with several broken ribs. She was injured by a truck.

L. W. Heal, Royal, Fullerton, Neb., was taken to a Fullerton hospital, and Mons Thompson, St. Paul, Neb., was doing the good neighbor act while he is sick. . . . William Miskell, Tri-States district manager, again served as Cardinal at the Ak-Sar-Ben Coronation, and placed the crown on the head of J. Francis McDermott, Omaha civic leader.

Charles Coburn will make a personal appearance at Sidney, Neb., on Nov. 21 under the sponsorship of the Lions Club. . . . Police nabbed four boys who have been stealing plastic emblems from cars parked near the Military. . . . Mr. and Mrs. Ray Brown, Harlan and Cozy, Harlan, Ia., reported that 27 heads of clubs attended the luncheon for the "Movietime, U.S.A." stars.

The Alliance, Neb., lobby during the showing of "Dear Brat" had a display of four mannequins dressed in various gowns and dresses. . . . Jim Sparks, formerly with RKO and ELC in Omaha and Des Moines, visited film row while on furlough.

Thousands of persons turned out for the gala opening of the new Fox, Sidney, Neb., which made its debut during "Oil Progress Week" and the celebration of a new oil field and civic boom. Jim Poland, assistant manager, has been called for air force service. Elmer Haines, Fox manager, has been with the company since 1941, and in Sidney six years. . . . A vaudeville show returned at the Omaha.

Iz Weiner, U-I branch manager, has been named Omaha chairman, Will Rogers Memorial Hospital Fund campaign, and has appointed Jack Renfro, Variety Club chairman, and Don Shames and Sid Epstein exhibitor co-chairmen. . . . Mr. and Mrs. John Nebben sold the Orpheum, Rock Valley, Ia., to Waldemar Weverstad, owner, Broadway, and Centerville Journal, Centerville, S. D.

Maynard Lif resigned as manager, Grand, Grand Island, Neb., replaced by Raoul Ruple, former assistant, Capitol. Both are Tri-States theatres. . . . Tri-States closed its drive-in at Sioux City, Ia., along with others at Grand Island, Hastings, Neb., and Council Bluffs, Ia., leaving only the West Dodge Drive-In still showing.

The Orpheum will have a world premiere on the night of Nov. 29 for "Wide Blue Yonder," dealing with B-29 operations.

City Welfare Director Mike Timmins ordered theatres to put more clothes on the undraped posters shown by some exhibitors, and hit the use of "No Minors Allowed" and "Adults Only" slogans for many films which were "used just as bait."

Lou Heal, exhibitor at Fullerton, Neb., many years, died at a Grand Island, Neb., Hospital after 30-odd years in the business in Nebraska. . . . Eunice Volkmer, MGM secretary, recently was operated on for appendicitis. . . . Jules Gerelick, U-I salesman, left for Los Angeles as city salesman, and was given a farewell party by old friends with whom he had worked many years.

Everett Petsch, operator of a stock car race track at the Grandview Racing Bowl and Drive-In near Bellevue, Neb., was named defendant in a damage suit in Sarpy County District Court by three spectators allegedly injured in a race accident.

The Orpheum did land office business celebrating its 24th anniversary. . . . When Marvin Jones, Red Cloud, Neb., exhibitor, says he's going to make a flying trip to Omaha, he does just that, in his private plane, from his south-central Nebraska town near the Kansas line. . . . Allan Gardner, Warner salesman, is back on the job after a hospital checkup.

Howard Kennedy, Bow, Broken Bow, Neb., held a Shorthorn cattle sale at his ranch that attracted national attention. Breeders from many Midwest points consigned bulls to his ranch for the summer in a range grass experiment to see how they gained under ranch conditions.

Portland

John Payne, Arleen Whelan, and producer William Thomas were in to headline the "Shrine Show of Shows." All proceeds from the elaborate stage show go to the Shrine Hospital for Crippled Children. The stars also did newspaper and radio interviews for Pine-Thomas' "Crosswinds," Orpheum. From Portland, Payne, Thomas, and Miss Whelan went to Seattle to appear in person at the "Crosswinds" opening at the Coliseum.

St. Louis

Children under 12 are being admitted free of charge if accompanied by their parents in many theatres. The Fanchon and Marco—St. Louis Amusement Company houses have been admitting such children free for some months. The Wehrenberg Theatres were the first circuit to go to the free children policy to meet the Fanchon and Marco—St. Louis Amusement Company's plan. Several of the Kaimann theatres also went to the same policy, and Dave Nelson's McNair, the U City, Beverly, Gem, and the Overland, Overland, Mo., all went for the plan.

Drive-ins in the territory are beginning to close for the season.

In Belleville, Ill., the Illinois, Fox Midwest, reopened.

In Kincaid, Ill., the Kincaid reopened after being completely remodeled and redecorated.

In Benld, Ill., the Grand, operated by Joe Katz, rearranged its schedule of admission charges. There are special rates for students and a daily lower rate for children under 12.

In Licking, Mo., a large neon sign carrying its new name, Royal, has recently been installed in front of the former New Licking.

The bear of Ronnie's Drive-In, St. Louis County, had a prominent place in the home coming parade of Washington University. . . . Cliff Mantle, Triangle Film Producers, his father, and Tom Bloomer, Belleville, Ill., were planning a weekend hunting trip to the Linn, Mo., sector.

Out-of-town exhibitors included: Pete Medley, Sikeston, Mo.; Charles Weeks, Jr., Dexter, Mo.; Bill Williams, Union, Mo.; Tom Bloomer, Belleville, Ill.; Mrs. Regina Steinberg, Madison, Ill.; Tom Edwards and Frank Plumlee, Farmington, Mo.; Buzz Magarian, East St. Louis, Ill.; Loren Cluster, Salem, Ill.; Tilden Dickson, Crystal City, Mo., and his brother, John Dickson, former owner, Elmo, St. Elmo, Ill.; Charley Beninati, Carlyle, Ill.; A. H. Boemler, Alton, Ill.; Forrest Pirtle, Jerseyville, Ill.; Frank

X. Reller, Wentzville, Mo.; Herman Tanner, Vandalia, Ill., and Paul Horn, Jerseyville, Ill.

Paul E. Stehman, Winchester, Ill., secretary-treasurer, Mid-Central Allied, and Mrs. Stehman went to New York City for the National Allied meeting. . . . Justus Girard, Carthage, Ill., exhibitor, has a new car to replace the machine heavily damaged in an accident.

Police and Madison County, Ill., deputies failed to apprehend the burglar who stole some \$150 in merchandise from the concession stand of the Alt-w.o.d Outdoor.

Kenneth Hirth is installing new rest rooms under the back stage for the convenience of the patrons of the Royal, Pacific, Mo. . . . The Fulton, Fulton, Mo., installed new American seats. . . . The Palm, was scheduled to close for an indefinite period. . . . The Gold, Golden, Ill., is to be opened by J. R. Hill, who also operates the Chan, Chandlerville, Ill.

Youth Cinema and cartoon clubs are currently operating Saturday afternoon at the Lafayette, Manchester, Maple Wood, Rio, Wellston, Shaw, Tower, and Shady Oak.

Mrs. Robert Nicholson, won the \$25 first prize in a local "Movietime, U.S.A." contest. The judges were Russ Bovin, Loew's State manager, and Bob Johnson, director of advertising and publicity, Fanchon and Marco—St. Louis Amusement Company Circuit.

Ollie Broughton, New York City, was here for an inspection of MGM's inspection and shipping room facilities.

J. V. Walker, former manager, Plaza, Mount Vernon, Ill., recently was transferred by Fox Midwest to assume the management of the Fox Plaza, Marion, Ill. . . . Children of St. John's Orphanage, Belleville, Ill., recently were the guests of the Belleville Rotary Club at a Lincoln party in that city. Phil Hill, manager, Immediate Past President, Rotary Club assisted in serving the kiddies.

N. H. Leach, owner, Leach, LaFollette, Tenn., plans to give away an automobile as part of a promotion campaign that he has arranged to exploit "Movietime, U.S.A." in his area.

David Beznor, Milwaukee, attorney, Colosseum of Motion Picture Salesmen of America, attended a meeting of the St. Louis Loge, and explained in some detail various portions of the agreement recently signed with film companies covering wage and expense account increases for film salesmen.

In Doniphan, Mo., a controversy has developed as to the person who holds the lease for the privilege of operating the Missouri, a 270-seater, operated for some time by Mrs. E. J. Chilton.

George Ware, veteran salesman, 20th Century-Fox, is to retire under that company's pension plan, and plans to take a nice vacation.

San Antonio

Pat Dean Smith, a model press agent, was in on behalf of "An American in Paris." . . . A film, about 2,000 feet long, showing highlights of the recent tour made by the Hollywood caravan is to be shown in all Texas theatres. . . . The Majestic is said to be the only theatre which has an elevator equipped with a popcorn machine. The elevator is used to take Negro patrons to the Majestic balcony. The same operator has been on service since the Majestic opened some 22 years ago. He is Percy Mills, with the Interstate Theatre Circuit nearly 30 years.

The Center has been reopened at Nederland, Tex., by the Jefferson Amusement Company. Seating capacity has been increased from 425 to 488. Nelson Haney, formerly at Houston, Tex., has been transferred to manager, Center. . . . The Viex, Port Acres, Tex., has been purchased by W. T. Joiner and Ray Emmons from D. E. Manning.

An order enjoining the Bijou-Texas Corporation from operating a lottery was filed in Beaumont, Tex.

A fire in the basement of the Metropolitan, Houston, Tex., failed to disturb any of the 1,000 patrons viewing the film.

Raymond F. Cornes, for many years manager, Palace and Cornes, Farmersville, Tex., died following a heart attack. . . . The Link Drive-In opened at Aspermont, Tex., by Mr. and Mrs. H. V. Link. . . . A spectacular fire destroyed the Broadway, Sulphur Springs, Tex., causing an estimated \$30,000 damage. It was the second theatre fire in less than a year.

The Ford Drive-In has been opened at Stanton, Tex. Owners include James Manning, Jr., C. H. McCall, and H. Ford Taylor. Manning will be manager. . . . Steve and Elizabeth Boruk purchased a 17-acre tract at Olton, Tex., on which they plan to build a drive-in. Mr. Boruk operates the Roxy. . . . Theatre Enterprises, Inc., announced plans for the construction of a new drive-in at Marfa, Tex. The circuit is currently constructing drive-ins at Alpine and Crane, Tex., and the same crews will come to Marfa to construct the drive-in. According to Clifton Durham, manager, Palace and Texas, the Marfa drive-in will be located on a 10-acre tract of land.

A new marquee is being installed at the Melba, and the house also is to be remodeled.

San Francisco

The parade of personalities included Charles Kurtzman, Loew's New England district manager, who has been in during manager Boyd Sparrow's vacation from the Warfield. While Mr. and Mrs. Kurtzman were here, their young son, Kenneth, underwent an emergency appendectomy at St. John's Prep School, Danvers, Mass. . . . George Mann's daughter, Vivian, a freshman at Stanford University, had her father cheering at the Grand National Horse Show. . . . Robert Hav-

lice, assistant manager, Loew's Warfield, became a father when his wife, formerly of MGM, presented him with a seven pound boy, their first.

Westland Theatres' Jim Brinton and Gerald Banyard stepped up the ladder. Brinton was named manager, Tower, Roseville, Cal., replacing Barney Stewart. Banyard was transferred from manager, Citrus Heights Drive-In, just outside Roseville, Cal., to manager, Roseville, Roseville, replacing Lee Stewart.

Rotus Harvey plans to attend the ITO annual meeting in Montana on Nov. 13-14. . . . Abraham Berry, office manager, General Theatrical, is enthusiastic over the new snack bar at the Variety Club. The club now has tables especially reserved for women during the lunch hour. . . . Ray Summers, manager, Laurel, San Carlos, Cal., and his wife, Wanda, assistant secretary, ITO, were on vacation, and Al Chamberlain, manager, Pismo, Pismo, Cal., was resting also. . . . Stirling Siliphant, 20th-Fox national publicity chief, will be here in connection with the kickoff ceremonies for the "Miss Kangaroo" country-wide tour. . . . Anne Klein, wife of Columbia sales manager Mel Klein, was recuperating after hospitalization. . . . Gerald Harrison, an artist at Jack Farrell's theatre art shop here, died while undergoing a physical checkup.

"Golden Girl" had its world premiere at the Fox. Festivities were planned to include a celebration centering around Lotta's Fountain, in addition to a personal appearance show of personalities. . . . Gerda Mueller, secretary to Spencer Leve, northern division manager, Fox West Coast, now divides her time between Leve's department and Elmer Hanks' purchasing department. . . . Hazel Glenn, after 23 years with FWC, resigned.

Manager Earl Long, Paramount, and publicist Bob Palmer, Paramount, gave showgoers a real time when "Submarine Command" opened at the Paramount. First step was to contact the Offices of Public Information of the 12th Naval District in addition to that of the Navy League in order to arrange a special salute to Navy Day. The navy obtained a scale model of one of the new Guppy type submarines, had it shipped in especially for this event, and placed it on display in front of the Paramount. Other highlights of "Submarine Command" exploitation performance were the 25-piece navy band, the demonstration by the band inside the theatre and a choir of 75 singers extending deep into the stage on terraces.

The California Theatres Association "Movietime" luncheon meeting was attended by 30 exhibitors from Northern California, who listened enthusiastically as Charles Kurtzman, Loew's New England district manager, here during Boyd Sparrow's vacation from the Warfield, told about what had been done in New England in respect to "Movietime, U.S.A.," and then appointed a committee of three whose duty it is to formulate a larger committee that will have full

power to develop and handle affairs for the Northern California "Movietime" campaign. Men named to appoint the spearheading group were Graham Kisingbury, San Francisco district manager, North Coast Theatres; Spencer Leve, Northern division manager, Fox West Coast Theatres, and Nate Blumenfeld, Blumenfeld Theatres.

Seattle

Marvin Fox, manager, Orpheum, has written a song, "It's Movietime, U.S.A." which is receiving enthusiastic consideration from several leading recording companies.

Coming for appearances at the Coliseum opening day of "Crosswinds" were Rhonda Fleming and John Payne, accompanied by Bill Thomas, producer. The three were guests at luncheon at the annual meeting of the Independent Theatre Owners Association at the Olympic Hotel.

Jack Swanberg, associated with Ed Johnson and Dwight Spracher, was married to his secretary, Billie Smith. They went on a honeymoon trip to Michigan and California. . . . Carl Mahne, purchasing and merchandise manager, Evergreen Theatres, was ill and has been ordered to take a long rest. . . . Bessie Rodgers, booking stenographer, Paramount, resigned. . . . Marjorie Dempsey, 20th Century-Fox inspectress, was at home recuperating from an operation.

John Hamrick, president, Hamrick Theatres, and Mrs. Hamrick left for New York. . . . Joe Danz, Embassy, and Mrs. Danz returned from a vacation in New York. . . . John E. Doerr and Pete Penagos were here from Chicago accompanied by Howard McGee and Ed Hickey, Midstate Amusement Company, Walla Walla, Wash.

Ed Resnick, recently Eastern Washington salesman for 20th Century-Fox, joined U-I at Omaha. . . . Rev Nissen, salesman for U-I out of Seattle, has been named 20th Century-Fox sales manager at San Francisco. . . . 20th Century-Fox is rearranging its booking department, with each of the two bookers having his own zone and own booking stenographer. . . . Tommy Tomlinson, booker-office manager, Republic, and Mrs. Tomlinson celebrated their 36th wedding anniversary. . . . Mary Davis, MGM inspectress was home recuperating from an operation.

Among state exhibitors on The Row were: Carroll Barney, Arlington; Cosmo Rockey, Everett; Ernie Thompson, Port Townsend; Mr. and Mrs. Henry Mullen-dore, Auburn, and Vance Weskil, Colfax, Pullman, and Sand Point. . . . Leonard Minton replaced Rex Jackson as assistant manager, Hamrick Music Hall. He was merchandise manager, Orpheum. . . . Bernie Wolf, western district manager, National Screen Service, was here. . . . Max Burcutt, Warner exploitation, was here for "A Streetcar Named Desire." . . . Walter Hoffman arranged a special preview of "Detective Story" for the police department.

NEWS OF THE

Territory

BRANCHES
Cincinnati

In a case involving the Twin Drive-In, operated by the S. and S. Amusement Company, the Ohio Board of Tax Appeals has ruled that all parts of a drive-in which are permanently attached to the ground are taxable as real estate. The decision partly overruled the State Tax Commission, which had held that everything about a drive-in, except land, was personal property. In Ohio, real estate is taxed at 100 per cent of its value while personal property is listed at only 70 per cent of its value.

E. C. Granger and Maury and Jerry Shea, Shea Circuit, entertained branch managers with a cocktail party in the Hotel Sheraton Gibson. . . . Other business visitors included John McCusker and George Haupt, Columbia auditors; Lee Seigel, 20th-Fox exploitation; Oscar A. Morgan, Paramount; James Frew, U-I district manager, and F. J. A. McCarthy, U-I southern and Canadian sales manager.

Attending the National Allied convention in New York City were Louis Weithe, president, Weithe Theatres; Maurice White and Nick Shafer, Mid-State, and Rube Shor, Fred Helwig, E. R. Custer, Don Keesling, and Lloyd Rogers, Jr., West Virginia Allied.

Business trips were made by Jay Goldberg, Realart branch manager, to Dayton, O., and Gene Tunick, Lippert branch manager, to West Virginia. . . . J. W. MacDonald, TOC head booker, was in Toledo, O., to visit his mother, injured in a traffic accident. . . . Annice Epstein, Realart bookkeeper, spent a weekend in Lima, O. . . . Margaret Woodruff, Lippert office manager, is attending all football games at Ohio State University.

Florence Schumaker, U-I cashier, injured in a recent traffic accident, is convalescing. . . . Rosa Lee Gurd, NSS accessory department, and Lillian Gulden, MGM inspectress, are convalescing from surgery.

Realart completed installation of new electrically operated equipment in its inspection department. . . . Gilbert L. Ogden purchased the Gallatin, Warsaw, Ky., from Roy Prill, and renamed it the Town. . . . Realart is booking "The Basketball Fix" and "Two Dollar Better" into Kentucky houses.

At Paramount, Margaret Kiser has been promoted to assistant cashier, Juanita Martin is a new ledger clerk, and Carol Klosterman is in the book-keeping department, replacing Pat Lunn, now on active duty with the navy. . . . Lula Wesley is a new clerk at U-I. . . . Jack Rider, MGM salesman, has been

transferred to the Detroit branch. The MGM Club presented him with a lounging jacket.

Seen along Film Row were: C. S. Pfister and Moe Potasky, Troy, O.; George Turkulas, Hamilton, O.; Tony Stern, Cleveland; John Woodward, Zanesville, O.; J. H. Knight, Jack Needham, Al Sugerman, and Lee Hofheimer, Columbus, O.; A. D. Curfman, Westerville, O.; Roy Wells and Fred Krimm, Dayton, O.; Charles Creago, Chillicothe, O.; E. A. Emerick, Germantown, O.; Walter B. Hannah, South Shore, Ky.; George Marshall, Danville, Ky.; Raymond Edwards, Somerset, Ky.; Walter Wyrick, Carlisle, Ky.; Guy Greathouse, Aurora, Ind.; J. C. Weddel, Lawrenceburg, Ind., and Julian Silberstein, Huntington, W. Va.

Cleveland

Big news was the announcement that Meyer Fine and Sam Stecker, Associated Theatres Circuit, and associates, had purchased the Hotel Hollenden operating lease from Chicago interests. The group consists of Maurice Bernstein and Harold Fellingner, insurance agents; Irving Hexter, president, Industrial Publishing Company; Edward Bamberger, manufacturer, and Jerome Friedlander and Elmer Babin, attorneys. Fine and Stecker also own the Fenway Hall Hotel.

The Cleveland Film Critics Circle named "Tales of Hoffmann" as the number one picture shown during September.

In New London, O., population about 1700, J. O. Guthrie, owner, and Charles Meyer, manager, Carolyn, are introducing a "Classic Night" one night a week. They are selling season tickets for the entire series of 12 pictures at the reduced rate of \$5, with the privilege of transferring the ticket to anyone if the owner is unable to attend. Starting on Nov. 1, and continuing every Thursday night through January, the Carolyn offers two performances of "Trio," "The Mudlark," "Of Men and Music," "City Lights," "Pinky," "Blanche Fury," "Fabiola," "Oliver Twist," "Harvey," "Tight Little Island," "Kind Lady," and "Bitter Rice."

Gordon Campbell, RKO booker, was promoted to salesman in the RKO Detroit branch.

The G. and P. Amusement Company anti-trust suit now being heard in federal court before Judge Emerich Freed went into its fifth week with continued presentation of evidence although a motion for dismissal has been received by the judge. The motion to dismiss the suit was entered by attorney Luther Day in behalf of all defendants upon conclusion of the plaintiff's presentation of the case. Judge Freed, instead of ruling on the motion, said he wanted all of the evidence before passing on the questions of fact. The plaintiff asserts that Co-operative Theatres of Ohio was able to procure product for the Regent, one of its clients, to the damage of plaintiff's Moreland, through coercion of the



William Finkel, new Chief Barker, Variety Club, Tent 1, Pittsburgh, recently accepted the executive gavel from outgoing Chief Barker John D. Walsh.

defendant distributors, Loew's, Warners, U-I, and 20th-Fox.

Charlotte Kendis has been elected president, League of Showmen's Wives. She succeeds Mrs. Nat Barach. . . . Jack and Ray Essick, Modern Theatres, and wives left for New York and the National Allied convention. . . . Oscar Morgan, Paramount short subjects sales manager, spent a day visiting with branch manager Harry Buxbaum, Jr. . . . State drive-ins are closing earlier than usual. Among those already shuttered are the Family, Steubenville; Findlay, Findlay; Shea's, St. Clairsville; Belvedere, Indian Trail, and Carey. . . . Lou Ratener, who, with Tony Stern, owns the Montrose Drive-In, Montrose, O., Magic City, Barborton, O., and Skyview Drive-In, Norwalk, O., is looking forward eagerly to December, when he plans to leave to spend the winter in California.

E. C. Grainger headed the Shea managers' annual meeting. . . . Jack Cohen, an infrequent visitor from East Palestine, O., was around.

Because of the illness of his father, Sigmund Vermes, pioneer theatre owner, Ted Vermes did not attend the National Allied convention.

J. O. Flemm has his Tivoli, Akron, O., running on a full time schedule again after having been closed during August and September. . . . Charles Rich and Bernard Rubin acquired "The Emperor's Nightingale." . . . Florence Friedman, secretary to E. J. Stutz and Bob Snyder, Foursquare, lost her wallet to a thief.

Abe Kramer, Chief Barker, Variety Club, and Mrs. Kramer returned from a visit with their daughters in Los Angeles. . . . Robert Richardson, district sales manager, Souvaine, sold "Her Panelled Door" to Warners' Uptown, Vogue, and Variety for a day-and-date run.

Seven pioneer members of the Variety Post, American Legion, were honored at

FOR SALE Modern Theatre and Commercial Building

Western Pennsylvania mill town. Nearest opposition several miles. Rentals and concessions will pay interest on the purchase price.

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a dinner celebrating the 15th anniversary of the founding. They were Edwin R. Bergman, U-I; Aaron Wayne, Paramount; Joe Swee, former shipper, and theatre owners A. G. Schwartz, J. S. Jossey, and Alex Wintner. Howard Roth, another founder and past Post Commander, is no longer active in the organization.

Mrs. Edna MacLachlan, editor, The Cleveland Cinema Club Bulletin, is a patient at St. Luke's Hospital. . . . Mrs. Wanda Spoerka, Washington Circuit secretarial staff, welcomed her first grandson, Mark Allen, born to her daughter, Mrs. Janice Linden.

Detroit

Serge Carpenter, National Theatre Supply, married Helen Bouvier.

Indianapolis

Peter Mallers and wife went to New York City and Washington, D. C. . . . Mr. and Mrs. Charles Clickner, Midwest Theatre Supply, returned from an extended vacation on the west coast.

Drive-ins were planning to close. . . . Harry Coleman, Evansville, Ind., held his formal opening of his in-door—outdoor theatre. . . . The Vee, Veedersburg, Ind., has taken on "Bank Night," according to Mrs. Dora Blankenbaker. . . . Henry Hermanson, exhibitor and teacher, operating the Brook, Brook, Ind., attended the teachers convention at Gary, Ind. . . . The Sunshine, Darlington, Ind., has changed to one program a week, Friday, Saturday, and Sunday.

Maurice Stribling and wife are the new operators of the Ritz, Crawfordsville, Ind. They have taken over the house from Bert Rayburn, who operates a drive-in.

The Colosseum will meet on Nov. 17 at the Hotel Antlers for the annual election. President Kenneth Dotterer will preside. . . . Nat Nathanson, United Artists division manager, was a visitor. . . . Ted Mendelsohn, United Film Booking Service, was attending the National Allied convention in New York City. Mendelsohn announced the closing of the drive-ins in Princeton, Terre Haute, and Newcastle, Ind. . . . The M-W-M drive-ins are laying a track in the Terre Haute, Ind., Drive-In kiddieland.

Ted Tod, 20th-Fox publicity director from Chicago, was in. . . . C. A. Hill, head of branch operations, 20th-Fox, was a visitor to check the progress of the remodeling of the exchange.

Film Row visitors included: Robert L. Hudson, Hudson Circuit, Richmond, Ind.; Al Berkenstein, Wells, Fort Wayne, Ind.; Bruce Kixmiller, Colonial-Indiana, Bicknell, Ind., and Matt Scheidler and Arthur Standish, Orpheum-Hartford, Hartford City, Ind.

Pittsburgh

Television has been blamed by some theatre owners for poor business but

Tony and Milt Antonopolous, Olympia, Turtle Creek, Pa., have proof that TV actually interfered with their show. It happened when a television antenna being installed on the next building accidentally fell down across a power line that fed into the theatre. The show was dark 15 minutes.

The new policy installed in the Harris Palace, downtown Pittsburgh, formerly the Newsreel, clicked. . . . The success of the "Movietime" star tours in Western Pennsylvania promoted the committee in charge to ask for additional personalities to tour the many towns that could not be covered because of cancellations by the Hollywood people who originally were scheduled.

William Serrao, Circle, New Kensington, Pa., and Kent, Arnold, Pa., is coming along rapidly in Mercy Hospital.

President Fred Beedle headed a group of Allied Theatre Owners of Western Pennsylvania who attended the Allied national convention at the Biltmore Hotel, New York. Included in the delegation were secretary Fred Herrington, business manager Wally Allen, Theodore Grance, Norman Chussitt, Harry Rachiele, four managers from Beaver Falls, Pa., theatres, Frank Panoplos, and Jake Silverman.

The board of directors' regular meeting of Western Pennsylvania Allied was set back one day due to Election Day.

Ed Busha has been named assistant manager, Fulton. His wife, Margaret, is another new member of the office staff. . . . Ralph Shadely, Academy, Meadville, Pa., is proud of his new modern theatre. He started work on the change over a year ago, and the final project was completed recently. . . . Dave Hadburg, chairman, forthcoming Allied convention, Nov. 26-27, has his entire committee busy soliciting ads for the convention program book.

The razing of the Barry, at one time a first-run, is completed, and the William Penn Parking Lot Company is operating the lot. The marquee was left up, and the former box office is used by the cashier in handling parking tickets, and collecting the fee. Customers drive through what originally was the theatre entrance.

Fred C. Canavan has been added to the Harris Theatres auditing department. . . . MGM sent an advance publicity man in to start the advance campaign for "Quo Vadis." . . . John Muldoon, well-known retired stage hand, passed away at his home. He was 70, and had worked backstage in almost all of the downtown stage show houses. . . . Jack Goldberg, United Theatres Advertising Company, returned after a short visit with friends in Akron, O.

Oscar Morgan, general sales manager, short subjects and Paramount News, was in on his exchange city tour to review short subject operations in the branches.



Clarence Green, producer-writer of UA's "The Well," was a recent guest on Mel Martin's WLW-TV show during a visit to Cincinnati, in connection with the engagement of the picture in that city.

Kentucky Louisville

Messrs. D. H. Robinson and Tom Givhan took over the operation of the Shepherd, Shepherdsville, Ky., from Mr. and Mrs. L. M. Denton.

Out-of-town exhibitors seen included: George Lindsay, Lindsay, Brownsville, Ky.; Fred Belcher, Family Drive-In, Charlestown, Ind.; Gene Lutes, Chakeres district manager, Frankfort, Ky.; C. K. Arnold, Arco and Melody, Bardstown, Ky.; Tom Maxedon, Shelby and Burley, Shelbyville, Ky.; Julian Longest, English, English, Ind.; A. N. Miles, Eminence, Eminence, Ky.; George Peyton, Griffith, LaGrange, Ky., and Homer Wirth, Crane, Crane, Ind.

According to a report of state revenue, compiled by the Department of Finance and the Department of Revenue, tax revenue on amusement for September, 1951 was \$9,792.84 less than for a corresponding month in 1950. Tax revenue for July through September, 1951, was \$28,160.94 higher than for a similar period in 1950.

A world premiere with gala festivities is to be in the offing at the Mary Anderson Theatre for "The Tanks are Coming," a part of which was photographed at Fort Knox, Ky.

Joe Melcher, Mary Anderson assistant manager, has gone to Ashland, Ky., to take over the Paramount. Tom Davis is retiring from the Ashland.

Ohio Columbus

Francis Winel, 58, business manager, Ritz and Rivoli, died. Survivors include his wife, Gertrude; son, Jack; father, John; granddaughter; three brothers, Monsignor Roland Winel and John, both of Columbus and Vincent, Texarkana, Tex., and a sister, Mrs. Peter O'Reilly.

A theatre party for men of the 155th Division, Ohio Air National Guard, was held at the RKO Palace. . . . The local "Movietime, U.S.A." committee plans to cooperate with the "Queen of Trays" waitress popularity contest being conducted by The Columbus Star. . . . Robert Sokol, manager, Loew's Broad, returned from a vacation.

NEWS OF THE

Territory

Boston
Crosstown

A resolution calling for Governor Dever to proclaim Nov. 27 as "Herbert Philbrick Day," in honor of the man who posed as a Communist for nine years as an FBI undercover agent, was passed by the Massachusetts Senate. Philbrick was with M and P Theatres while working for the FBI. He was a key witness at the trial of the 11 top Communists in New York.

Sympathy is extended to James J. Wall, managing director, Seville, East Boston, and Thomas N. Wall, managing director, Circle, Brighton, Mass., on the death of their mother, Mrs. Margaret Wall, 89, who died at her home in Woburn, Mass. Another son, Edward J. Wall, is Paramount press representative in the Buffalo and Albany areas.

Ludlow Werner, New York Age, and Ben Kaufman were in aiding Joe Mansfield on UA's "The Well" RKO Boston. Kaufman stayed on to set a campaign for "The Red Shoes" which is slated to bow into the Kenmore for an indefinite run. Meanwhile, Mansfield has been spending much of his time in Providence, R. I., working on "The Well."

A special course in theatre TV is being conducted by Local 182. A weekly meeting designed to acquaint men with the fundamental principles of theatre TV, the teaching chores are handled by member Stewart Nolan.

As a tie-in with the presence of Gene Autry, featured in the Rodeo at the Boston Garden, American Theatre Corporation booked Autry features into 20 suburban houses for Saturday matinees. Autry reciprocated by plugging the playing of his films at the various houses.

Completely redecorated, refurbished and equipped with latest innovations, including push-back chairs and modern interior design, the Morton was scheduled to reopen. Operated by American Theatre Corporation, it will operate on a policy of top double feature films under the supervision of district manager Harry I. Wasserman.

Louis A. Novins, executive assistant to the president of Paramount Pictures, Inc., was slated to be the principal speaker at the annual meeting of the New England regional board, Anti-Defamation League, B'nai B'rith.

Eric Johnson stopped off to appear as guest speaker at the Chamber of Commerce luncheon. . . . Contributions to the "Jimmy Fund" drive are beginning to roll into the Variety Club headquarters, with a final statement of amount collected expected before the end of the year. Due to the usual unexpected delays, dedication plans for the new Jimmy

building have been set back tentatively to Jan. 7.

Film District

The district was saddened by the death of Phillip O'Leary, 27, formerly a booker at 20th-Fox. He had been ill for over a year. . . . Mel Ames, RKO salesman, was recuperating from surgery at the Faulkner Hospital. . . . Jack Champlain, Playhouse, Randolph, U-I, was hospitalized for a minor operation.

The Wickford, Wickford, R. I., reopened, and will operate on a weekend film policy. During the summer, it is used for presentation of summer stock.

Ken Douglass, Capitol Theatre Supply, returned from a month's trip to California and points south. A combination business and pleasure trip, he reports business conditions in the localities he visited were comparable to those of this area.

Daytz Theatre Enterprises announce the recent signing of Mrs. Carren's Village, Canaan, N. H.; Mrs. Mary Emmons, Bijou, Morrisville, Vt., and Mr. Spencer Carlyle's Bellevue, St. Albans, Vt.

George Walters, Crane Carbon representative, Boonton, N. J., spent several days contacting theatre managers. . . . Ozoners recently closed for the season are: Pinehurst, Billerica, Mass.; Pioneer Valley, Orange, Mass., and Hoosac, Adams, Mass.

Eddie Comi, Massachusetts Supply Company, is handling the New England territory of Paramount's inter-film theatre TV equipment. . . . Mrs. Doris Mollica, manager, town-owned Opera House, Lebanon, N. H., temporarily closed the theatre while it undergoes a facelifting. It is scheduled to reopen on Nov. 12 with hoopla comparable to a Hollywood opening.

National Theatre Supply has taken over dealership of Johnston's Sweet Mild Cocoa, and report sale of 46 gallons to a local ozoner over one weekend. It looks like a trend.

David Beznor, Colosseum attorney, Picture salesman, was the principal speaker at a luncheon at the Town House given by the local loge. Beznor outlined future plans of the organization, and offered suggestions for bettering of conditions for film salesmen. Twenty-seven members attended.

David Grover, president, Colosseum, reports the following applications for membership; Carl Myshral, Columbia; Charles Repec and Joe Rahilly, Metro; Harry Goldstein, RKO; Wilfred Dufresne, Republic; Stanley Young, 20th-Fox, and Eddie Segal, Warners.

Judge George W. Pike, former owner, Playhouse, Lisbon, N. H., was seriously ill. . . . The Warner Pep Club held a Hallowe'en party at the exchange followed by a screening at Metro. . . . Barbara Lynch, Warner booker clerk, has finally taken off on her delayed vacation. . . . Mrs. Cease, who recently took over the Unity, Unity, Me., was glimpsed

Independent Exhibitors
of
New England

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COPLEY PLAZA HOTEL

Boston, Massachusetts

December 4, 1951

ONE full day of BUSINESS MEETINGS with Luncheon served at 1:00 P.M. and an evening of FUN including a cocktail party and a banquet attended by civic leaders—trade personalities—and stars.

SEND YOUR RESERVATIONS

IN NOW TO:

RAY FEELEY

36 Melrose Street

Boston 16, Massachusetts

This space contributed by EXHIBITOR

around the district buying and booking. . . . The Paramount reported the largest grosses of the year were racked up during the first week of "The Desert Fox."

Lawrence Anderson, Warner shipper, and his twin brother, Lenny, Harry's Snack Bar, enlisted in the navy. Both are attending boot camp at Bainbridge, Md.

New Haven Crosstown

The Roger Sherman, with Jack O'Connell as acting manager, was busy with the recent giant cartoon show. . . . Fishman Theatres' Dixwell, Rivoli, Howard, and Lawrence had special children's matinees on the recent teachers' holiday. . . . The Whalley had a special morning show. . . . For the personal appearance of Broderick Crawford, in conjunction with "The Mob," Morris Rosenthal arranged for good campaign. The star appeared at the Yale-Dartmouth football game, was interviewed on the Yankee radio network, and also had press and radio cooperation. . . . At the College, Sid Kleper and his associates set a nice campaign for "Anne of the Indies."

Meadow Street

Folks were sorry to hear of the death of Don Jacobs, brother of Burt Jacobs, Daytz Brothers Booking Enterprises. The deceased has been living in Florida since leaving the business some years ago. . . . Adolph Johnson has been busy setting in new dish deals. . . . Mickey Nunes has been setting new deals for his premiums. . . . Vincent Palmieri, formerly general manager, U-I Pictures in Mexico, was recently appointed export manager, A. C. Gilbert Company, with offices in New York.

Circuits Loew Poli

H. H. Maloney, Poli, Worcester, Mass., received quite a bit of press space on his 25th anniversary event. . . . Tony Masella, Palace, Meriden, worked out a nice campaign for "The Day The Earth Stood Still." . . . In Bridgeport, Harry Rose set a big campaign for "Iron Man." . . . Broderick Crawford did many personal appearances in the area.

Connecticut East Hartford

A motion by Councilman William F. Callahan to have Council's ordinance committee look into the possibility of having full time policemen on duty at theatres again was voted down.

Danbury

John O'Sullivan, Danbury Drive-In, offered free gas whenever the temperature dropped to 50 degrees or less "so that you may run car heaters!"

Glastonbury

Hallmark's "Why Men Leave Home," will be the highlight of the spring sales



Miss A. Viola Berlin, managing director, Exeter, Boston, where "The Emperor's Nightingale" had its New England premiere, is seen recently pointing to the poster outside the theatre, with left to right, William Van Lennep, curator, Harvard University's Houghton Library, theatre collections division; Miss Elizabeth Boudreau, chief of information office, Boston Public Library; Rev. Joseph Curran, S.J., Boston College, and Dean Howard LeSeur, Boston University.

meeting of the J. B. Williams Company. Williams expects to tie-in with "Why Men Leave Home" in the 1952 advertising campaign.

Hartford

Lou Cohen, Loew-Poli manager, and Norm Levinson, his assistant, for Monogram's "Triple Cross" had ringside cards at local boxing matches.

Ray McNamara, Allyn, tied in with libraries and colleges for "The Desert Fox" displays. . . . Exploitation men in included Arthur Manson, Lopert, "Tales of Hoffmann," Regal; John McGrail, U-I, "The Lady Pays Off," E. M. Loew's, and Phil Engel, 20th-Fox, "Let's Make It Legal," Loew's Poli.

George E. Landers, division manager, E. M. Loew's Theatres, got word that Harold Cummings is now assistant manager, Gateway, Fort Lauderdale, Fla. . . . Paul Papa has been named assistant manager, Strand.

Vince Capuano, manager, Elm, Elmwood, tied in with "Elmwood Day" by running a free kiddie show with free ice cream and favors.

It's the 32nd wedding anniversary for the Lou Cohens, Loew-Poli. . . . Ralph Carenza, is now managing the Capitol, Everett, Mass.

Samuel Tamaren failed in his Common Pleas Court jury action to recover \$2,500 from E. M. Loew's Enterprises for injuries he claimed he received in a fall in E. M. Loew's in 1946.

The world premiere of U-I's "The Lady Pays Off" was set into E. M. Loew's.

Larry Kent has resigned as manager, Esquire, Sacramento, Cal., he disclosed while back on his first visit in four years.

Stamford

Nick Falzone resigned as Stamford and Avon publicist.

New England Bowling

SIXTH WEEK RESULTS

First Half—Oct. 23

Harry's	4	Legion	4
RKO	0	MGM	0
Affiliated	3	Independents	3
NE	1	Kenmore	1

Standings	Won	Lost
MacAulay Post	20	4
Harry's Snack Bar	15	9
Kenmore	13	11
Independents	13	11
Affiliated Theatres	8	12
MGM	4	8
NE Theatres	5	11
RKO	2	14

TEAM AVERAGES

Harry's	456	Legion	420
Independents	436	Affiliated	412
NE	434	MGM	408
Kenmore	428	RKO	405

High single scores: Serra—118-104; Freeman—113-99; Burlone—106-112; Hill—106-111; Kelly—99-111. High three strings: Burlone—306; Kelly—305; Freeman—305; Serra—302; Hill—301. High single—season: Sandler—123. High three—season: Freeman—326. Team single—season: Independents—504. Team three—season: Harry's—1409.

INDIVIDUAL AVERAGES

Freeman, HSB	98.4	Smythe, RKO	86.9
Hill, Ind.	94.3	Larson, HSB	86.3
Cooney, HSB	93.6	McGowan, MGM	85.8
Kelly, Leg.	92.4	Sandler, Ken.	85.4
Serra, Ind.	92.3	Leahy, Ken.	85.1
Plunkett, NE	92.2	Jennings, NE	84.9
Burlone, NE	90.1	Goldman, Aff.	84.6
Alizio, HSB	89.4	Fahlbusch, NE	83.6
Arsenault, NE	89.3	Spingler, Leg.	83.4
Morton, HSB	89.2	Rathgeb, MGM	82.3
Field, Aff.	88.9	Owens, Ind.	82.1
Chase, HSB	88.3	Rahilly, Ken.	80.8
Young, Ind.	87.7	Hochberg, Aff.	79.8
Vieira, Leg.	87.6	Lynde, Leg.	78.7
Abramo, NE	87.4	Rowe, Aff.	77.9
Hoher, Ken.	87.4	Dooley, Leg.	77.8
McGerigle, RKO	87.3	O'Hara, RKO	77.8
Farrington, Aff.	86.9		

The Palace announced a new policy, with daily matinees dropped.

On the picket line set up by Local 449 at the Palace were two brothers and a nephew of the owner, Mrs. Mary Vuono. The issue at stake is "paid vacations," and not a salary scale.

New Hampshire Dover

The Uptown was the scene for the kick-off meeting for the 1951 Dover Community Chest drive. All workers in the campaign were admitted free. Reserved seats were held until 7:45, when the general public was admitted at the regular admission fee.

Rhode Island Providence

Charles Darby, formerly with the Avon Cinema, has joined Lockwood and Gordon as a district manager.

Vermont Brandon

The Brandon, cooperating with civic groups, gave free admissions to children on Hallowe'en night as part of a community observance.

Ludlow

Harry Lemere, owner, Ludlow, promised the local high school a benefit performance for the band uniform fund.

Northfield

The Community Drive-In, now operating weekends only, gives a gallon of gasoline to every car-driver patron.

Always the first to help others...

IT'S TIME TO

HELP OUR OWN!

The Foundation of the Motion Picture Pioneers has been organized by a group of industry leaders to assist pioneers who are in need of financial aid, medical care or temporary subsistence during periods of unemployment.

The whole industry is uniting in the greatest benefit show ever staged—a benefit for our own. Do your share. Buy tickets today.



MIDNIGHT FROLIC

THE ALL-STAR SHOW OF ALL TIME!

ROXY★NOV. 16th

Tickets
\$5.00 to \$25.00
Proceeds to the
Foundation.
Tax Deductible

Seats
now on sale
at
Room 170
Hotel Astor

NEWS OF THE

Territory

New York City
Crosstown

New York joined the list of eastern cities playing host to touring 20th Century-Fox players Macdonald Carey, Joyce MacKenzie, and Robert Wagner as the star contingent arrived to herald the company's "Let's Make It Legal."

Emanuel Frisch, Randforce Theatres, has been named chairman, and Barney Balaban, president, Paramount Pictures, and Simon H. Fabian, Fabian Theatres, co-chairmen, of the amusement division drive on behalf of the Federation of Jewish Philanthropies of New York in its current campaign for \$20,000,000, it was announced by Milton Weill, Federation president.

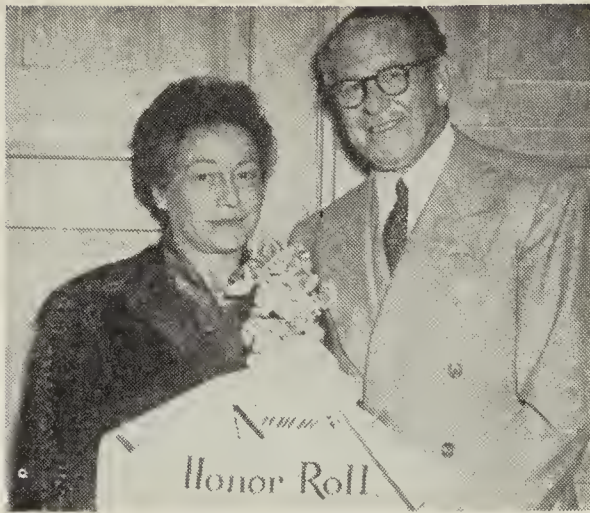
A special public showing of prize-winning art films from the recently acclaimed First Art Film Festival in America at Woodstock will be held in the Hunter College Auditorium on Nov. 16. Under the auspices of the same sponsors as the Woodstock festival, the American Federation of Arts, the Woodstock Artists Association, and the Film Advisory Center, the Hunter College program will include "Images Medievales", "Geometry Lesson," "The Charm of Life," "Il Démoniaco Nell'Arte," "Be Gone Dull Care," and "The Loon's Necklace."

Bernard H. Rosenzweig, Warners' home office theatre department, was elected president of the Warner Club for the coming year. The following officers were also elected: Tom O'Sullivan, vice-president; Frank Kiernan, vice-president in charge of membership; Ruth Weisberg, vice-president in charge of welfare; Fred Stengel, vice-president in charge of claims; John Holmes, treasurer; Barry O'Connor, assistant treasurer, and Harry Ollson, secretary.

Frank Sinatra will be on hand at a midnight showing of his latest film, U-I's "Meet Danny Wilson," in which he co-stars with Shelley Winters, at the Park Avenue on Nov. 13. In addition to addressing the audience, Sinatra will play host at a reception to be held in the lounge of the theatre following the show.

Jo Stafford, active in the American Heart Fund drives for the past four years, will serve as the national chairman of the entertainment committee for the 1952 Heart Fund.

Detectives were the guests of Paramount at an invitation preview of "Detective Story" at the Hunter College Assembly Hall. This special showing, held in honor of the New York City Detectives' Endowment Association, also was attended by 1100 members of the organization and their guests, as well as by police reporters of the New York press.



Thelma Ritter, 20th-Fox star who appears in "The Model and the Marriage Broker," recently received from Benjamin H. Namm, chairman of the board, Namm's Department Store, Brooklyn, an award as its "diamond pin-up girl" at a celebration of the store's diamond jubilee.

Howard Hill was in to confer with RKO executives on the release of "Tembo," his feature-length film in Ansco color.

Captain Raymond Harvey, 31-year-old infantryman from Pasadena, Cal., who was awarded the Congressional Medal of Honor for heroism in Korea, arrived for conferences with 20th Century-Fox officials regarding plans for the world premiere of "Fixed Bayonets."

The mother of John Byram, Paramount home office play editor, died of a heart attack at the age of 76.

George Pal, producer of Paramount's "When Worlds Collide," arrived from Chicago for meetings with home office executives on sales and promotion plans for the science-fiction fantasy. . . . Robert Merrill, star of Paramount's "Aaron Slick From Punkin Crick," was in for meetings with home office executives on plans for a personal appearance tour in connection with exploitation campaign.

In recognition of the realistic and intelligent handling of detectives in Paramount's "Detective Story," the New York City Detectives' Endowment Association has presented a certificate of honorary membership in the organization to Barney Balaban, president, Paramount Pictures Corporation.



Over 70 associates and employees of Walter Reade Theatres recently attended the golden jubilee of the showman at luncheon at the Hotel Astor, New York City. Rocco Dilione, maintenance department director for the circuit since its founding, is shown presenting a plaque to Reade. Also pictured, left to right, are Mrs. Margaret Browning, manager, Long Branch, N. J., Strand, a manager in the circuit for nearly 40 years; Walter Reade, Jr., and Helen Mourad, secretary to Reade for many years.

Berk and Krungold, announced that they had leased the 2,000-seat National from Raynes Realty Corporation, headed by Jules Raynes, to a corporation headed by Hyman Jacobson. The National opens under a stage show and film policy.

The St. James, St. James, L. I., shuttered. . . . The Arcadia is now operated by the 59th Street Cinema Corporation. . . . A and M Amusement Corporation is the new operator, Avon, Newark, N. J. . . . Brandt is now doing the buying and booking for the Goshen, Goshen, and the Monroe, Monroe. . . . The King, Bronx, is now operated by R and S Theatres, Inc. Island Theatre Circuit will buy and book. . . . B. Volkman is now operating the Matawan, Matawan, N. J. . . . The Astor, Woodcliff, N. J., is now operated by the Beverly Theatre Company.

Universal-International home office publicists fortnight chose District 65 Distributive, Processing, and Office Workers of America as collective bargaining agent.

The RKO Service Corporation's white collar workers last week voted in a National Labor Board election to have the Home Office Employees Union, Local H-63, IATSE, represent them. District 65, Distributive, Processing and Office Workers of America, which previous represented these workers, withdrew from the election.

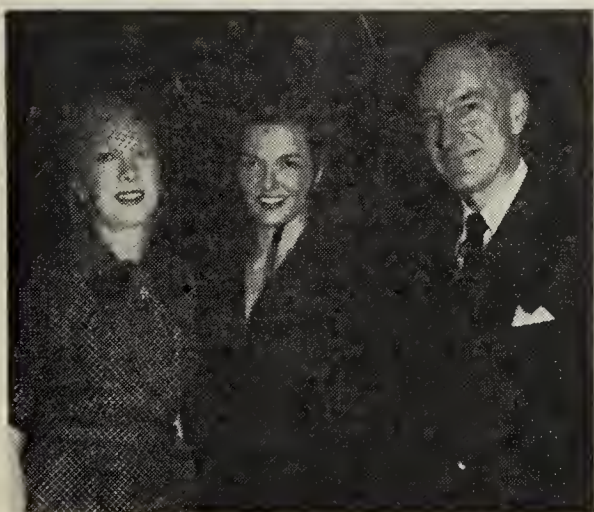
The Center, Queens Boulevard, was taken over by MacKee Theatre Service Corporation, headed by W. E. MacKee, representing financial interests who acquired the lease from Telenews Corporation. Mrs. Elizabeth Sweeney Moses will manage the house.

The National Labor Relations Board announced last week that it has ordered elections within 30 days among the office clerical, secretarial, and accounting employees in the three New York offices of 20th-Fox. The three units are 20th-Fox-Movietonews home office; 20th-Fox film exchange, and 20th-Fox International office. The employees will vote whether they want to be represented by Local H-63, IATSE, by the Distributive, Processing, and Office Workers, or by neither.

New York State Albany

Jack Goldberg, Loew's branch manager, returned from the sales meeting in Chicago. . . . Gene Vogel, U-I branch manager, resigned. . . . Nicholas Googin, owner, Town Hall, Casenovia, expects to open his newly renovated theatre soon. . . . Alice McKosky, Paramount picture report girl, will be married to Joseph Repko at St. Casimers Church on Nov. 12, with a reception at Jack's Restaurant. . . . George V. Cowen, patrolman, Mechanicville Police Department, resigned to join the Benton Circuit. . . . Ludwig Kaufman, who served as instructor with the airborne forces, is Al LaFlamme's new assistant at the Strand. Kaufman succeeds Dick Cranston, who resigned to become a commercial pilot in California. . . . Arthur Bonns, Warner home office auditor, is spending several weeks in the exchange. . . . Helen Wisper, former 20th-Fox booker-office manager, is now booking for Jules Perlmutter. . . . Kathryn Reibou, a new addition to Loew's cashiers' department, was on the sick list. . . . Arthur Reese is the new assistant at the Ritz.

Exhibitors seen along the Row were: Mary Bird, Manchester; George Thornton, Saugerties; Don Violette, Cairo; Morris Klein, Hunter; Bob Flockhart, Corinth; Sam Davis, Pheonicia, and Dave Rosenbaum and son, Bert, Elizabethtown. . . . Burt Topal, former Loew's booker, announced that he will be married on Dec. 23. . . . Jimmy Grainger, Republic general manager; John Curtin, district manager, and Artie Newman, branch manager, visited the Schine Grant, Gloversville, and consummated a deal on the 1951-52 product. . . . The Variety Club, Tent 9, will hold an election for a new crew for 1952 at the club rooms on Nov. 19. . . . Leo Rosen, Variety Club Chief Barker, announced that the club is bringing the opera, "Carmen," with the London Opera Company, to the Strand on Jan. 8 for the benefit of the Heart Fund. . . . Fabian Theatres closed its Saratoga and Auto Vision Drive-Ins, but the Mohawk Drive-In will remain open. . . . Norma Harris and Rosemary Humphry have been added to the Warner staff.



Russell V. Downing, managing director, New York's Radio City Music Hall, and Mrs. Downing, left, are greeted by Jane Russell on the set of Paramount's "Son of Paleface" during their recent Hollywood visit. Downing conferred with studio executives, and viewed several of Paramount's forthcoming pictures there.



Among those present at a recent Warner Theatres district and managers meeting in Newark, N. J., were, back line, left to right, Harry Goldberg, Joe Minsky, Arnold Michaelson, John Damis, William Clark, Louis Dennis, George Morganroth, and, second row, left to right, Nat Fellman, Lou Jordan, Harry A. Kalmine, Frank Damis, and Leto Hill. Seated are Anthony Williams, George Eisenberg, Harold Widenhorn, C. Bachman, and G. Gagliardi. Merchandising plans for the future were outlined.



This is typical of the "Saturday's Hero" displays recently promoted for the Columbia film in all of the Buffalo lending libraries during the engagement of the picture at Basil's Lafayette.

A certificate to conduct business here was filed by Perlmutter Theatre Booking Service, Inc., with authorized capital stock \$20,000 at \$10 par value. Julius Perlmutter, Albany, who operates five theatres, is head of the service, which has offices at 1046 Broadway. The corporation is also buying and booking for 12 houses in the Conery and English Circuits.

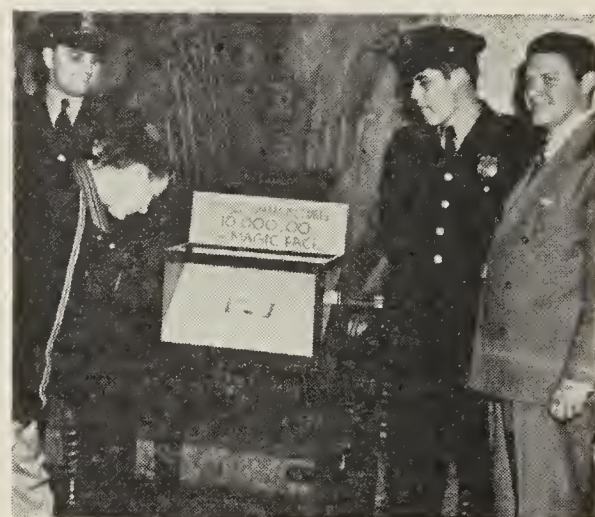
—M. E. B.

Buffalo

Milt S. Harris, managing director, Cinema, effected a tieup with American and Capital Airlines by which all pilots and stewardesses get house courtesies during their local layoffs in return for which they advise passengers just before planes land here that they recommend the Cinema for film entertainment.

Variety Club Barkers tendered a farewell testimonial luncheon to Chuck Harter, booker-office manager, Columbia, and 75 exhibitors and distributors attended. Councilman-at-large Elmer Lux, Darnell Theatres, acted as master of ceremonies, and those present gave Harter a portable typewriter and scroll.

Ed Meade, Shea publicity director, held a special screening of "An American in Paris" for music dealers, radio, and disc jockeys. . . . Joe Leboworth, 20th-Fox exploiter, was in to work with Ed Meade



Harold Morton, Loew's Syracuse, is seen recently smiling at the reaction of a 'teen-age boy to the \$10,000 bill displayed during the theatre's run of Columbia's current "The Magic Face."

and Bill Carroll, Shea's Buffalo publicity staff, on "Anne of the Indies." . . . Carl Rindcen, Shea's Buffalo manager, had a sell-out for the Sadler's Wells Theatre Ballet presentation. . . . The Metropolitan Opera Company will present "Die Feldermaus" on the stage of Shea's Buffalo on Nov. 28-29.

Rosemary Johnson, assistant manager, Shea's Elmwood, resigned. She is joining the staff of the Kenmore. . . . Lou Jaffe, manager, Shea's Elmwood, returned from his vacation in New England.

Pierce Webster, projectionist, Shea's Teck, made a series of pictures on "Movietime, U.S.A.," which ran as a special layout in The Sunday Courier Express roto section. The photos dealt with behind the scenes of the local industry. Eddie Meade, publicity director, Shea's Theatres, collaborated with Pierce in compiling the series.

—M. G.

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As part of a pre-release campaign for "Quo Vadis," MGM recently imported one of the chariots used in the film when it was made in Rome, and launched it on a nationwide tour. Here Robert Taylor, star of the picture, examines the chariot in New York City with Maurice Maurer, executive vice-president, City Entertainment Company, operating the Astor, and Harry Greenman, managing director of the Capitol.

Geneva

With the closing of the Seneca Drive-In, manager Mark L. Sanders headed for Melbourne Beach, Fla., for the winter, but not before paying tribute to Miss Helen Terry, who he claims is one of the finest women managers to raise from the ranks. Sanders says it was back in 1946 that Miss Terry started as an usherette, became ticket taker, cashier, and then became associated with him in the management of Dupson's Hornell, Hornell, where she is still associated with Emmett Barnes, who succeeded Sanders in the city management at Hornell in 1950. He adds that his choice for top female theatre manager in New York State is Miss Terry, who can not only usher, sell tickets, manage the house, write the ads, and sell a co-op occasionally, but can change a marquee, post a three-sheet, and, if the janitor quits, isn't afraid to grab a vacuum cleaner.

Glen Cove

Max Cooper, Skouras' Cove, got newspaper space with his idea of giving free tickets to anyone whose family name began with "M" and contained "Five" letters for the special shock double bill of these two Columbia films.

Rochester

Manager Joseph Zell Regent had a novel stunt for "The Lady Pays Off." He arranged a booth for the Red Cross blood donors. To each woman who made a blood donation, he gave two tickets to see the show.

Jim Hayes, Strand, is charging nine cents admission to any child under 12. . . . Schine zone managers met at the Seneca Hotel for a bonus business drive. The zone showing the best increase will receive a cash bonus. The meeting was attended by Louis W. Schine, Gus Lampe, Louis Schine, Bernard Diamond, Seymour Morris, and others.

Ray Hite, formerly manager, Schine's Lake, is now manager, Cinema, succeed-

EYEING THE

Exchanges

NEW YORK—At Republic, the 16mm. division has issued the first issue of the Republic Show Times. No regular publication date will be established, the idea being to get out the paper when there is a real and definite purpose. This first one, devoted to the company's new 16mm. release schedule, included a list of new 16mm. product with an order form included for bookings.

MGM—Martin Workman, booking department, passed his pre-induction physical. . . . Olga Burtyk, cashier clerk, was off because of sickness. . . . Lou Allerhand, branch manager, and Saal Gottlieb, division manager, returned from Chicago. . . . The news from Korea took on a more personal meaning when word was received that Mike Levitt, formerly of the cashier's department, was wounded in action. . . . Head shipper Gerard Lee was accepting birthday congratulations.

U-INTERNATIONAL—Mina Abrams, secretary, is back after her vacation trip. . . . Judy Dallek was at her desk after absence because of illness. . . . Leo Greenfield, salesman, really enjoyed "Two On The Aisle," which he saw with tickets he won at an event held by the Motion Picture Bookers Club. . . . Harry Fellerman, sales head, special films division, was on a trip to exchanges in the midwest and south.

REPUBLIC—Sylvia Sussman, accounting department, handed in her resignation. . . . Branch manager's secretary Zena Mandal was ill. . . . Jared Millan, branch manager, 16mm. department, made a quick business trip to Washington and Philadelphia.

ing Francis Anderson. . . . Bert Freese, former salesman for Columbia, is the new owner, Dixie. . . . Winifred Foster still retains the same position as cashier-general secretary, Dixie. . . . Lester Pollock, Loew's, gave each child of a Sunday school at B'rith Kodesh a pass to the theatre. . . . Don Cole, Altec sound engineer, returned to replace John Crandon, Altec, transferred to the Watertown district.

James Duncan, a member of Local 253, passed away. . . . Marie DeSantas, secretary to Howard Carroll, Capitol, is casting longing eyes to the west. . . . The Rochester Drive-In closed for the season, and the Starlight and Lake Shore were also about to close up.

Allan Tindal, chairman, Local 253 sick committee, was on the sick list himself. . . . Harmon Smith says his dog won the purple ribbon, not the blue one.

—W. A. K.

RKO—Lillian Tokatz, film inspectress, was accepting birthday congratulations. . . . Office manager Milton Yoeman returned after his vacation. . . . Edward Berkoben, former general clerk, paid a visit. Berkoben is performing with a touring stage company that puts on children's plays. . . . The new typist-clerk is Ruth Rosenstock. . . . Ed Dudowicy, former typist-clerk, was recently in the office. After a number of attempts, one of his original plays was performed on a television network. . . . Typist-clerk Jean Chadwick is over the effects of having two teeth extracted.

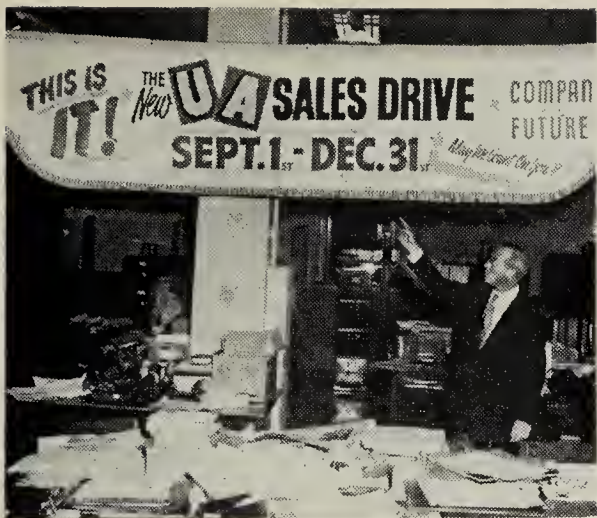
20TH-FOX—Adrian Kass is new in the boxoffice statement department. . . . Martin Moskowitz, Empire division manager, was on a recent visit to Albany and Buffalo. . . . Joan Krapkoff is happy about her promotion to bookkeeping machine operator, cashier department. . . . Joseph St. Clair, who formerly worked with the Empire division manager, has been given a position in the home office sales department. . . . Theresa Varela, bookkeeping machine operator, has been moved up to assistant clerk, accounting department. . . . Jerry Moskowitz, former shipper, was around visiting.

RAMBLIN 'ROUND—Before Monogram booker Jack Graver left on his honeymoon, the office staff gifted the young couple with a toaster and pressure cooker. . . . Etta V. Segall, head booker, is very worried about her mother, critically ill in the hospital. . . . Robert Savini, president, Astor, is back after a trip to southern exchanges. . . . Irving Rosenfeld, formerly a general clerk at Paramount, was around. . . . Al Wartell, formerly an assistant shipper at Bonded, paid the boys a visit after returning from a trip to California. . . . Lou Notis, Bonded film examiner, claims that he recently found a large sum of money hidden in his home by his family during the depression, and which was then forgotten.

—ARNOLD FARBER



"The Blue Veil" recently became another of the banners greeted at New York's City Hall when starlet Midge Ware presented Acting Mayor Joseph T. Sharkey with an invitation to attend the world premiere of RKO's "The Blue Veil" at the Criterion, when all proceeds of the event went to the United Hospital Fund of New York's annual campaign. Nurse Jeanne Olson, Presbyterian Hospital, the 1951 "poster girl" for the drive, looks on at the presentation.



John Turner, UA branch manager, points with pride to the valance heralding the current UA sales drive, Nov. 11-17, during which time he hopes to have a UA subject on all Philadelphia screens.

NEWS OF THE

Territory

Philadelphia Crosstown

The former Lafayette was acquired by Arthur H. Alterman, represented by Jackson-Cross Company, from Milton Amusements, represented by Jacob J. Lieberman, for \$12,500. After extensive alterations, the property will be used for commercial purposes.

Application was made to the Department of State at Harrisburg, Pa., by Stanley-Shapiro Theatre Company, a foreign corporation, formed under the laws of Delaware, for a certificate of withdrawal under provisions of the business corporation law of the Commonwealth of Pennsylvania. . . . Ben Tolmas, who has a magazine plan for Christmas gifts, may be reached at GR 4-6861.

The Fox held a preview of 20th-Fox's "Love Nest."

Stanley-Warner assumed operation of the Terminal on Nov. 1, Goldman Theatres letting its lease expire. The house has been closed for repairs and will reopen on Nov. 9. J. P. Morgan took out the old seats, and new Heywood Wakefield seats go in. . . . 4-Paws closed again. . . . The Villa reported becoming

Harbor Theatres Takes New Jersey Houses

PHILADELPHIA—As of Nov. 1, Harbor Theatres Corporation took over the Harbor and Park, Stone Harbor, N. J., and Rialto and Karlton, Pleasantville, N. J. The Park and Karlton are closed for the winter.

Anthony P. Miller, prominent Atlantic City, N. J., contractor and industrialist, heads the corporation, with Jack Greenberg in complete charge of the operations, including buying and booking. He is also secretary-treasurer of the company.



Peggy Crane, model, is shown recently helping to save the fingernail situation in Philadelphia by supplying chewing gum to all prospective patrons going to see UA's "The Well" at the Goldman.

a market, and the Parker, Darby, Pa., a skating rink.

Vine Street

The annual election meeting of Motion Picture Associates was to have been held on Nov. 5 at the RKO exchange, preceded by a buffet dinner. In the meantime, the 10th annual welfare drive of the group is under way under the general chairmanship of Jack Beresin, who appointed Herb Gillis, sales manager, Paramount, chairman exhibitor division. So urgent are the needs of the organization that for the first time in its history, it was necessary to cash in some of the reserve bonds in order to carry on the welfare work. Contributions should be sent to President Jack Engel, 1315 Vine Street. To further the success of the drive, a special gifts committee has been formed, headed by George Beattie, who will appoint a group to solicit leading film executives both in exhibition and distribution, embracing the New York home offices and national circuits.

Albert C. Benson, formerly with Paramount, joined Motion Picture Advertising Service Company, Inc., in the capacity of representative, operating in the middle Atlantic states.

RKO assistant cashier Cele Petrongolo weds on Nov. 10. . . . Lippert in fifth place in the third anniversary drive, asks all exhibitors to help it win some of the \$5,000 in prizes.



The opening of Paramount's "Submarine Command," Stanley, Baltimore, Md., recently brought out the U. S. Naval Training Center Band, and the 40 musicians "struck up the band" to herald the premiere in fine navy style.



This float, devised by Henry Clark, Warner, Lynchburg, Va., was featured in the recent Retail Merchants' Fall Fashion Festival parade to plug 20th-Fox's current "David and Bathsheba."

Ned Yaffe, Y and Y Popcorn Supply, entered Jewish Hospital for an operation on his knee.

Harry W. Kalmine, resident and general manager, Warner Theatres; Stewart McDonald, treasurer; Harry Goldberg, publicity and advertising director, and Nat Fellman, film buyer, were in from New York for the two-day meeting of Stanley-Warner executives and managers.

All the film exchanges will be closed on Nov. 12, legal observance of Armistice Day.

Mrs. Edna R. Carroll, chairman, motion picture committee, "Pennsylvania Week," sent members a note thanking them for their assistance, and revealing that Admiral William W. Behrens had written commending the work of the group.

Oscar Morgan, general sales manager of short subjects and Paramount News, was in on his tour of exchange cities to review short subjects operations.

Benjamin Schwartz, brother-in-law to James P. Clark, William Clark, and Tom

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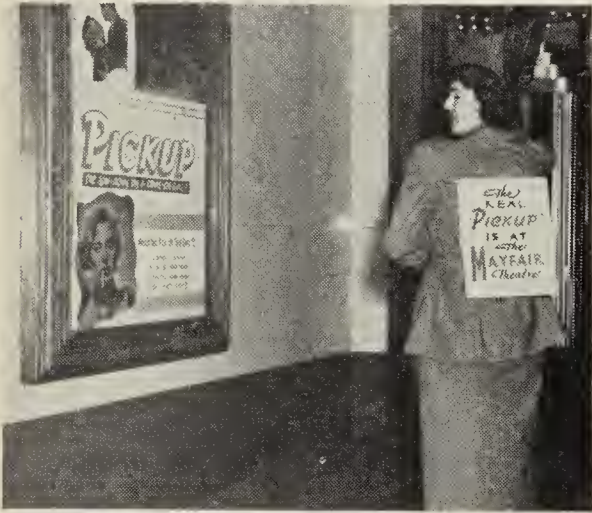
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When Barbara Payton, RKO star, came to Philadelphia to appear in person at the S-W Stanton in connection with "Drums in the Deep South," she took time out to pose, in the usual left to right fashion, with Charles Zagrans, RKO branch manager, and Jay Emanuel, EXHIBITOR publisher,

as she signed the Will Rogers Memorial Hospital "Christmas Salute" of which Zagrans is distributor chairman in the Philadelphia area; Everett Callow and Irving Blumberg, Stanley-Warner executives, and manager Al Plough and Franchot Tone, her husband, under the Stanton's marquee.



During the recent engagement of Columbia's "Pickup," Mayfair, Baltimore, Md., this "Pickup Girl" toured the city's business district as part of the campaign arranged by Mayfair publicist Harry Welch and Columbia's Mark Silver.



Al Lichtman, left, director of distribution, 20th-Fox, recently received in New York in behalf of the company the Parents magazine "Family Film-of-the Month Award" for "The Day The Earth Stood Still" from Phil Willcox, right.



As part of the recent exploitation for Columbia's "Saturday's Hero," Warner, Washington, D. C., Frank LaFalce and staff arranged for special attendance by the football stars of local high schools, and some of them are seen at the house.

Clark and well known in the industry, died in Atlantic City, N. J.

District of Columbia Washington

Albert C. Benson, formerly with Paramount as branch head, joined Motion Picture Advertising Service Company, Inc., in the capacity of representative, operating in the middle Atlantic states.

The establishment of new offices in the nation's capital was announced by Jack Levin, president, Jack H. Levin Associates, national survey, research, and checking company. The Washington office, which now is located in the Barr building, is headed by John Doherty.

Oscar Morgan, general sales manager for short subjects and Paramount News, was in at the branch.

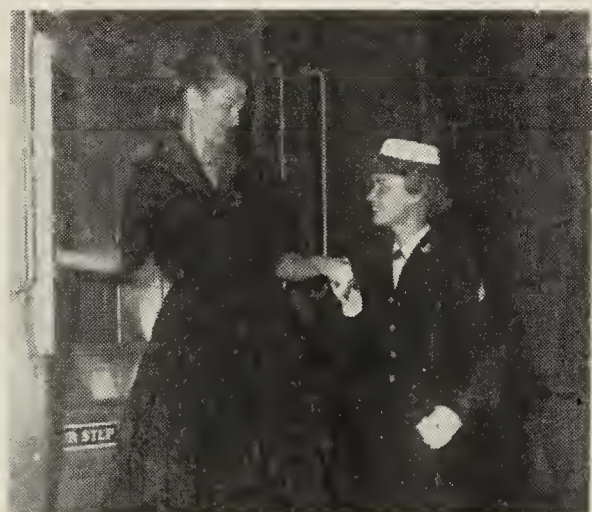
Big news was the opening of the new K-B Ontario.

The Children's Theatre held its first meeting of the 1951-1952 season at the MPA. After the meeting, the group was shown "Seal Island."

The Playhouse was plugging "The River" with a lot of fish on display in the lobby.

Names on hand for the opening of the Ontario were Faye Emerson, Skitch

Henderson, and Horace MacMahon, the latter featured in "Detective Story." . . . Keith's let in anyone with a Confederate dollar free to see "Drums in the Deep South." . . . Douglas Fairbanks was a speaker before the Community Chest but also got off some remarks on the "Clothes for Korea" campaign. He was also decorated by the Netherlands Embassy. . . . Warner houses held Hallowe'en parties. . . . "The Mob," with Broderick Crawford, is at the Warner, and in town to exploit the picture was the picture's star.



Pat Smith, MGM model, tub-thumping for "An American In Paris," was greeted upon her recent arrival in Richmond, Va., by prominent model Pat McGhee, now a member of the WAVES and stationed at the U. S. Navy Recruiting office in Richmond. A full 12-hour round of activities was mapped out by Loew's.

MGM—Kitty Thorne, contact department, weekended in Pittsburgh. . . . Rudolph Berger and Jerry Adams were in Chicago at the Metro sales meeting. . . . Hazel McCarthy's mother was recuperating from an operation. . . . Joe Kroman, office manager, is teaching his wife Esther to play golf. . . . Henry Ajello was finishing his tenure as a juror. . . . Elaine Takahashi, Edward O'Donald, Gertrude Siegal, Dorothy DeWitt, Cecelia Simms, and Elizabeth Anner are new employees.

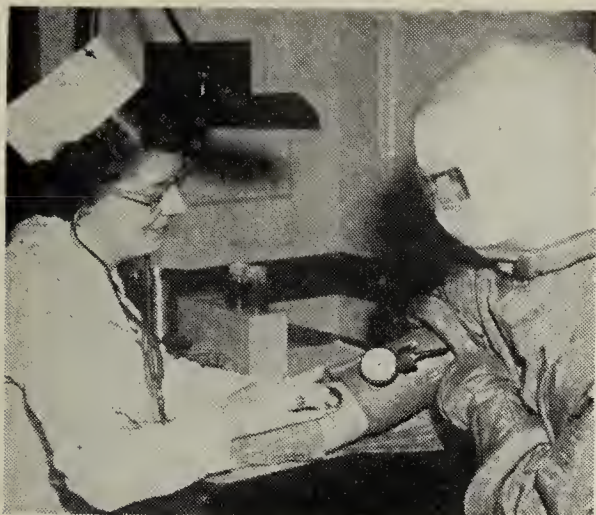
RKO—Eloise Thomas transferred back to Sioux Falls, S. D., closer to her home. . . . Mrs. Annabel Ruckers' daughter was ill in Johns Hopkins Hospital. . . . Ralph Collett is back as head shipper. . . . Bob Dunning and Barbara Lang left.

20TH-FOX—Leona Gunsberg had a birthday.

MONOGRAM—Blanche Hayre is rebuilding the family yacht for more space. . . . Mike Weiss, exploitation chief, was in for a visit, coinciding with the personal appearance of Horace McMahon, star of "Detective Story."

NATIONAL SCREEN SERVICE—Betty Richardson birthdayed.

REPUBLIC—Benita Meek was back after her operation, feeling great. . . . Jake Flax was back after a trip to Norfolk and Roanoke, Va. . . . Joyce Kriso celebrated her birthday. . . . Al



Jerome Baker, Keith, Washington, D. C., recently had a man garbed in an "out of this world" costume on the streets for 20th-Fox's "The Day The Earth Stood Still." Here, "the man" is seen getting ready to contribute a blood donation.



Jerry Wald and Norman Krasna arrived in New York City recently for the openings of their current RKO releases, "The Blue Veil" and "Behave Yourself."

Schiller was down from the home office. . . . Ruth Keiholtz resigned as inspectress.

EQUITY—Buck Stover, Alexandria Amusement Company, was visiting. . . . Sam Pike back from Richmond and Danville, Va. . . . Mrs. Thelma Powell birthdayed.

WARNERS—The bowling team won two games. . . . Al Field is the leading bowler in the league. . . . Mrs. Viola Smith was on vacation.

Dora Schary, MGM vice-president in charge of production, attended a meeting with government officials, and was presented with the Award of Merit by the commander and chief of the Veterans of Foreign Wars, Frank C. Hilton, for "Go for Broke." . . . Morgan Hudgins was in to speak at the Advertising Club.

WARNERS—Charles McGowan was back after a siege with the virus. . . . Frank LaFalce was still out with a bruised leg. . . . Lou Kussner, manager, Warner, Martinsburg, W. Va., was ill. . . . Fred McMillan participated on a panel discussion with the film programming committee, Motion Picture Council. . . . Harry Kalmine, general manager, Warner Theatres; Harry Goldberg, publicity director, and Nat Fellman, head booker, Warner Theatres, held a successful meeting with the Washington zone managers.

VARIETY CLUB—The Variety Club board of Governors met. . . . Morton Gerber, Chief Barker, called a general membership meeting. . . . Recently ac-

TRADE SCREENINGS

PHILADELPHIA

MGM—(1233 Summer) Nov. 8, 11, "Callaway Went Thataway" (Fred MacMurray, Dorothy McGuire, Howard Keel); 15, 11, "Westward The Women" (Robert Taylor, Denise Darcel, Hope Emerson, John McIntire); 16, 11, "It's A Big Country" (Ethel Barrymore, Van Johnson, Frederic March, William Powell, Gary Cooper).

RKO—(Mastbaum) Nov. 8, 8.30 p.m., "Double Dynamite" (Jane Russell, Frank Sinatra, Groucho Marx).

cepted for membership were Morris Siegal, The Washington Post; Alexander Stuart, owner, Colony Restaurant and night club, and Sylvester and Jerome Sandy, Sandy Film Exchange. . . . Jerry Adams, chairman, dinner dance committee, announced the following committees: publicity and printing, David Polland, chairman; John DiJoseph, Jack Foxe, Lou Janof, and Sol Kullen; entertainment and music: Joel Margolies, chairman, Sammy Ferro, and Sam Jack Kaufman; tickets: John Broumas, chairman, and George S. Wheeler; personnel: Harry Bachman, chairman, Norman Cohen, and Harry Lohmeyer; decorations: Barney Klateman, chairman; Al Blitz, Martin Kutner, and George Nathan; souvenirs: Herman Paris, chairman, Sam Felker, Oscar Fetterman, and Robert Mittman, and seating, Nathan D. Golden, chairman, and Eugene Kramer. . . . The Hallowe'en party was held in the club rooms.

—RICK LAFALCE

Delaware Wilmington

Bobby Carpenter's Kerry Drive-In closed. . . . The Brandywine Drive-In reduced operations to Friday and Saturday only. . . . Walter Lewandowski, Rialto, resigned. . . . Doris Pantuliano,



Herman Ripps, assistant to John P. Byrne, MGM eastern sales manager, recently conducted an individual sales meeting in Chicago after the general meeting. Byrne, ill, did not attend, but all the men in his division did. Seen, left to right, seated, are: Phil Gravitz, New Haven; John J. Bowen, special New York representative; Ripps; Paul Richrath, home office aide to Byrne; Lou Formato, Philadelphia, and standing, left to right, Lou Allerhand, New York and New Jersey; Jack Goldberg, Albany; Saal Gottlieb, New York district manager; Benn Rosenwald, Boston; Jack Mundstuk, Buffalo; W. G. Brenner, home office, and B. Lynch, Philadelphia district.



Jack Cohn, executive vice-president, Columbia, left, recently received a special award from Dr. Gonsales Cardenas, mayor of the Federal District of Mexico, at a ceremony at Mexico City.



David Butler and his wife are seen recently boarding a plane to fly to Paris from England, where Butler directed "Where's Charley?" for Warners.

Clifford Holland, Thomas Murphy, Frank Fisher, and Roy Ball are new at the Rialto. . . . Marie Donohue, Frank Wysocki, Richard Wilson, and Edward Walls are new at the S-W Towne. . . . Harold Figgs, S-W Ritz, resigned. . . . James D. Fontella joined the S-W Ritz. . . . Ellen Curry, Loew's Aldine, resigned, and Mrs. Nancy Weatherby rejoined the staff. . . . Thelma Greenfield, Loew's Aldine, resigned, and Norma Thompson Ware rejoined the staff. . . . George Roberts, Loew's Aldine, resigned, and Richard Mason rejoined the staff.

Tom Wood Baldrige, MGM exploiteer; Edgar J. Doob, manager, Loew's Aldine, and Robert E. Diem, assistant manager, who is entertainment chairman, Wilmington Junior Chamber of Commerce, mapped plans for the Wilmington visit by Morgan Hudgins, for "Quo Vadis." At a combined assembly of Warner Junior High School, at a sub-

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A "Century of Fashion" was the theme of the recent style show given by U-I studios in honor of the wives of the Society of Motion Picture and Television Engineers members who were in Hollywood for their convention. Mrs. Peter Mole, wife of the president, Mole-Richardson, and Mrs. Charles Dailey, wife of Dr. Dailey, optical engineering department, Paramount Studios, are shown with U-I stars who modelled costumes of various periods, left to right, are seen Piper Laurie, Ann Blyth, Jan Sterling, Lynn Bari, Mona Freeman, Wanda Hendrix, Joyce Holden, and Susan Ball.

sequent luncheon of the JayCees, and at a dinner meeting of the Christiana Business and Professional Women's Club, Hudgins presented a talk.

"An American in Paris" was the subject of four window displays by Ivan K. Diehm, Braunstein display manager.

—HENRY L. SHOLLY

Maryland Baltimore

Burglars broke open a safe in the Edgewood, and stole between \$400 and \$500. Detectives believe the men concealed themselves in the theatre, and went to work on the safe after the house closed around midnight. Thurman Dean, manager, said nothing else was disturbed.

Theatre owners at the Allies States Convention included Lauritz Garman, president, Motion Picture Theatre Owners of Maryland, Inc.; William C. Allen, Towson; Jack Levin, Irvington; Frank Hornig, Horn and Monroe; C. Elmer Nolte, and Frank Durkee, Jr., Durkee Enterprises; Oscar Coblentz, Alpha; Leon Bach, Rome Theatres; Jack Whittle, Avenue; Robert Gruver, Glen, and Mike Leventhal, Lord Baltimore. The localites returned quite enthused over the progress made at the New York meeting, declaring that plenty of ground had been covered, and that it was one of the most fruitful confabs in years.

Austin Bradshaw, Local 181, having spent the past year at a Maryland sanatorium, is home, and expected to resume work as projectionist at the Town. . . . Hal Braswell won a 10-day siege with pneumonia at the University of Maryland Hospital. . . . Vincent Spellmire resigned as manager, Town. . . . Mrs. Clara Wible, secretary, New, is a virus X victim.

Robert Lee, Biddle manager, is setting the pace for local Negro houses with his full cooperation for "It's Movietime in Maryland, U.S.A." . . . Vincent Burns, new manager, Little, comes from Atlanta. . . . Jack Sidney, publicist, Century, Parkway, and Valencia, has been named banquet and entertainment chairman, Press Club's 40th anniversary affair on Nov. 21 at the Sheraton Belvedere.

The Variety Club is inviting radio and TV personnel to a luncheon in its club-rooms on Nov. 16, and will invite those men to become members.

Leonardtown

Bob Wentworth, manager, New, is the father of a baby boy, born at St. Mary's Hospital. It is their third child. Wentworth is married to the daughter of K. B. Duke, Sr., general manager, St. Mary's Theatres, Inc. . . . Nat A. "Windy" Hodgedon, is now manager, Town Drive-In, California, Md. . . . Lessee Fred W. Biersdorf, Plaza, Lexington Park, Md., is recovering from a foot injury.

Pennsylvania Lebanon

George Eichert, manager, State, in cooperation with Joseph Salomon, eastern zone manager, Hallmark, set a big campaign for "Why Men Leave Home." Eichert and Salomon set a full page co-op in the local newspaper tying in 21 beauty shops with "National Beauty Week" and the showing. The two also arranged for a radio contest and a proclamation by the mayor. A cow was paraded through the streets with signs which read "This is no bull, the best show in town is "Why Men Leave Home," State.

Harrisburg

For "Texas Carnival," Sam Gilman, manager, Loew's, had a typically-dressed "carnival man" on the street giving away passes to those winning at a "shell game."

Dr. Ira L. Schiffman, owner, National and Rialto, and his wife celebrated their 25th wedding anniversary. They were joined by his brother-in-law, Robert S. Marcus, and wife of Philadelphia, who were married a week later. The double anniversary was highlighted by a dinner at the Penn Harris Hotel.

Mrs. Bertha Olson, Rio, will mark her 33rd year with the Wilmer and Vincent and Fabian Theatres next month. . . . Bernard J. Bispeck, new manager, Senate, reports that for "Thunder On The Hill," he ran an ad campaign using an umbrella illustration. It rained the first two days of the showing.

Nick Todorov, district manager, Rubinsky Theatres, ran a promotion at the Mount Wolf, giving away a washer as an attendance prize.

Reading

The outdoor theatre season is practically ended for 1951. . . . Larry Levy's Lowe's ushers were dashing around in French berets, not a change of uniforms, but just a reminder of "An American In Paris." A preview was given Reading Motion Picture Forum members and other management guests.

The Astor, J. Lester Stallman, manager, tied in the Zeswitz Music House and the Early confectionery factory for the first 100 persons coming to see "Bright Victory." The first 100 buyers got a box of Early candy and tickets for free admission, each for a whole family, to the Zeswitz store's radio and television exhibition.

Differences between Local 135, American Federation of Musicians, and the management of the Reading Symphony Orchestra, differences that date back some years, came into the open with publication of a display advertisement, as an open letter to the public by the musicians' union. The advertisement refers to the days when Henry Fahbach conducted a big theatre orchestra of symphony caliber in Loew's and other theatres here, an orchestra that won fame far beyond Reading's limits, and was made up solely of Reading musicians. The union maintains that Reading has enough high grade musicians to maintain the symphony's reputation, and points out that many communities far smaller than Reading build up and maintain symphony orchestras with home musicians only.

Variety Club Tent 13, Philadelphia

The new officers for the tent are Victor H. Blanc, Chief Barker; Ralph Preis, First Assistant Chief Barker; Norman Silverman, Second Assistant Chief Barker; Ben Biben, Dough Guy, and Harry Romaine, Property Master. . . . The tent is now getting into swing with its annual "Heart Fund" campaign.



Recent visitors on the Warner set of "Room For One More" on the coast were Leslie C. Stratton, national director of public relations, Boy Scouts of America, and Don W. Moyer, regional scout executive. Seen from left to right are director Norman Taurog, Stratton, Cary Grant, Moyer, and Henry Blanke.

COLUMBIA

The Harlem Globetrotters (345)

NOVELTY
80M.

ESTIMATE: Good sports show for the duallers.

CAST: Thomas Gomez, Dorothy Dandridge, William Brown, Bill Walker, Angela Clarke, Peter Thompson, Steve Roberts, Peter Virgo, Ray Walker, Al Eben, Ann E. Allen, Tom Greenway, William Forrest, and the Harlem Globetrotters: Roscoe Cumberland, William "Pop" Gates, Marques Haynes, Louis "Babe" Pressley, Ermer Robinson, Ted Strong, Reese "Goose" Tatum, Frank Washington, Clarence Wilson, Inman Jackson. Produced by Buddy Adler; directed by Phil Brown.

STORY: The Globetrotters, a famous basketball team composed of Negroes, who amuse the capacity crowds with their antics, is supervised by Thomas Gomez, who is approached by William Brown, college all-American Negro player and honor student in chemistry, who wants a job with the team. Gomez tells him to finish his education, but Brown quits school, bids sweetheart Dorothy Dandridge goodbye, and persuades Gomez to take him on. He becomes a star player. In a crucial game of a three-game series with the Celtics, Brown disobeys Gomez' orders, gets a verbal lambasting. Later, he leaves to marry Dandridge, bangs his knee, and is seen limping by a big-time gambling spotter, who reports it. The Celtics also learn of his injury, and deliberately run Brown ragged. Gomez fires Brown, who gets another bid from another team. Meanwhile, he spends his time lecturing in chemistry in a small Negro college. As the third game with the Celtics approaches, Brown learns one of the Globetrotters is in the hospital, and, feeling badly about being off the team, asks Gomez for another chance. He then helps the team win the deciding game.

X-RAY: Featuring some of the most amazing basketball ever seen, this should amaze and amuse sports fans and others. The cast is good, the story interesting, and the direction and production in the better class. In houses that play Negro films, this should be terrific. In houses that can play this type of film fare and where sports are welcomed, the reaction should be good. In spots where the Negro angle presents a problem, the booking will be an individual decision. "Sweet Georgia Brown" is heard at the start of the various games. The story and screen play are by Alfred Palca.

TIP ON BIDDING: Program price.

AD LINES: "One Of The Great Professional Basketball Teams Takes To The Road, And The Results Will Amuse And Amaze You"; "The Basketball Court Is The Scene Of Comedy, Romance, And Courage"; "Race Across The Country With 'The Harlem Globetrotters'."

The Son Of Dr. Jekyll

MELODRAMA
78M.

ESTIMATE: Okeh programmer for the duallers.

CAST: Louis Hayward, Jody Lawrance, Alexander Knox, Lester Matthews, Gavin Muir, Paul Cavanagh, Rhys Williams, Doris Lloyd, Claire Carleton, Patrick O'Moore, James Logan, Leslie Denison, Robin Camp. Directed by Seymour Friedman.

STORY: When the terrifying Dr. Jekyll kills a woman, a London mob chases him to his laboratory which catches fire, and he is killed. His best friends, Lester Matthews, a lawyer, and Dr. Alexander

EXHIBITOR

SERVISECTION

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SECTION TWO
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NOVEMBER 7, 1951

Knox, a psychologist, undertake to raise the dead man's son, with Knox managing the estate. The infant grows into manhood as Louis Hayward, who becomes a research scientist in love with Jody Lawrance. He is told his real identity, so he postpones the marriage so that he can discover more of his background and mental capacities. Knox gives him a forged copy of his father's experiments with one ingredient left out, and Hayward rebuilds the old house and laboratory. The newspapers play up the story with the result that many people are almost as frightened of him as they were of his father. He visits the house where his mother was killed, and meets some people who say they knew his parents. Knox slips the missing ingredient into Hayward's experiment, and he is transformed into another animal-like being. Thinking he has succeeded, he calls the newspapers in for a demonstration that fails. Other incidents lead to his arrest and confinement in Knox's sanitarium. He slips out, and finds evidence that Knox is behind everything, and that he has his father's original manuscripts. They battle in the laboratory. It catches fire, and Knox perishes after admitting that he wanted Hayward out of the way because he had been stealing from the estate.

X-RAY: Okeh material for the duallers, this has moments of suspense, the Dr. Jekyll angle for the selling, and satisfactory acting, direction, and production. The title should arouse some curiosity in most sectors. The story was written by Mortimer Braus and Jack Pollexfen.

TIP ON BIDDING: Lower bracket.

AD LINES: "Will The Son Of Dr. Jekyll Turn Out To Be Another Monster?"; "Murder Walks The Night When 'The Son Of Dr. Jekyll' Ventures Out"; "Thrills And Suspense Follow 'The Son Of Dr. Jekyll'."

Ten Tall Men

ADVENTURE MELODRAMA
97M.

(Color by Technicolor)

ESTIMATE: Good adventure yarn.

CAST: Burt Lancaster, Jody Lawrance, Gilbert Roland, Kieron Moore, George Tobias, John Dehner, Nick Dennis, Mike Mazurki, Gerald Mohr, Ian MacDonald, Mari Blanchard. Produced by Harold Hecht; directed by Willis Goldbeck.

STORY: After returning with Riff prisoner Don Randolph, Foreign Legionaire sergeant Burt Lancaster makes a play for the girl friend of Lieutenant Stephen Berkassy, in charge of the post in the absence of the commanding officer. Lancaster, thrown in jail to await court-martial, learns from Randolph that the Riffs plan to attack the post town, and he

persuades Berkassy to let him and the other prisoners try to divert the Riffs. He and nine others discover that two tribes have joined forces not only for the attack but also for the marriage of Jody Lawrance, daughter of one chief, to Gerald Mohr, chief of the other cutthroat tribe. Lancaster and the others kidnap her, but Lancaster has his own troubles when one of his own men tries to escape with Lawrance and some Legion money. Lawrance's feelings for Lancaster turn to something more tender. Trapped at last, Lancaster sends his men toward the fort while he and Lawrance lead away the pursuers. He is captured, and Lawrance promises to marry Mohr if he will permit Lancaster to go free. He agrees but plans to double-cross her. Meanwhile Lancaster's buddies double back, and disguised as Riffs, enter the camp, save Lancaster, and break up the wedding. Mohr is killed. Lancaster and Lawrance take up their romance in town, the commanding officer returns, and decorates Lancaster, and nearly everybody is happy.

X-RAY: The kind of film that could be taken two ways, one as a serious type of swashbuckling tale of the French Foreign Legion in action or as a tongue-in-cheek treatment of the same subject, either way this makes pretty good film fare. It's entertaining, suspenseful, and interesting. The pace is fast, the acting creditable, and the production and direction okeh. The use of Technicolor also adds to the overall effect which should get a pleasant reaction at the boxoffice. The screen play is by Roland Kibbee and Frank Davis from the story by James Warner Bellah and Willis Goldbeck.

TIP ON BIDDING: Good program price.

AD LINES: "Ten Tall Men Primed For Action And Adventure"; "The French Foreign Legion In Action"; "Thrills . . . Suspense . . . Action As The 'Ten Tall Men' Of The French Foreign Legion Swing Into Battle."

LIPPERT

As You Were (5023)

COMEDY
58M.

ESTIMATE: Service comedy will fit into the lower half.

CAST: Joe Sawyer, William Tracy, Russell Hicks, John Ridgely, Sondra Rogers, Joan Vohs, Margie Liszt, Rolland Morris, Ed Dearing, Roger McGee, Chris Drake, Maris Wrixon, John Parrish, Ruth Lee. Produced by Hal Roach, Jr.; directed by Fred L. Guiol.

STORY: Ex-G.I. William Tracy, clerk in a metropolitan city hotel, impresses Army

brass on his memory and goes to the army recruiting station, manned by Sergeant Joe Sawyer, whose army life during World War II was jinxed by Tracy. Sawyer pleads with Tracy not to enlist, with flashbacks showing one of the sequences of what happened to Sawyer while Tracy's commander. Overheard by an officer, Sawyer is ordered back to the nearest army base as a drill sergeant, where Tracy comes in as a new recruit, again tossing Sawyer's army life into turmoil, including rivalry over some WACS.

X-RAY: With a few bits of bright dialogue to liven things up, this is the usual service story, with non-discriminating audiences probably liking it best. The WAC angle brings in some women, and otherwise it is just about what might be expected. The story is by E. E. Seabrook. There are quite a few funny situations.

AD LINES: "Oh, Those Army Daze—And Nights"; "The Sergeant Shouts 'To The Roar March And Present Charms'"; "The Fun Is In-tents."

FBI Girl (5002)

MELODRAMA
76M.

ESTIMATE: Names should help action-packed melodrama.

CAST: Cesar Romero, George Brent, Audrey Totter, Tom Drake, Raymond Burr, Raymond Greenleaf, Tom Noonan, Pete Marshall, Maria Dean, Alexander Pope, Richard Monohan, Don Garner, Byron Foulger, Walter Coy, Jan Kayne, Joel Marston, Marie Blake, Noonan and Marshall. Produced and directed by William Berke.

STORY: In an effort to forestall the crime investigating committee, racketeer chief Raymond Burr tries to have the fingerprints of governor Raymond Greenleaf taken from the FBI files in Washington by employe Maria Dean. Before he became governor, Greenleaf, using another name, had murdered a man. Dean is killed by one of Burr's henchmen. FBI men Cesar Romero and George Brent seek to learn the identity of the man whose card is the center of the case, and ask Audrey Totter, another FBI employe, to get the truth from her fiance, Tom Drake, a lobbyist. Totter, at the risk of her life, helps them. At the showdown, with the FBI closing in by auto and plane, Greenleaf is taken into custody, and Burr is killed. Totter clinches with Drake.

X-RAY: With names for the marquee, the FBI background, and a generally swift pace, this is an exploitation show that will fit neatly into the duallers or stand on its own where shows are sold. Performances are competent, and the Washington background lends authenticity to the yarn. The title should be an important factor, with the crime angles also lending themselves to showmen's ideas. The story was written by Rupert Hughes.

AD LINES: "Women On A Manhunt"; "Daring . . . The Inside Story Of Crime"; "The Law Within The Law . . . And The FBI On Guard."

Leave It To The Marines (5005)

COMEDY
66M.

ESTIMATE: Service comedy will fit into the lower half.

CAST: Sid Melton, Mara Lynn, Gregg Martell, Ida Moore, Sam Flint, Doug Evans, Margia Dean, Richard Monohan, William Haade, Jack George, Paul Bryar, Ezelle Poule, Will Orleans, Richard Farmer, Jimmy Cross. Produced by Sigmund Neufeld; directed by Samuel Newfield.

STORY: Sweethearts Sid Melton and Mara Lynn meet to get their marriage license and Melton discovers he has forgotten the ring. Melton, looking for the license bureau, happens into the Marine

Recruiting Office, and is quickly given a physical, put into uniform, and told to report at a nearby base for training. Lynn learns that Melton has enlisted, joins the Woman's Marine Corps, and is sent to a base. Melton is made miserable when sergeant Gregg Martell falls for Lynn. During maneuvers, and after much duplicity to keep the fact from Martell that Lynn is Melton's girl, Melton proves himself a hero. Melton and Lynn face separation, however, when Melton and his unit are ordered overseas. At the last minute, Lynn sails, while Melton is left behind minding the mascot.

X-RAY: Geared for laughs, this has a relaxed mood, and will fit into the lower half. The supporting cast performs adequately. The screen play is by Orville Hampton.

AD LINES: "The Laff Situation Is Well In Hand"; "They're The Howls Of Montezuma And The Roars Of Tripoli"; "Kiss-terical Fun."

Unknown World (5101)

FANTASY
MELODRAMA
73M.

ESTIMATE: Fantastic melodrama will fit into the duallers.

CAST: Victor Kilian, Bruce Kellogg, Otto Waldis, Jim Bannon, Marilyn Nash, Tom Handley, Dick Cogan, George Baxter. Produced by J. R. Rabin and I. A. Block; directed by Terrell O. Morse.

STORY: A group of scientists headed by Marilyn Nash and Bruce Kellogg seek to find an underground cavern as protection against atom bomb attacks, inventing a "cocoltram" to burrow into the earth. They go down more than 1000 miles, and go through a series of adventures. After some hair-raising episodes, they come back to the surface near a tropical island with only a few surviving.

X-RAY: Still another in the science-fiction cycle, this should find interest on the lower half and especially with the children, and it can be sold where the exploitation values can be merchandised properly. Performances, direction, and production are standard. The story was written by Millard Kaufman. Included are an underground sea and tidal wave, which lend themselves to the selling, with special effects and process photography.

AD LINES: "What Was The Secret Of The 'Unknown World'?" "Terror . . . Mystery . . . Melodrama In The 'Unknown World'"; "See For Yourself The Amazing Secrets Of The Interior Of The Earth."

MGM

Too Young To Kiss

COMEDY
89M.

ESTIMATE: Good comedy.

CAST: June Allyson, Van Johnson, Gig Young, Paula Corday, Kathryn Givneym, Larry Keating, Hans Conried, Esther Dale, Antonio Filauri, Jo Gilbert, Alexander Steinert. Produced by Sam Zimbalist; directed by Robert Z. Leonard.

STORY: June Allyson, talented pianist, can't even get to see concert manager Van Johnson, so she poses as a 13-year-old, shows off her wares at an audition for a youth orchestra where Johnson is present, and is hailed by him as a child prodigy. Despite her attempts to tell Johnson who she really is when he comes to her apartment and finds her dressed as a grownup, he believes her to be her sister, so Allyson, realizing this is her big chance, goes on with the deception. The only complicating factor is reporter Gig Young, in love with her, but he goes along with the

gag. Allyson stays with Johnson at his country place while he coaches her, and gradually he grows fond of her. As the time for her debut nears, Allyson realizes that she must tell the truth, and to hold off Young says she will allow him to run a story on the deception the day after the concert. Frantic, she wants to pull out but can't and decides to go through with it, whereupon Young runs the story. Johnson hears about this just as Allyson is to play. Johnson then tells the audience how he was framed, but asks the people to listen to her. She is a success, and runs away. The train on which she is riding with Young is stopped, and Johnson gets on to take her off. They clinch.

X-RAY: A delightful comedy, this should have a pleasant reception at the boxoffice. It combines comedy, music, and a strong angle for the young folks in a film that has plenty to sell and a warm tone throughout. Allyson scores easily while Johnson provides one of his better characterizations. They carry the piece, with the featured players also okeh. This is entertainment that should build on word-of-mouth. It has all the ingredients. The story is by Everett Freeman. Music includes several classical compositions.

TIP ON BIDDING: Good program price.

AD LINES: "He Thought She Was 13 . . . Until He Kissed Her"; "Can A Girl Of 22 Pose As A 13-Year-Old . . . And Not Fall In Love?"; "The Season's Most Delightful Comedy."

MONOGRAM

Flight To Mars (5103)

SCIENCE

FICTION DRAMA

67M.

(Cinecolor)

ESTIMATE: Science fiction drama has the angles for the selling.

CAST: Marguerite Chapman, Cameron Mitchell, Virginia Huston, Arthur Franz, John Litel, Richard Gaines, Morris Ankrum, Lucille Barkley, Robert Barrat, Edward Earle. Produced by Walter Mirisch; directed by Lesley Selander.

STORY: On a rocket flight to Mars are Arthur Franz, engineer; his assistant, Virginia Huston in love with him; Richard Gaines and John Litel, scientists, and Cameron Mitchell, reporter. They are welcomed by the Martians, who are pretty much the same as the earth people except that their cities are underground. The Martians, headed by Morris Ankrum, appear friendly, but actually plan to seize the rocket ship after it is repaired, kill the earth people, and then conquer the earth, a necessity because they cannot live on Mars much longer. Eventually the Ankrum action is thwarted by Martian Marguerite Chapman and father, Edward Earle, who enable the earth people to make a successful getaway, taking Chapman, who has fallen in love with Franz, with them.

X-RAY: In the typical comic strip fashion of things, this lays more stress on the conflict between Martians and earth people than on the rocket ship and details, and as such it will fit into the duallers. Children and those non-discriminating in their science fiction tastes will probably like it most. On the other hand, this has the usual angles for the selling although it does not rate with others in the current science fiction vogue. Performances are routine, with production and direction standard. The screen play is by Arthur Strawn.

AD LINES: "Will Mars Conquer The Earth?" "What Strange Fate Awaited The Lovers On Their 'Flight To Mars'?" "Can An Earth Man Love A Woman Of Mars? . . . See How . . . In 'Flight To Mars.'"

Yellow Fin (5108) ADVENTURE DRAMA

72M.

ESTIMATE: Interesting fishing yarn for the lower half.

CAST: Wayne Morris, Adrian Booth, Gloria Henry, Damian O'Flynn, Gordon Jones, Paul Fierro, Macho Galindo, Warren Douglas. Produced by Lindsley Parsons; directed by Frank McDonald.

STORY: Wayne Morris and father, Damian O'Flynn, operate a tuna fishing boat. They lose a good load when engineer Gordon Jones lets the refrigeration machine break down, and on the next trip O'Flynn falls overboard, and has to go to the hospital where he fails to come out of coma. O'Flynn's nurse, Adrian Booth, takes an interest in Morris, and persuades him to sell the boat. His two loyal friends, Paul Fierro and Macho Galindo, and the girl who loves him, Gloria Henry, oppose this move, so Morris goes out again, but has trouble getting a crew. At sea, a heavy storm sinks Jones' boat and Morris picks them up. However, his boat is also badly damaged. The doctor tells Morris that by taking O'Flynn out on the boat, he might snap out of his coma. Booth tries to stop him, but Morris goes out to sea with O'Flynn, who spots a large school of tuna, and slowly comes back to normal. Morris realizes Booth is not for him, and he and Henry clinch.

X-RAY: With adventure, action, romance, and a few laughs, this is an entertaining piece of merchandise for the duallers. The story line is uncluttered, and moves along swiftly. The fishing sequences are well photographed, and the direction is up to par. The screen play is by Warren D. Wandberg and Clint Johnson.

AD LINES: "The Thrilling Saga Of A Jinxed Ship"; "Wayne Morris As A Man Who Could Conquer The Sea"; "The Life Of A Man And The Love Of A Beautiful Girl Balanced On The Voyage Of A Jinx Ship."

REPUBLIC**Utah Wagon Train (5054)**WESTERN
67M.

ESTIMATE: Okeh outdoor show.

CAST: Rex Allen, Penny Edwards, Buddy Ebsen, Roy Barcroft, Sarah Padden, Grant Withers, Arthur Space, Edwin Rand, Robert Karnes, William Holmes. Produced by Melville Tucker; directed by Philip Ford.

STORY: Rex Allen's uncle tells him that he had been hired to lead a wagon train over a trail that hadn't been used for 100 years, but suspects that someone in the party doesn't want him to go. Allen and his friend, Buddy Ebsen, arrive but not before his uncle has been murdered. Allen asks the head of the party, Sarah Padden, to let him take his uncle's place, and find the killer. Allen insists that he get all the guns, but gets arguments from Edwin Rand and Grant Withers. The hired murderer, Robert Karnes, is killed trying to get to Allen. From Penny Edwards, Allen learns that the original pioneers had hidden a half million in gold in a cave along the trail. Padden had uncovered a map, and if the money is found, she and Edwards plan to use the money for a ranch for underprivileged boys. When the money is located, the brains behind the killings, Arthur Space, makes his move to get the gold. With his wife and two henchmen, William Holmes and Roy Barcroft, he starts off with the wagons, using Edwards as hostage. Allen and Ebsen go after them, and the gang members are killed or captured.

X-RAY: Although there is more plot development than in most series efforts, there is still enough western action to

satisfy the open air addicts. Allen turns in a good performance, and the rest of the experienced cast perform their familiar chores in good fashion. Songs heard include: "All Along The Colorado Trail", "Streets Of Lorado", and "Press Along To The Big Corral." The screen play is by John K. Butler.

AD LINES: "Death Hits A Trail That Hadn't Been Used For 100 Years"; "Rex Allen And Koko Find Plenty Of Action On The 'Utah Wagon Train'"; "What Was The Secret Reason Behind Re-creating The Century Old 'Utah Wagon Train?'"

U-International**Bright Victory (208)**DRAMA
96M.

ESTIMATE: Topnotch.

CAST: Arthur Kennedy, Peggy Dow, James Edwards, Will Geer, Julia Adams, Nana Bryant, Jim Backus, Minor Watson, Joan Banks, Richard Egan, John Hudson, Donald Miele, Marjorie Crossland, Murray Hamilton, Larry Keating, Hugh Reilly, Mary Cooper, Rock Hudson, Ken Harvey, Russell Dennis, Phil Favershim, Robert Simon, Virginia Mullen, Ruth Esherick. Produced by Robert Buckner; directed by Mark Robson.

STORY: Blinded in North Africa during the early days of World War II, veteran Arthur Kennedy, a southerner, is transferred to Valley Forge Military Hospital, in Pennsylvania, where, after first dreading blindness, he resigns himself to a life without sight. He meets Peggy Dow, and their friendship deepens. He also makes friends with blind veteran James Edwards, not knowing he is a Negro until he makes a remark disparaging the race. Finally, home on furlough, Kennedy finds it difficult to adjust himself, and eventually his sweetheart, Julia Adams, realizes that she isn't courageous enough to be a blind man's wife. Kennedy, determined to become a lawyer, goes back to the hospital, and meets Dow once again, both realizing that there is a real love between them.

X-RAY: This successfully combines dramatic emphasis with sidelights on tolerance, and conveys fully the problems blinded veterans have to face. The assistance being given by the government is also brought into full light, and there are many touches along the way, thanks to the Mark Robson direction, which helps make this an out of the ordinary film. Performances are first rate, with Kennedy, Dow, Edwards, and others excellent. Commercially, this is a challenge, as the subject matter, while sincerely presented, is often tough to digest but the film has so much merit, and is bound to benefit from word-of-mouth, that the boxoffices should benefit. This is based on the novel, "Lights Out," by Baynard Kendrick.

(This was first reviewed in THE SERVICE SECTION in August, 1951. Since the film has now been designated as a 1951-52 release, it is being reprinted for the record.—Ed.)

TIP ON BIDDING: Higher bracket.

AD LINES: "The Story Of A Guy With Guts"; "He Won The Victory That Really Counted . . . Over Himself"; "See What Happens When A Girl With Courage Meets A Man Who Needs It Most."

WARNERS**The Tanks Are Coming (108)**ACTION
DRAMA
89M.

ESTIMATE: War film will fit into the duallers.

CAST: Steve Cochran, Philip Carey, Mari Aldon, Paul Picerni, Harry Bellaver, James Dobson, George O'Hanlon, John

McGuire, Robert Boon, Michael Steele. Produced by Bryan Foy; directed by Lewis Seiler.

STORY: In July, 1944, the American Third Armored Division is getting ready to go into action in France. One tank group headed by Sergeant Michael Steele is killed. Tough Steve Cochran reports to platoon leader Lieutenant Philip Carey as Steele's replacement. Cochran is resented by the rest of the original crew, assistant driver Paul Picerni, Robert Boon, German born gunner, and Eugene Baxter, radio operator. Cochran brings in George O'Hanlon as his driver. With Cochran demanding perfection, the tank is always at the head of the column. Awed by the destructive power of the German .88, James Dobson, who works for hard-bitten mechanic Harry Bellaver, goes to the general who tells him American tanks mounting .90's are on the way. Cochran's tank is later knocked out, and used for a road block. Cochran sends Baxter out to scout, and when Germans overrun his position, Cochran goes out, and brings back Baxter. One of the new .90's arrive, and Cochran is given command. Leading the way into Germany, he wrecks his tank to let others get through. The invasion of Germany a success, Cochran refuses a commission to stay with the crew that now respects him.

X-RAY: Familiar in story and treatment, this will depend on the exploitation for its returns. Outside of Cochran, the cast lacks marquee lustre, and the woman's angle is nil. Cochran turns in an adequate performance, with assists from the others, but after it is all over, the returns will depend on the demand for war pictures, with the best spot probably on the duallers. The screen play is by Robert Hardy Andrews.

TIP ON BIDDING: Program price.

AD LINES: "The Story Of The Men And Machines That Defeated The Dreaded German Tiger Tanks"; "All Hell Gets Ready To Break Loose When 'The Tanks Are Coming'"; "Ride With The Men Who Humbled The Nazis."

FOREIGN**Call Of The Blood**MELODRAMA
72M.(Distinguished)
(English-made)

ESTIMATE: Routine art house offering.

CAST: Lea Padovani, Kay Hammond, John Clements, John Justin, Hilton Edwards, Robert Rietty, Carlo Ninchi. Produced by John Stafford and Steven Pallos; directed by John Clements.

STORY: Young John Justin is to marry Kay Hammond, and at the wedding reception Justin's uncle gives the young couple the key to a villa in Sicily. Justin and Hammon decide to spend their honeymoon there, and are greeted by their neighbor, John Clements, who continually reminds Justin that hot Sicilian blood runs through his veins. Hammond, who had been a doctor, receives word that she is needed in Tunis where an epidemic is spreading. Meanwhile, with Clements quietly arranging things, Justin is attracted to peasant girl Lea Padovani. Lonely, Justin soon finds himself paired off with Padovani, and they make love. Hammond returns to find that Justin is not waiting for her. At the sight of his wife he tells her everything. Hammond forgives, and they prepare to return to England. Meanwhile, Padovani's father, Carlo Ninchi, throws her out of his home. She kills herself, and, when Justin arrives, Ninchi kills him. Hammond closes the villa and returns to Tunis.

X-RAY: With a plot dealing with passion and violence, this has some exciting moments. For the most part, however, story and direction are routine. Padovani is convincing as a hot blooded peasant girl, and the rest of the unfamiliar cast handle their roles nicely. The screen play is by John Clements and Akos Tolnay.

AD LINES: "She Lives By A Forgotten Code . . . She Loves By A Forbidden One"; "Their Passion Yielded To The Irresistible"; "Her Hot Blood Yearned For Revenge, Yet Cried Out For Love."

Eroica (The Beethoven Story)

BIOGRAPHICAL
DRAMA
WITH MUSIC
89M.

(Academy)

(Austrian-made) (English titles)

ESTIMATE: Better than average art and class house offering.

CAST: Ewald Balser, Marianne Schoenauer, Judith Holzmeister, Oskar Werner, Dagny Servaes, Ivan Petrovich, Hans Krassnitzer, Gustav Waldau. Directed by Walter Kolm-Veltee and Karl Hartl.

STORY: The armies of Napoleon march on Vienna. Composer Ewald "Beethoven" Balser sees the approach as the start of an era of freedom for the masses. Balser begins a symphony to honor Napoleon. When one of his pupils, pretty Marianne Schoenauer, in love with him, requests that he join her family in Hungary, he refuses. However, when he sees that Napoleon is nothing but a tyrant, he strikes his name from the symphony, and leaves Austria. While a guest of Schoenauer's family he is attracted to Judith Holzmeister. Balser makes plans for his marriage but feels uneasy. Schoenauer tells him that he has a gift that must be used, and that it is not in his power to make any one woman happy. Balser goes off to devote himself entirely to music. As time passes Balser realizes that he is losing his hearing, but refuses to admit it. At first, he attempts to hide it from others, and then he rages against God. However, he finally realizes that now he can hear music that no other could produce.

X-RAY: This easily divides itself into three parts, of Beethoven's hatred for tyrants, his search for the ideal love, and his struggle with deafness. Mainly through Balser's vivid portrayal and the background music drawn from Beethoven's works, this should be enjoyed by art and class house audiences. The camera work and lighting are handled with imagination. The music heard includes: "The Moonlight Sonata", "Eroica Symphony", "Leonore Overture, No. 3", and parts of the Sixth, Seventh, and Ninth Symphonies. The screen play is by Walter Kolm-Veltee.

AD LINES: "A Thrilling Unforgettable Film Biography Of Beethoven"; "A Revealing Study Of The World's Greatest Composer"; "A Blending Of The Magic Of Music And Film."

The Goose Boy

DRAMA
101M.

(Artkino)

(Hungarian-made)

(English titles) (Geva color)

ESTIMATE: Interesting offering for the Russian houses.

CAST: Imre Soos, Teri Horvath, Eva Ruttkay, Gyorgy Solthy, Janos Gorbe, Marika Szemes, Manyi Kiss, Erzszi Partos, Istvan Bozoky. Directed by Kalman Nadasy and Laszlo Ranody.

STORY: In Hungary during the nineteenth century, Imre Soos, a young goose tender, has a strong desire to educate himself and a hatred for the landed gentry. He goes to the fair to sell his

geese, and buy a gift for Eva Ruttkay. Cruel land owner Teri Horvath and family come to the square and take Ruttkay's gift. Soos is arrested, and is given a flogging, and swears to beat Horvath three times. Soos wanders the countryside, and takes up with a wandering band of actors. When Soos hears that Horvath is looking for builders, he and his friends disguise themselves, and Soos flogs Horvath. Soos then takes a job in the university as a gardener, but is so eager to learn that he absorbs more than some of the pupils. He sends a note to Horvath saying his food is being poisoned. The tyrant refuses to eat, and falls ill. Posing as a doctor, Soos arrives, and beats Horvath again. The people are amused and aroused. Horvath, to be elected to a high official post, goes to receive the honor. Soos and his band drive off the soldiers, and he flogs Horvath for the third time. The people are aroused, Soos goes off with Ruttkay, but says he will return.

X-RAY: Based on an ancient Hungarian folk legend, this import should entertain regular patrons of this type of merchandise. The first color feature ever made in Hungary, it has been given a lavish production with handsome sets and a large cast. Soos, in the title role, presents a convincing performance. Houses that play Eastern European product should find this an okeh offering. The color appears faded and washed out, and is a little hard on the eyes. The screen play is by Gyorgy Szinetar.

AD LINES: "See The First Full Length Color Feature Ever Made In Hungary"; "The Greatest Hungarian Folk Legend Beautifully Brought To The Screen"; "See The Results When A Young Boy Dares To Flog A Feudal Lord."

Ma Pomme

COMEDY DRAMA
90M.

(Discina International)

(French-made) (English titles)

ESTIMATE: Routine import has Chevalier name to help draw.

CAST: Maurice Chevalier, Sophie Desmarets, Jean Wall, Jane Marken, Jacques Baumer, Raymond Bussieres, Felix Paquet, Vera Norman, Dynam. Produced by Michel Safra; directed by Marc-Gilbert Suavajon.

STORY: Maurice Chevalier, who has spent most of his life as a carefree hobo, becomes the executor and co-heir to a vast fortune. The other heirs are banker Jean Wall and elderly cloak room matron Jane Marken, who has a mania for gambling. If Chevalier refuses to accept the inheritance, the money will be tossed in the sea. Chevalier visits Wall and Marken to see if they deserve the money. At Wall's home, he meets Sophie Desmarets, the banker's wife, who finds Chevalier fascinating. When he learns that Wall wants the money for power and Marken for gambling, Chevalier decides to give up the fortune. At the last moment, however, another heir, air line hostess Vera Norman is discovered. Chevalier decides that she deserves the money to marry her poor lover. Now a millionaire, Chevalier is loaded with business affairs and ulcers. Marken breaks the bank at a casino, but the shock kills her. Norman, unhappy with her marriage, starts an affair with Wall. Chevalier sends her back to her husband, arranges for a hobo rest camp to be built, and then goes back to his happy life.

X-RAY: A thin plot and the uncomplimentary picture of Chevalier as a dirty hobo make this a routine import. Chevalier has been the symbol of sophisticated sparkling French night life, and the sight of him in rags, with a shuffling walk, will probably not sit right with his many fans. However, some of the old charm comes

through. Desmarets makes things interesting and entertaining when she is on camera. This is a routine art house offering, with the Chevalier name and songs to help at the boxoffice. The screen play is by Marc-Gilbert Suavajon.

AD LINES: "Maurice Chevalier In A Film Celebrating His Golden Anniversary"; "A Pinch Of Spice . . . A Dash Of Sex . . . Lots Of Good Humor . . . See 'Ma Pomme'"; "Maurice Chevalier In A New, Exciting Role."

Man In The Dinghy

FARCE
83M.

(Snader)

(English-made)

ESTIMATE: Laugh-filled import for the art spots.

CAST: Michael Wilding, Odile Versois, Jack Hulbert, Constance Cummings, Edward Rigby. Produced by Michael Wilding; directed by Michael Wilcox.

STORY: Jack Hulbert and wife, Constance Cummings, about to start out on a vacation, charter a boat run by Edward Rigby and his adopted daughter, Odile Versois, and set out for Norway. Hulbert discovers a stranger with two suitcases sitting in the ship's dinghy. They take the stranger, Michael Wilding, aboard, and prepare to set him ashore. However, Wilding always finds some excuse to remain. They finally think that they are rid of Wilding when they let him off in Paris, and Hulbert and Cummings go off to celebrate, but Wilding returns to find Versois alone on the yacht. Wilding explains that a Monte Carlo smuggling gang had planted two suitcases of watches on him, and the police are on his trail. Versois is convinced that Wilding is telling the truth, and that they are in love. Hulbert and Cummings agree to help. The yacht lands at Monte Carlo, and Wilding goes ashore to look for the gang leader, and then turn himself over to the police. He tracks down the head smuggler, and the police move in. The police let Wilding off with a warning, and he returns to Versois.

X-RAY: Although the story line is rather weak and depends on the performers to make it click, happily the excellent cast handles its roles in a manner that makes for some solid laughter and real entertainment. Hulbert should delight audiences. Although best suited for art and class spots, this import could fit lower half requirements in other houses.

AD LINES: "One Of The Funniest Blues Chasers Of The Season"; "A Voyage That Had Everybody At Sea But The Ship"; "Michael Wilding As The Zany And Wonderful 'Man In The Dinghy'."

MISCELLANEOUS

Bride Of The Gorilla

MELODRAMA
85M.

(Realart)

ESTIMATE: Okeh exploitation film has the angles.

CAST: Barbara Payton, Lon Chaney, Raymond Burr, Tom Conway, Paul Cavanagh, Giselle Werbisek. Produced by Jack Broder; directed by Curt Siodmak.

STORY: Elderly Paul Cavanagh takes his beautiful young bride, Barbara Payton, to live on his plantation in the jungle. Payton finds herself drawn to plantation manager Raymond Burr. At dinner with Doctor Tom Conway, Cavanagh fires Burr, the two have a fight, and Burr knocks the older man down, and watches as a snake kills Cavanagh. Lon Chaney, native police commissioner, investigates, is sure that Burr is guilty. To marry Payton, Burr casts aside a native girl, and the girl's

mother, Giselle Werbisek, a trusted servant, swears vengeance. During the wedding celebration, she places a drug into Burr's drink, and Burr sees his hand turn into a gorilla's claw. Nightly Burr is drawn to the jungle, where he kills as a gorilla, to return to normalcy in the morning. In love with Burr, Payton begs him to leave the jungle, but the lure is too strong. One night Payton follows him, and, as the curse takes hold, he becomes a gorilla, and strangles her. Conway and Chaney kill Burr as he attempts to escape.

X-RAY: Smooth direction and good performances make this an exploitable offering despite the weak plot. Payton more than fills the physical requirements of her role, and Burr is okeh as the tormented victim of the curse. The theme lends itself to plenty of exploitation, and action houses should find this an okeh boxoffice attraction. The screen play is by Curt Siodmak.

AD LINES: "The Terror Of An Ancient Curse Stalks The Jungle"; "A Bewitching Beauty The Willing Mistress And Bride Of A Jungle Beast"; "Barbara Payton As The Desirable 'Bride Of The Gorilla'."

The Shorts Parade

TWO REEL

Comedy

IT HAPPENED ALL NIGHT. RKO—Edgar Kennedy Reissues. 19m. When first reviewed in THE SERVICESECTION of March, 1941, it was said: "This is a big improvement over some previous Edgar Kennedy comedies. It has him as a constable who gets tangled with a gang of crooks and is finally responsible for their capture. GOOD." (23502).

MAD ABOUT MOONSHINE. RKO—Edgar Kennedy Reissues. 19m. When first reviewed in THE SERVICESECTION of February, 1941, it was said: "Edgar Kennedy hears that father-in-law Billy Franey owns a southern estate, sells the furniture to finance the trip, finds the estate is an old farmhouse in feud country, and winds up being arrested for concealing moonshine. There are but few amusing moments. FAIR." (23501).

Musical

TOMMY DORSEY AND HIS ORCHESTRA. U-International—Name Band Musicals. 15m. This demonstrates why Tommy Dorsey has been one of the top band leaders for so many years. The orchestra opens with "Opus 1", and then male vocalist Bob London steps into the spotlight to give a smooth rendition of "Diane." Attractively gowned Frances Irvin follows with a real torchy number, "You Left Your Brown Eyed Baby", and the band really lets loose with "Hucklebuck", with Charlie Shaver coming in for the vocal and a few hot trumpet licks. Closing out this entry, Dorsey leads the boys in his own modern swing classic, "Tommy Dorsey's Boogie Woogie." EXCELLENT. (7301).

WOODY HERMAN'S VARIETIES. U-International—Name Band Musicals. 15m. This is a variety show built around the Woody Herman band. The opening spot features Herman in "Ninety-Nine Guys." The Double Daters present a good arrangement of "We're Legitimate." A dance team, Nils and Nadyne, comes on, and the Double Daters make their second appearance doing "Jivin' At The Drive-In." Acrobats perform their stunts with a teeter board while the band swings out on "Apple Honey." GOOD. (7302).

Novelty

DANGER UNDER THE SEA—U-International—Two Reel Specials. 16½m. Sunken ships are a valuable source of scrap metal, and a group known as free divers, who carry their air supply in a tank on their backs, go down 200 feet to investigate sunken hulks. Using an underwater camera, the divers take the viewer on a strange, fascinating trip under the sea. The divers reach the ship, and, like some mysterious underwater creatures, slowly go through the ship. When they finish their survey to see if the ship is worthy of salvage, the free divers return to the surface, and let the conventional divers take over. With excellent underwater photography and a fine commentary by Louis Van Rooten, this is engrossing film fare. EXCELLENT. (7201).

ONE REEL

Color Cartoons

ABOU BEN BOOGIE. Universal-International—Walter Lantz Cartune Reissues. 7m. When first reviewed in THE SERVICESECTION of June, 1944, it was said: "This is more or less a nightmare in an Arabian night club where boogie woogie comes easily in 10 lessons, and where a gorgeous dancer and singer stands the wolves on end, etc. FAIR." (7322).

DESTINATION MEATBALL. U-International—Woody Woodpecker Cartunes. 7m. The ever hungry Woody Woodpecker is standing in front of a super market run by Buzz Buzzard. With a nickel in his pocket, Woody walks into the store, and starts loading up with food. Buzz gives him the bill with the hidden tax written in invisible ink. When Woody tries to sneak out, Buzz hurls him across the store, and the invisible ink spills over Woody, causing him to disappear. Woody then starts tormenting Buzz, who tries in vain to locate him, but only winds up in the deep freeze, with Woody leaving the store pushing three baskets of food. GOOD. (7351).

THE LOOSE NUT. Universal-International—Walter Lantz Cartune Reissues. 7m. When first reviewed in THE SERVICESECTION of July, 1945, it was said: "Woody Woodpecker' is playing golf, and is doing very well until the golf ball falls into a recently cemented walk. The laborer, putting the last touches on his job, resents 'Woody', who is ruining the whole thing by going after it. A fight ensues, with 'Woody' getting the best of it. To be polite, 'Woody' suggests fixing the damage, and does it in two seconds, with the flat shovels under his feet, and a skating motion that glides him over the whole mess. Another fight starts when 'Woody' starts to golf again, and, this time, the walk remains unpaved, and the laborer is terribly vexed about the whole thing. GOOD." (7321).

LUCKY PIGS. Columbia—Color Favorites Re-releases. 7m. When first reviewed in THE SERVICESECTION of May, 1939, it was said: "An indolent pig wins the sweepstakes' grand prize, but an army of tax collectors takes all the money, the boss claiming the contents of the baby's bank as his share. GOOD." (4603).

MOUSE TROUBLE. MGM—Gold Medal Reprint Cartoons. 7m. When first reviewed in THE SERVICESECTION of January, 1945, it was first said: "Tom, after finishing a book on 'How To Catch A Mouse', attempts to apply the rules to the apprehension of Jerry. However, Jerry refuses to be caught by the accepted methods, and Tom ends up with the worst end of the deal. GOOD." (W-362).

THE OOMPAHS. Columbia—Jolly Frolics. 7m. The Oompah family is made up of the father, a dignified tuba; the mother, a French horn, and their young son, a lively trumpet. The father insists that his son practice only the best music, and forbids him to play with the boys from the other side of town. The young trumpet likes to sneak off, and play baseball with these boys. One day, his father sees him, and sends him to his room. The lonely youngster grows weaker and weaker, and becomes ill. The doctor says there is nothing to do, but suddenly the trumpet's friends from the other side of town show up under his window, and start playing. Hearing them, the happy horn gets up, and joins in the fun, and the relieved father lets his son enjoy himself. Containing good music and a message to parents about not being too strict with their children, this is extremely entertaining. EXCELLENT.

Cartoon

REUBEN, REUBEN. U-International—Cartoon Melodies. 10m. With the Kings Men supplying the vocals, this follows the pattern. The opening song is "Meet Me Tonight In Dreamland," with an amusing sleepwalker cartoon sequence. Next is "If You Knew Susie," given a lively treatment. The short closes with an entertaining presentation of "Reuben, Reuben." GOOD. (7381).

Musical

DICK STABLE AND HIS ORCHESTRA. Columbia—Variety Favorites Re-releases. 10½m. When first reviewed in THE SERVICESECTION of June 26, 1946, it was first said of this short, then released under the title of Film Vodvil No. 6, Series 3: "Dick Stable and his orchestra play while Del Casino sings, and Miriam La Velle performs some acrobatic dancing. Among the tunes heard are: 'Let Me Love You Tonight' and 'Don't Blame Me.' GOOD." (4952).

Novelty

I COVER THE EVERGLADES. Paramount—Pacemakers. 10m. In Naples, Fla., the newspaper editor goes after news, and the cameraman follows him to the beach, Everglades, and other spots. An attempt at some dramatizing with local characters is rather dismal, and the whole subject doesn't come up to the usual high calibre of this series. FAIR. (K11-4).

IN CASE YOU'RE CURIOUS. MGM—Pete Smith Specialties. 8m. An assortment of episodes, this first attempts to show how gags for comedies are formulated, with some observations on tea drinking and windows broken by baseballs. While not in the better Pete Smith tradition, it is, at times, amusing. FAIR. (S-353).

Too Late To Classify

Features

The Family Secret

DRAMA
85M.

(Columbia)

ESTIMATE: Dramatic entry will need plenty of push.

CAST: John Derek, Lee J. Cobb, Jody Lawrance, Erin O'Brien-Moore, Santos Ortega, Henry O'Neill, Carl Benton Reid, Peggy Converse, Jean Alexander, Dorothy Tree, Whit Bissell, Raymond Greenleaf, Onslow Stevens, Elizabeth Fournoy, Bill Walker, Frances E. Williams, Mary Alan Hokanson. Produced by Robert Lord; directed by Henry Levin.

STORY: While defending himself from a drunken attack by his friend, John Derek accidentally kills him, and runs off home

to his respected lawyer father, Lee J. Cobb, and his mother Erin O'Brien-Moore. Derek says nothing but Cobb senses something is wrong, and learns what happened. Cobb takes it for granted that Derek will go to the police. The latter, seeing that the police have no clues, decides to wait. Visiting the office of district attorney Santos Ortega, Derek learns that a bookmaker, Whit Bissell, has been charged with the killing. The arrested man's wife, Dorothy Tree, begs Cobb to take the case, and he reluctantly agrees. An incidental romance between Derek and Cobb's secretary, Jody Lawrance, has developed although she refuses to encourage him. At the trial, when things look bad for Bissell, Cobb learns that the prosecutors' chief witness is a perjurer but before he can introduce his evidence, Bissell has a heart attack, and dies. Ortega closes the case. Derek is bothered by Bissell's death and his friend's killing, and eventually confesses all to her, and goes to Ortega, and confesses. Later, he tells Lawrance that she will have to wait two years.

X-RAY: Slow-moving, with the story a bit on the thin side, this, nevertheless, manages to sustain interest fairly well, and will fit into the duallers. The Cobb and Derek names may help on the marquee, and those who go for strict dramatic fare will probably like it best. Performances are generally able. The story was written by Marie Baumer and James Cavanagh. Legion of Decency: "B".

TIP ON BIDDING: Program price.

AD LINES: "Should He Confess Or Try To Get Away With Murder However Justified?"; "He Always Had Things Easy Until He Came Face To Face With Murder And Romance"; "What Was Their Secret? Don't Miss The Thrill-Packed Answer."

The Light Touch

DRAMA
105M.

(MGM)

(Made in Italy)

ESTIMATE: Interesting programmer has the angles.

CAST: Stewart Granger, Pier Angeli, George Sanders, Kurt Kaszner, Joseph Calleia, Larry Keating, Rhys Williams, Norman Lloyd, Mike Mazurki. Produced by Pandro S. Berman; directed by Richard Brooks.

STORY: Stewart Granger, in league with George Sanders, steals a valuable painting loaned by a church to an Italian art exhibit, and flees from Italy to Tunis. With the idea of double crossing Sanders and associates, Norman Lloyd and Mike Mazurki, he tells them the painting was burned, and then sells Sanders on the idea of having duplicates made, to be sold as the original. Granger enlists the help of artist Pier Angeli, asking her to make a copy so that the church might have a substitute. She consents, eventually falling in love with Granger. Sanders doesn't trust Granger, but encourages him to marry Angeli. The marriage comes off, and Sanders then learns about a deal Granger made to sell the original to Larry Keating, who calls off this transaction because it is too hot. Angeli learns the truth, and that Granger is the thief, but hopes he will give back the portrait after they land in town where the church is from which the portrait was stolen. In the showdown, after Angeli has been beaten by Mazurki, Granger gives the painting back to the church, Sanders and aides decide that Granger has turned straight, and Angeli and Granger clinch.

X-RAY: Although it has some suspenseful moments and is highlighted by a sensitive performance by Angeli, this is much too long for its subject matter, and the returns will probably depend on the name draw. The backgrounds, since the film was shot in Italy and other foreign

spots, make for added interest. Granger, as the thief, turns in an able performance, with Sanders, Mazurki, and others in their usual style. Angeli, however, shines in a rather unbelievable role. The story was written by Jed Harris and Tom Reed.

TIP ON BIDDING: Fair program price.

AD LINES: "When Crooks Match Wits With Crooks . . . Where Does The Law Fit In?" "She Fell In Love With A Thief . . . But Could She Reform Him?"; "The Heroine Of 'Teresa' In A Modern Romantic Role."

I Want You

DRAMA
102M.

(Goldwyn) (RKO)

ESTIMATE: Good romantic drama.

CAST: Dana Andrews, Dorothy McGuire, Farley Granger, Peggy Dow, Robert Keith, Mildred Dunnock, Ray Collins, Martin Milner, Jim Backus, Marjorie Crossland, Walter Baldwin, Walter Sands, Peggy Maley, Jerrilyn Flannery, Erik Nielsen. Produced by Samuel Goldwyn; directed by Mark Robson.

STORY: In 1950, Dana Andrews, an officer in World War II, lives in a typical American City with his wife, Dorothy McGuire, and two children. Andrews' father, Robert Keith, a vet of World War II; mother, Mildred Dunnock, and brother, Farley Granger, fill out the family circle. Granger is in love with college student Peggy Dow but her father, Ray Collins, thinks Granger irresponsible. Comes the Korean war, and Granger gets his draft hearing, with Collins on the board. Previously deferred because of a trick knee, Granger is okeh'd for service because of a change in directives but thinks Collins has it in for him. As a result, Granger keeps away from Dow, and has an argument with McGuire, who speaks her mind, and antagonizes Dunnock. Granger goes to training camp. When he comes home on furlough, he makes up with McGuire and Dow, who is determined to marry him instead of waiting. About the same time, Andrews decides he is needed, and goes back into the service. He leaves, and Dow and Granger marry. Life goes on.

X-RAY: This has considerable warmth and feeling, telling as it does the story of a family and how war affects it, but it lacks a steady emotional sock. There are scenes which offer drama and romance, and the players contribute good performances, but overall, something is missing. Direction and production are on a high plane. Overlong in the telling, it rambles at times, although always interesting, and while it may be compared to "The Best Years Of Our Lives," it doesn't come close to that production. However, the film, has considerable merit, and rates with the better programmers, even though it misses the heights. The screen play by Irwin Shaw is based on stories in The New Yorker by Edward Newhouse.

TIP ON BIDDING: Good program price.

AD LINES: "A Story Of People You'll Be Glad To Meet"; "Meet The Folks Down The Street . . . The People We Love"; "I Want You' Answers The Questions That Millions Are Asking."

South Of Caliente (5151)

MUSICAL WESTERN
67M.

(Republic)

ESTIMATE: Very good Rogers.

CAST: Roy Rogers, Dale Evans, Pinky Lee, Douglas Fowley, Ric Roman, Leonard Penn, Willie Best, Lillian Molieri, Charlita, Pat Brady, Frank Richards, Roy Rogers' Riders, Trigger. Associate producer, Edward J. White; directed by William Whitney.

STORY: Since Roy Rogers is in the horse transportation business, Dale Evans, forced to sell a thoroughbred, Dancing Girl, and

other horses to save her ranch, calls Rogers to transport them to Caliente, where Mexican interests plan to buy them. However, her trainer, Douglas Fowley, in cahoots with Frank Richards, neighboring rancher, and some Mexican gypsies headed by Ric Roman, is out to hijack the horses. In so doing, Evans' stable boy, Willie Best, is killed. Rogers swears to get the horses back, avenge Best's death, and make good for Evans. With the aid of Mexican police headed by Leonard Penn, he accomplishes just that, with the bad 'uns winding up dead, and Trigger and Dancing Girl and Rogers and Evans in love.

X-RAY: One of the best of the Rogers, this is interesting all the way. There is riding all the way, with plenty of gunplay and fist fights thrown in. Pinky Lee offers better than the usual comedy relief, and three songs are heard, "Gypsy Trail", "Won'tcha Be A Friend Of Mine", and "Yascha, The Gypsy." This was written by Eric Taylor.

AD LINES: "Riding Neck And Neck With Killers"; "Roy At His Best In This Big, New Adventure Against Horse Thieves, Race-Track Racketeers, And Killers"; "Smashing Suspense, Excitement, Laughs, Surprises."

Golden Girl (136)

COMEDY DRAMA MUSICAL
108M.

(20th-Fox)

(Color by Technicolor)

ESTIMATE: Entertaining musical.

CAST: Mitzi Gaynor, Dale Robertson, Dennis Day, James Barton, Una Merkel, Raymond Walburn, Gene Sheldon, Carmen D'Antonio, Michael Ross, Harry Carter, Lovyss Bradley, Emory Parnell, Luther Crockett, Harris Brown, Kermit Maynard, Robert Nash, Jessie Arnold. Produced by George Jessel; directed by Lloyd Bacon.

STORY: In California, in 1861, Mitzi "Lotta Crabtree" Gaynor lives with her hard working mother, Una Merkel, and irresponsible father, James Barton. Gaynor wants to go on the stage, with Barton, a former minstrel man, encouraging it. When Carmen "Lola Montez" D'Antonio comes to town, Gaynor gets the stage urge worse than ever. While rehearsing in the woods, she meets stranger Dale Robertson, who takes her to see the D'Antonio show. After Barton loses their house gambling, Gaynor and Merkel form a traveling stage troupe, with Dennis Day singing and managing, and Gene Sheldon and others helping. Barton goes on his own. As they travel, Robertson follows, attending each show, posing as a gambler. Eventually, he turns up as an outlaw, and tells Gaynor he is really a Confederate officer, stealing Union gold. He then leaves for the war. In San Francisco, Gaynor meets Barton after he had won a hotel gambling, and becomes a star overnight. The family is reunited, and Gaynor goes on to fame. In New York, she learns that Robertson, wounded, is gravely ill. The audience is stunned when Gaynor, overcome, sings "Dixie", but later joins with her. Then, Robertson, who has been waiting for her, clinches with her.

X-RAY: Said to be based on the life of famed actress Lotta Crabtree, this crams singing, dancing, and comedy into an entertaining picture, enhanced by Technicolor. Gaynor, given her first real chance, makes the most of it, and comes through with flying colors, with able support from Day, Barton, Robertson, Merkel, and others. A type of entertainment that the whole family will enjoy, this also boasts many musical numbers, including "California Moon", "Never", "Sunday Mornin'", "Golden Slippers", and others. The story was written by Albert and Arthur Lewis and Edward Thompson.

TIP ON BIDDING: Good program price.

AD LINES: "The 'Golden Girl' Of The West . . . In The Year's Technicolor Triumph"; "Filled With Fun . . . Comedy . . . And Romance"; "Meet A New Star . . . Mitzi Gaynor . . . As The Toast Of The Nation."

The Browning Version (281)

DRAMA
89M.

(U-I)
(English-made)

ESTIMATE: Fine dramatic entry for the art and class spots.

CAST: Michael Redgrave, Jean Kent, Nigel Patrick, Wilfred Hyde White, Brian Smith, Bill Travers, Ronald Howard, Paul Medland, Ivan Sampson, Josephine Middleton, Peter Jones. Produced by Teddy Baird; directed by Anthony Asquith.

STORY: Michael Redgrave, a classics teacher in an English school, is about to transfer to a less arduous post because of poor health. His wife, Jean Kent, who does not understand him or his work, has turned to an intimacy with science teacher Nigel Patrick. As Redgrave's long association with the school draws to a close, he is asked by headmaster Wilfred Hyde White to make his farewell speech to the boys before a younger, more popular teacher, who is also leaving, rather than at the end of the ceremonies, as is his right by seniority; he learns of his wife's love affair, and is presented with a book, the Browning Version of Aeschylus' Agamemnon, by a boy, Brian Smith. Inspired by the book, Redgrave sends his wife away, causing her affair to break up, and, defying the headmaster, speaks at the end of the ceremonies, and admits his failure. The school rises to applaud him.

X-RAY: Audiences that patronize art and class spots will find this drama engrossing and entertaining. It has a fine quality about it from start to finish, and is replete with good performances, better direction, and production. The story is rather long, and could conceivably have been tightened somewhat, but interest is intense throughout. The screen play and original story are by Terence Rattigan, from his play.

TIP ON BIDDING: Good program bracket for art, class spots.

AD LINES: "A Dramatic Story Of An English School Teacher"; "Inspired By 'The Browning Version'"; "The Browning Version' Was The Turning Point In His Life."

Border Fence

WESTERN
57M.

(Astor)

ESTIMATE: Average western.

CAST: Walt Wayne, Lee Morgan, Mary Nord, Steve Raines, Henry Garcia, Leroy Fisher, Frank Savage, Charles Clark, Frank Miller, Alvin Franke, Chester Scott, Jr., Ray Young, Jerry O'Dell and band. Produced by H. W. Kier; directed by Norman Sheldo and H. W. Kier.

STORY: Steve Raines, rancher, is paroled after taking a rap for his friend Lee Morgan, cattle rustler. Morgan persuades Raines to let his ranch be a hideout, and Morgan's men pull a rustling job on Walt Wayne's adjoining ranch. Evidence points to Raines. All but Wayne believe Morgan guilty, and Wayne falls for Morgan's sister. After a gun fight with Wayne, Raines supposedly takes off, but returns with his men for a big raid on the cattle. Wayne learns of this, calls the sheriff, and after quite a battle all the bad 'uns are killed, putting an end to the doublecross.

X-RAY: Concentrating on cattle rustling in the southwest border section, and with a cast of unknowns, this is filled with intrigue, romance, and action of the riding, fighting, and gun play variety. Dialogue, story, etc., are along routine paths.

AD LINES: "Get Off My Land—Or Get

Under It"; "Touch What's Mine—And You Won't Live To Tell The Tale"; "A Daring Western Depicting Rustling Of The Old West."

Fort Defiance

WESTERN
81M.

(United Artists)
(Melford)
(Cinecolor)

ESTIMATE: Okeh outdoor show.

CAST: Dane Clark, Ben Johnson, Peter Graves, Tracey Roberts, George Cleveland, Dennis Moore, Iron Eyes, Ralph Sanford, Craig Woods, Dick Elliott, Kit Guard, Duke York. Produced by Frank Melford; directed by John Rawlins.

STORY: Civil War veteran Ben Johnson arrives at a ranch looking for Dane Clark, saves Clark's younger brother, blind Peter Graves, from being trampled by a horse. Graves' uncle, George Cleveland, arranges for Johnson to work for him while waiting the arrival of Clark. The Indians go on the warpath when the government plans to move them to a reservation. When news arrives that Clark, who among other things, is a bank robber, is dead, Johnson prepares to leave after revealing that he came to kill Clark because he caused the death of Johnson's brother during the war. However, Johnson has become attached to Graves, and agrees to go into a partnership with him. Craig Woods, enemy of Clark, arrives looking for him, and announces that he will kill Graves in retaliation. Cleveland sacrifices his life so that Johnson and Graves can escape. Clark arrives, and Johnson agrees to postpone any action until things are cleared up. The three ride to the rescue of a stage coach being attacked by Indians, and find dance hall hostess Tracey Roberts. As they fight off attack after attack, they are finally rescued by the cavalry. Graves refuses to accompany Clark, and prefers Johnson, instead. In town, Clark agrees to let Graves and Johnson enter into partnership, and battles Woods and his men, killing most. Johnson kills Woods. Graves and Roberts look to each other for comfort and companionship, and Johnson's wife arrives to make her home on the ranch.

X-RAY: This has all the ingredients that make up a fairly good western, color, action, an interesting and maybe slightly different story, convincing performances, and good direction, and production. It should be well received by outdoor fans. The screen play is by Louis Lantz.

TIP ON BIDDING: Fair program price.

AD LINES: "Men With One Purpose . . . To Kill"; "Packed With Excitement . . . To Thrill You"; "Fort Defiance' . . . Where Men Came To Kill . . . And Love."

Starlift (109)

COMEDY WITH MUSIC
103M.

(Warners)

ESTIMATE: Star-filled musical should draw the customers.

CAST: Doris Day, Gordon MacRae, Virginia Mayo, Gene Nelson, Ruth Roman, Janice Rule, Dick Wesson, Ron Hagerthy, Richard Webb, Hayden Rorke, Howard St. John, and guest appearances by James Cagney, Gary Cooper, Virginia Gibson, Phil Harris, Frank Lovejoy, Lucille Norman, Randolph Scott, Jane Wyman, Patrice Wymore. Produced by Robert Arthur; directed by Roy Del Ruth.

STORY: Corporal Ron Hagerthy, in San Francisco, tells buddy Sergeant Dick Wesson that he and WB starlet Janice Rule were pals in Youngstown, O., so Wesson urges him to look up Rule, who is in for a personal with other stars. The two meet, not only Rule, but also Ruth Roman, James Cagney, and Doris Day, playing themselves. While Hagerthy gets friendly with Rule, Roman and Day entertain the troops waiting to be shipped to Japan. The base commander, Colonel

Richard Webb gets the stars to promise to bring more screen personalities to visit the base and the hospital. The romance between Rule and Hagerthy gets wide publicity, which Hagerthy resents. The entertainment idea spreads, with other stars showing up, but the romance cools. In the windup, however, more stars come up to put on a show, and Rule clinches with Hagerthy, who has been assigned to active duty.

X-RAY: With star names for the marquee, the military atmosphere, a light-weight story, but adequate for its purpose, a generous assortment of comedy, dancing, gags, music, etc., this has everything the customers want, and, as a result, should account for itself at the boxoffice. In addition to Roman, Cagney, and Day, Virginia Mayo, Gordon MacRae, Gary Cooper, Virginia Gibson, Gene Nelson, Phil Harris, Frank Lovejoy, Lucille Norman, Louella Parsons, Randolph Scott, Jane Wyman, and Patrice Wymore come in for bits and specialties. Songs include: "U. S. Air Force Song", "California Here I Come", "You Ought To Be In Pictures", "You're Going To Lose Your Gal", "'S Wonderful", "Lullaby Of Broadway", "You Do Something To Me", "Hurray For Hollywood", "What Is This Thing Called Love", "Lisa", "When Irish Eyes Are Smiling", "Can't We Be Friends?", "The Good Green Acres Of Home", "It's Magic", "Please Don't Talk About Me When I'm Gone", "For You", "I May Be Wrong But I Think You're Wonderful", "The Blue Room", "Noche Caribe", and "Look Out Stranger, I'm A Texas Ranger." The screen play is by John Klorer and Karl Kamb from a story by Klorer.

TIP ON BIDDING: Higher bracket.

AD LINES: "More Stars Than There Are In Heaven"; "The Hit Star Show Of 'Movietime's' Greatest Season . . . 'Starlift'"; "See Your Favorite Stars In The Hit Of The Year . . . 'Starlift'."

The Strange Door

COSTUME MELODRAMA
81M.

(U-International)

ESTIMATE: Name draw may help suspenseful costume melodrama.

CAST: Charles Laughton, Boris Karloff, Sally Forrest, Richard Stapley, Michael Pate, Alan Napier, William Cottrell, Morgan Farley, Edwin Parker, Charles Horvath, Paul Cavanagh. Produced by Ted Richmond; directed by Joseph Pevney.

STORY: In the 17th century French nobleman Charles Laughton seeks revenge on his brother, Paul Cavanagh, whom he has imprisoned in a dungeon in his castle for 20 years because Cavanagh had married the woman he loved. Laughton has raised Cavanagh's daughter, Sally Forrest, telling her Cavanagh is dead, and now seeks to have her married to Richard Stapley, whom Laughton thinks is a ruffian without principle but actually of good family. Forrest and Stapley are gradually attracted to each other. Watching over Forrest is Karloff, a faithful servant, who has the job of feeding Cavanagh. Actually, Laughton believes Cavanagh to be mad, but the latter is sane. In the showdown, after Stapley and Forrest are married, and imprisoned with Cavanagh in the dungeon while the walls move to crush them, Karloff, although mortally wounded, manages to save them after he kills Laughton. Stapley and Forrest, in love, stay together with Cavanagh, who regains his rightful place.

X-RAY: Based on Robert Louis Stevenson's "The Sire de Maletroit's Door," this is a slow moving costume piece with a few names for the marquee but nothing else that will make the customers flock to see it. Laughton has a field day as a mad nobleman, while Karloff, Forrest, and

(Continued on page 3188)

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

Too Late To Classify

(Continued from page 3187)

others don't have much opportunity in stereotyped roles. While there are some suspenseful moments, the direction and production are standard, nothing more.

TIP ON BIDDING: Program price.

AD LINES: "What Was The Secret Of The Door?"; "Married To A Fiend . . . What Danger Lay Before Her On Her Wedding Night?"; "Charles Laughton And Boris Karloff . . . A Madman And A Menace . . . In 'The Strange Door'."

Shorts

DRIP-ALONG DAFFY. Warners—Merrie Melodies. 7m. Daffy Duck, "western-type hero", and Porky Pig, "comedy relief", ride into a lawless western town where sheriff mortality rate is high, and Daffy becomes sheriff. After a drinking bout

with the local badman, and a duel in which Porky kills the bandit with a toy soldier that fires real bullets, Porky becomes sheriff, and Daffy becomes the street cleaner, with the consolation that it's only a one-horse town. This does a hilarious job of spoofing formula westerns, and is replete with many fresh comedy gimmicks. EXCELLENT.

THE GRAND DESIGN. United Nations. 9m. This offers a pictorial review of the causes that led to the establishment of the United Nations and what the international organization has accomplished in six years. Film clips show how the UN handled problems in Israel, Indonesia, India, Korea, and other trouble spots. Then turning to the perpetual struggle against disease and famine, the camera illustrates how various organs of the UN are working to combat these

problems, and raise the standards of living. GOOD.

THE STORY OF TIME. C. S. Goetz. 10m. Making use of animated puppets, cartoons, drawings, and trick photography, this British-made short presents an entertaining and unusual study of the progress made by man in his efforts to tell time. Starting with the stars, the camera shows how the ancient Egyptians made use of huge sun dials, and how water, sand, and candles were used. The slow evolution of clocks is shown, with examples of the earliest watches and some of the very complex and amusing ones. However, this has no commentary, and gives the viewer the entire task of following the action, which also causes the short to be a little confusing in spots. Some of the effects achieved with the Technicolor are truly brilliant. GOOD.

A NEW KIND OF WESTERN!

A SENSATIONAL INNOVATION IN ACTION ENTERTAINMENT! Music, songs and ballads pacing terrific thrill drama! . . . Songs include that top hit tune "I WISH I WUZ".



RKO presents



A ROARING SAGA OF RED-SKIN VENGEANCE . . . AND OF THE TINY CAVALRY OUTPOST THAT DEFIED IT!



"SLAUGHTER TRAIL"

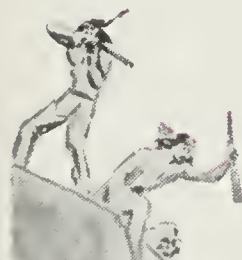
Color by **CINECOLOR**

starring

BRIAN DONLEVY · GIG YOUNG
VIRGINIA GREY · ANDY DEVINE
ROBERT HUTTON and introducing **TERRY GILKYSON,**

composer of "Cry of the Wild Goose," singing: "HOOFBEAT SERENADE," "BALLAD BANDELIER," "THE GIRL IN THE WOOD," "EVERYONE'S CRAZY 'CEPTIN' ME" and "JITTERY DEER-FOOT DAN"

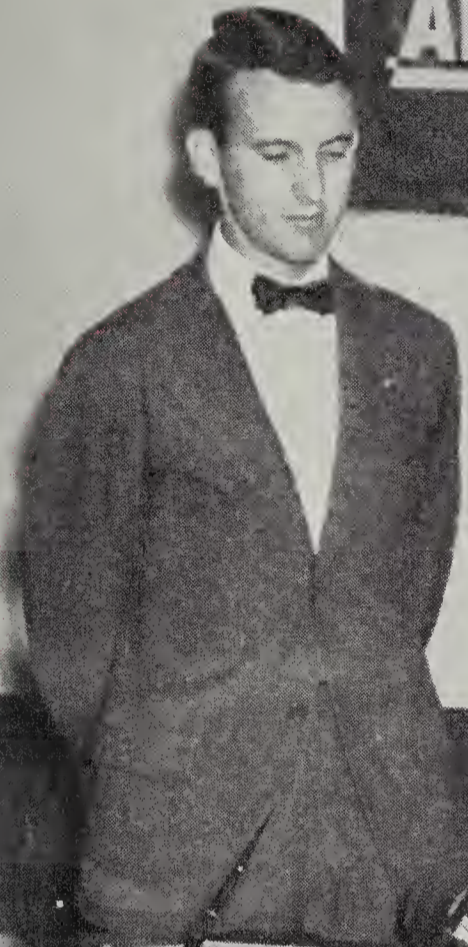
Produced and Directed by IRVING ALLEN
Screenplay by SID KULLER



R K O
RADIO
PICTURES

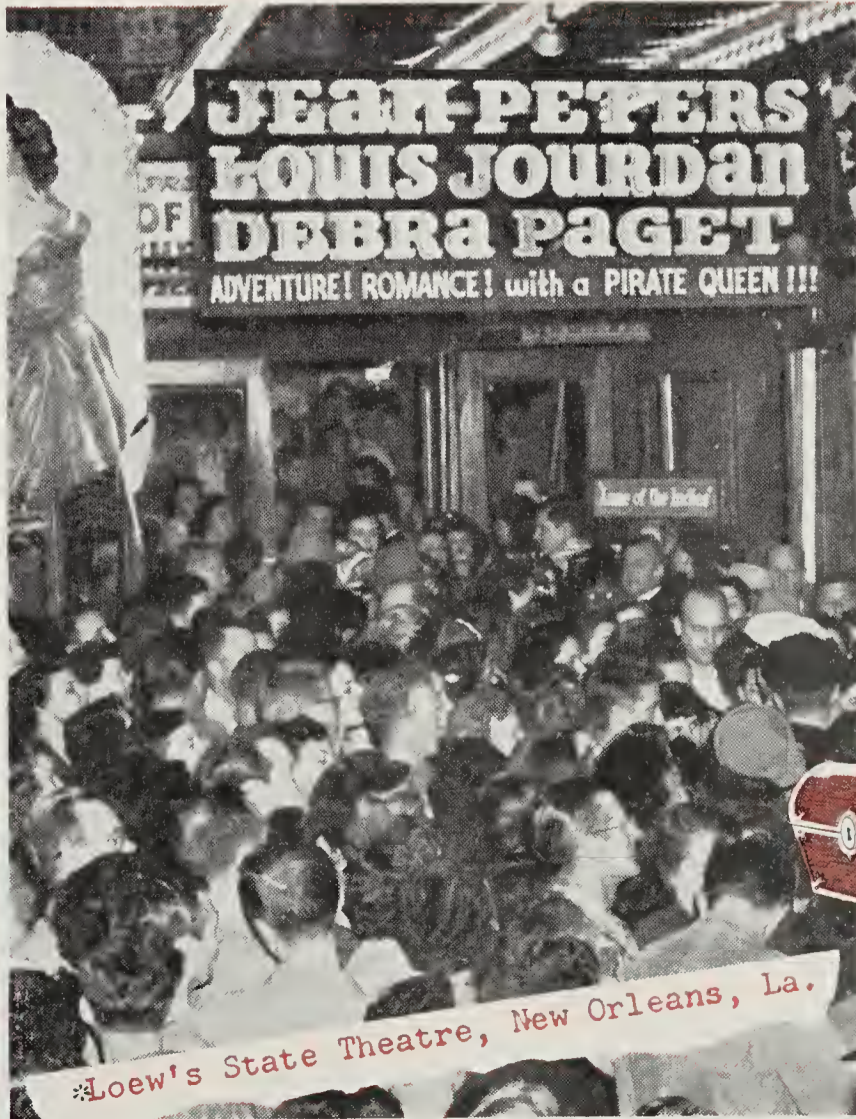
EXHIBITOR

ALTEC'S G.I. CARRINGTON SALES DRIVE ALTEC'S
SEPT. 24TH - DEC. 1ST



THE CROWDS ARE BACK FOR
"ANNE OF THE INDIES"*

Technicolor



Get
Your
Share
of
That
Pirate
Gold!



*Loew's State Theatre, New Orleans, La.

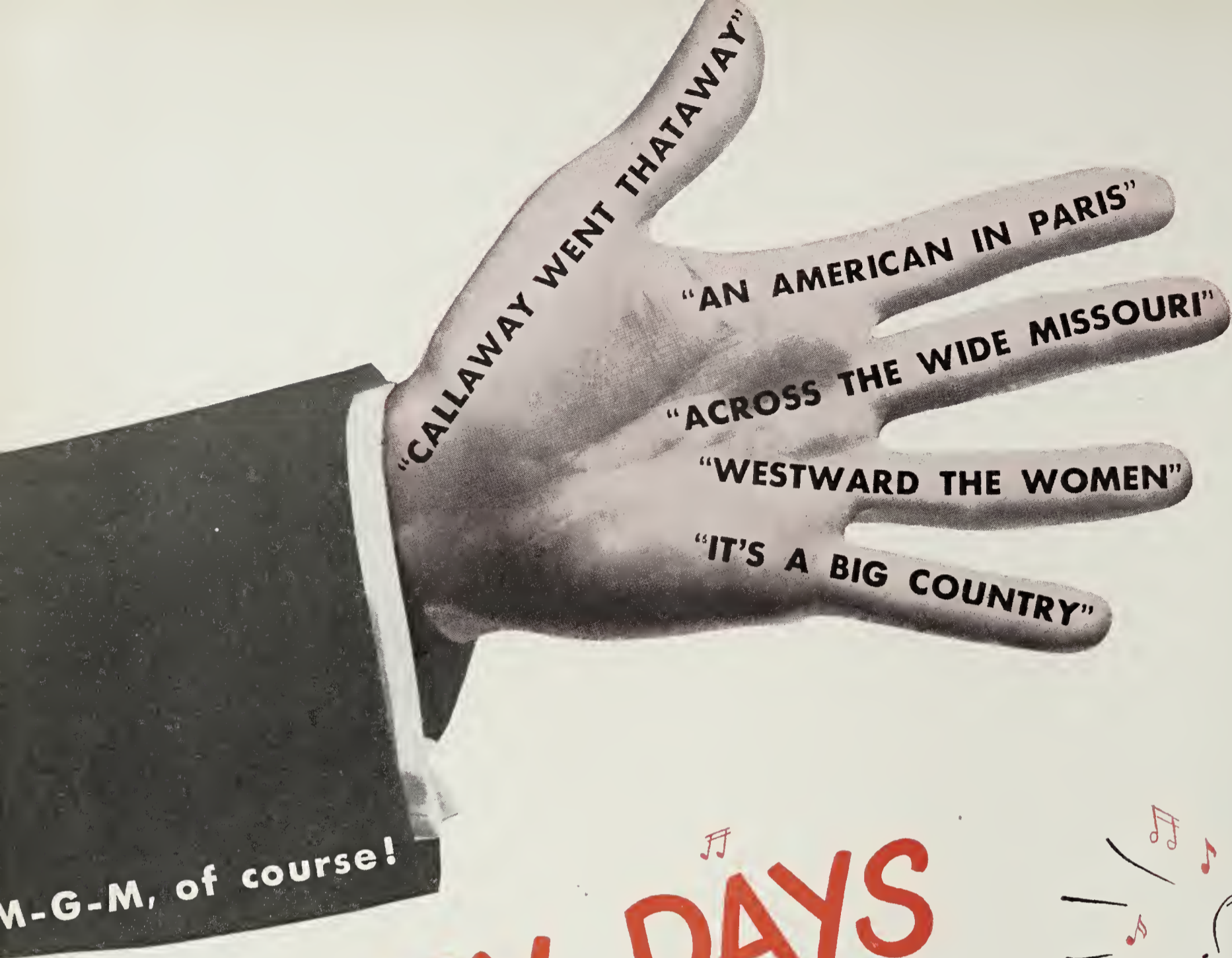
There's No Business Like 20th Century-Fox Business!

Vol. 47 Number 2 **NOVEMBER 14, 1951**
In Two Sections: Section One

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

Featuring **PHYSICAL THEATRE**



M-G-M, of course!

"PALMY DAYS ARE HERE AGAIN"



"AN AMERICAN IN PARIS" (Tech.)—National average tops famed "Show Boat" by 15%. Sensational hold-over attraction: 5th week Frisco, Cleveland, New York. And it's just the beginning.

"ACROSS THE WIDE MISSOURI" (Tech.) — Outstanding business for a socko Clark Gable offering.

"CALLAWAY WENT THATAWAY"—New York audience preview confirms Coast sneak theatre screenings. Book it now for Christmas-New Years gala engagements. A roaring comedy destined to rock the nation. Something new, daring, different!

200 Women on a Great Adventure!
"WESTWARD THE WOMEN"
NOV. 15th

2
IMPORTANT
M-G-M TRADE
SHOWS!

A World of Entertainment!
"IT'S A BIG COUNTRY"
NOV. 16th (Except N.Y.-N.J.)
Nov. 14th



THE junior class of a high school in the midwest took over operation of a theatre for a week, and showed a profit of \$90.72, which will probably send some exhibitors there on the run to find out how it happened.



WHEN a theatre was razed to become a parking lot, the marquee was left standing, the boxoffice now is used for the cashier in handing out parking tickets, and patrons drive through what was the theatre entrance.



THE MARQUEE changers weren't considered when "Friendly Island" became "Down Among The Sheltering Palms."



OWNERS of a theatre in Australia which had been closed for nine years were surprised to find that someone had stolen it piece by piece, the discovery being made when they removed the front wall, which was all there was to it.



A MIDWESTERN theatre opens its doors on Sundays for church services, with the Catholics holding theirs first, followed by the Protestants.



WHEN the owner of a northwestern theatre celebrated his several decades in the business, the town devoted a week to it, and he gave birthday cakes to all patrons, candy to the women and children, cigars to the men, and a free show to everyone. In addition, the exhibitor gave an organ concert.



AN EXPLOITATION tieup we don't expect to see is a lot of mailmen going around barefoot on behalf of "The Barefoot Mailman."

—H. M. M.

I N D E X

VOL. 47, No. 2 NOVEMBER 14, 1951
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THE COVER PHOTO

Seen in New York City as they met recently to discuss plans for the Altec Service Corporation's current "George L. Carrington Sales Drive" are, from left, sales manager L. D. Netter, Jr., executive vice-president H. M. Bessey, and A. A. Ward, vice-president in charge of manufacturing.

EXHIBITOR

VOL. 47, No. 2



NOVEMBER 14, 1951

Allied Serves Notice

ALLIED STATES ASSOCIATION's convention has been recorded in history, and while many of the problems discussed at the conference have not been solved, distributors were made well aware of what exhibitors are thinking of these days.

THE New York meeting showed that exhibitors are against "illegal" fixing of admission prices, that they are aware of excessive film rental demands and plan to campaign against them if relief is not forthcoming, that they approve an all-inclusive arbitration system covering everything pertinent, and that they think drive-ins should be given the same equal consideration as standard theatres and that alleged distributor discrimination against them should be ended.

IT IS interesting to note that EXHIBITOR has, over a period of years, campaigned for practically all of these things, which makes this department feel a bit proud, although the pen, like a resolution, does not bring an immediate solution. However, constant agitation is bound to have results.

SPECIAL notice should be made, also, of the willingness of MGM's William F. Rodgers to stand up on two occasions, and answer all questions that could be answered. While this is no surprise to anyone, it is always heartening to know that the old campaigner on behalf of the industry and his company is ever ready to sit down with theatremen to try to solve some of the headaches of the business.

NOT many weeks ago, this department commented that essentially there isn't much difference in the thinking of the TOA and Allied. The Allied convention again proves this point. All independent theatremen are interested in furthering their own interests and those of the business. So, too, are the distributors. When a new King Solomon arises to settle on a satisfactory meeting point, it will be a happy day for all of us.

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ALTEC SERVICE MAN LAWRENCE J. BERG BIDS HIS WIFE GOODBYE AS HE STARTS OUT FROM HIS HOME IN JACKSON, MISS., TO BEGIN A DAY'S WORK.

The Service Representative Is A Specialist

Altec Men, Backed By The Home Office Organization, Do A Competent Job



Berg is greeted by Mrs. Marie Bowman, manager, State, Jackson, Miss., as he arrives at her theatre to check sound and projection equipment.

ONE of the least publicized but most vital segments of the industry is the maintenance and service organization. Working smoothly and without fanfare, the maintenance and service company provides an indispensable insurance against equipment failures and subsequent performance interruptions.

Altec Service Corporation is one of the more prominent of these companies, and the Altec service man and the organization behind him have been an answer to exhibitors' technical problems for 14 years.

The success of the Altec organization, the excellence of the service performed for the exhibitor, and many improvements in the presentation in motion pictures is in large part due to the outstanding record of the Altec service man.

A typical Altec service man is Lawrence J. Berg, one of the pioneers in the sound picture installation and service field. A graduate electrical engineer from the Uni-

versity of Oklahoma, Berg began supervising and servicing sound equipment in 1929, and eventually was stationed with a territory in Jackson, Miss.

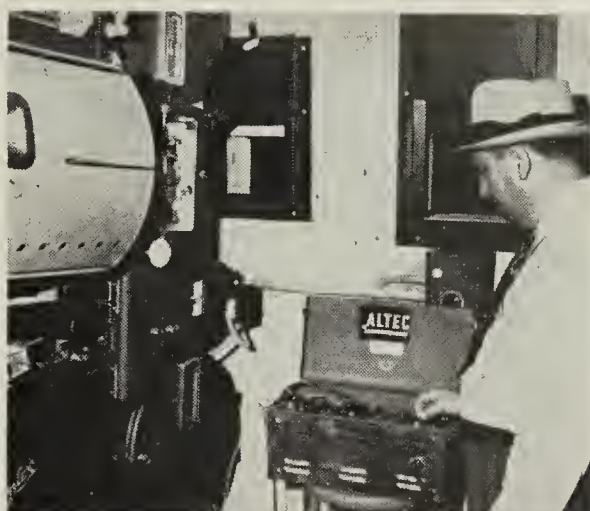
A friend and counselor of every theatreman in Northern Mississippi, parts of Alabama, and Arkansas, Berg is a member of IATSE, Local 589, Jackson. He, like other Altec service personnel, is more than just a technician who visits theatres to perform routine maintenance duties or answer emergency calls. He is a specialist who feels his obligation as a part of the exhibitor's staff to give technical advice, instruction, and counsel, and to do all in his power to see that the film program is presented in the best way possible.

While any one of the 200 Altec men throughout the country could have been selected to tell pictorially the Altec story, Berg was chosen by chance. Let's follow him through a typical day, as depicted on the following pages.

The Altec Man, On The Job In The Field



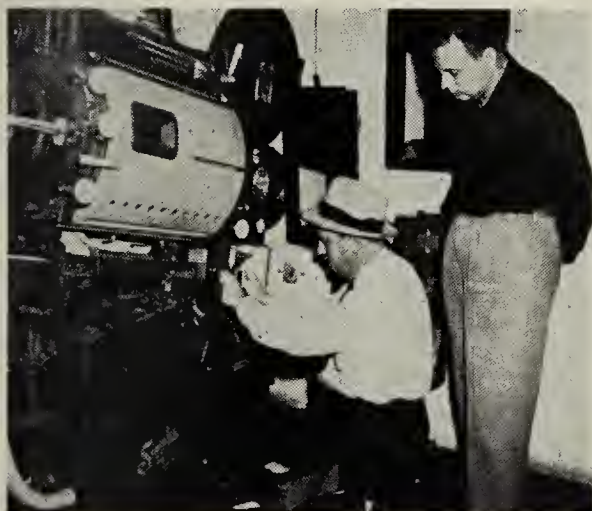
Next on Berg's schedule is a visit to the Melroy, Taylorsville, Miss., for a routine service call.



Berg makes certain that an emergency amplifier at the Melroy is in perfect operating condition.



The Altec service man makes a complete transmission test while on the job in the Melroy's booth.



At the Lamar, Jackson, Miss., Berg tests sound equipment as projectionist C. B. Carroll watches.



After finishing a thorough check of all equipment, Berg makes out a call report with Carroll.



Before he winds up his duties at the Lamar, Berg gets a call directing him to an emergency chore.



Exhibitor J. W. Williams signs Berg's call report at the Lamar, and Berg is ready to move on to additional theatres to complete some more assignments.



A piece of equipment Berg ordered from the Chicago office arrives by air express, and he receives it from W. F. Farmer, traffic manager of the airline.

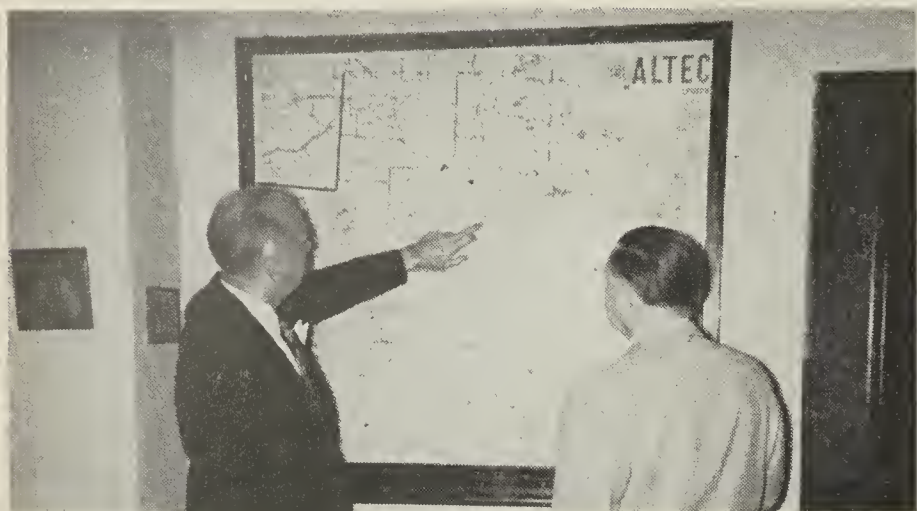


In preparation for leaving on a well-earned vacation, Berg points out some details of his territory to another Altec service man, George W. Mitchell.



It's now past midnight, and the end of a busy day finds Berg having a cup of coffee at Bob Henrion's Doughnut Shop in Jackson before he starts home.

And Back Of Him-The Home Office Unit



R. Hilton, left, division manager, and D. L. Turner, business manager, Altec central division (Berg's district office), look at a map of area operations.



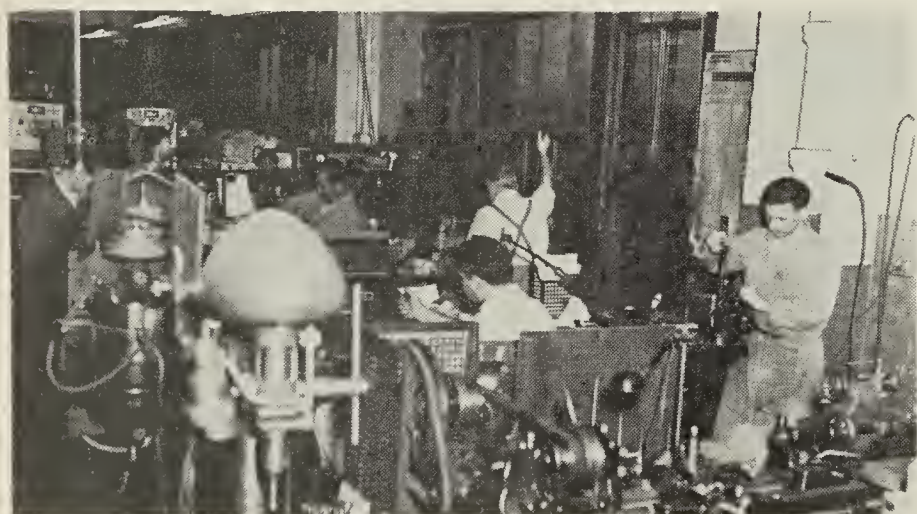
The projector part which Berg ordered is delivered to the Chicago Municipal Airport by R. C. Gray for immediate shipment directly to Jackson, Miss.



At Altec's New York headquarters, operating manager E. O. Wilschke confers on service activities in the field with C. S. Perkins, Altec division manager.



Altec chief engineer E. S. Seeley conducts a conference with staff engineers Bender, Demarest, Carpenter, Pfeiff, and operating manager Wilschke.



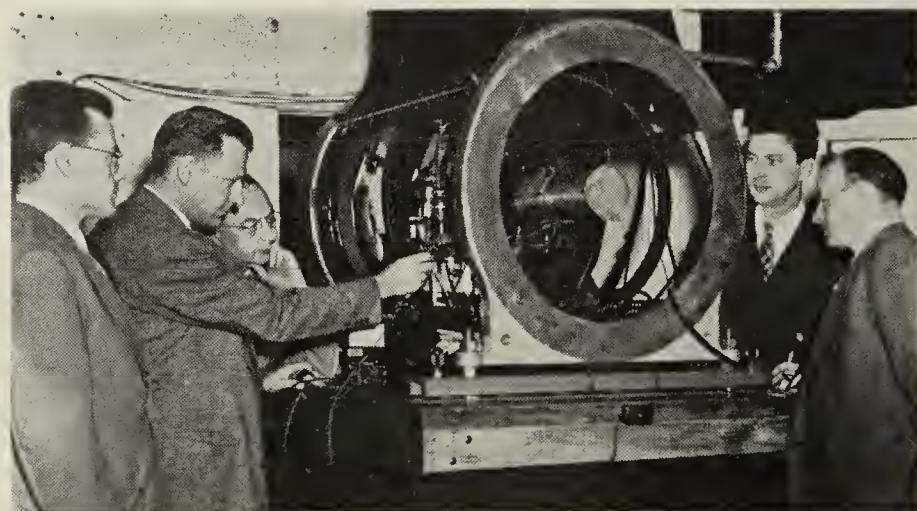
A unique Altec service is the manufacture of obsolete and unobtainable sound replacement parts. Here is the repair shop where they are made.



This is a section of the Altec electronic laboratory at the New York headquarters, where vigilance of the quality of replacement parts is maintained.



Also at the company's New York headquarters is this completely stocked warehouse, storing replacement parts for sound and projection systems.



At the General Precision Laboratories, Mt. Kisco, N. Y., Altec engineers receive a briefing on the prototype of a new Simplex direct television projector.

Mel Konecloff's NEW YORK

RECENTLY we attended a luncheon at which were present some of the people concerned with this year's drive to raise funds for the Variety Clubs-Will Rogers Memorial Hospital. The cooperation of the trade press was requested as well as that of the entire industry, and we learned how uninformed the industry really is on the subject of tuberculosis, its treatment, and how it affects the industry.



KONECLOFF

We heard one exhibitor relate how the daughter of a staff member had TB and how plans were made to place her in a state institution until this exhibitor learned that the Will Rogers was ready and waiting for the girl, and no fee would be charged. She went there fast, and today is well on the road to recovery.

The most important fact brought to light that day was that there is a woeful lack of knowledge on the part of industryites. They just don't know that the hospital stands ready to accept any member of the amusement field or his or her immediate family who has TB, and that no fee will be accepted for the best of treatment, including surgery if needed, despite the average cost of \$16,000 per patient from detection to cure.

This year sees the 25th anniversary of the founding of the hospital in Saranac Lake, N. Y. On this occasion, the amusement industry throughout the country will hold its annual "Christmas Salute" from Nov. 1-Dec. 15. During this period, distributors, exhibitors, radio, television, night clubs, unions, service and supply companies, and affiliated industries will be asked to sign the Christmas scroll, and contribute to the hospital fund, the goal of which is \$250,000.

The drive is a call to everyone connected with the entertainment industry, from the top executive to the lowest paid employes. During its 25 years of service, the industry's own hospital has maintained an average of 90 per cent in cures. This is reason enough, if for no other, that the industry really care for its own.

Addressing the gathering were Charles Feldman, distributor chairman; Marc Wolf, representing the Variety Clubs International; Sam Switow, national exhibitor chairman; Charles E. Lewis, representing the hospital; Jack Alicoate, Harold Rinzler, and co-chairmen-hosts Maurice Bergman and Paul Lazarus, Jr.

ADVANCE WORD: A little bird has whispered in our shell-like ear that Joseph Bernhard has a really marketable item in his forthcoming 20th Century-Fox release, "Japanese War Bride", which is to feel projector sprockets around January. He is receiving congratulations from those who have seen the film for bringing in Japanese actress Shirley Yamaguchi, who incidentally received much praise from director King Vidor.



"Movietime U.S.A." publicity breaks which filled every inch of the walls of the board room at the MPAA in New York City and overflowed into a six-inch thick newspaper-size clipping book recently shown to Arthur L. Mayer, executive vice-president, COMPO, by Charles E. McCarthy, "Movietime" advertising-publicity coordinator.

Bernhard, who recently recovered from a lengthy illness, has been commuting between here and Hollywood handling the production reins of his company, conferring with 20th-Fox home office officials, etc.

FORMATION: Lew Barasch, veteran publicist in the entertainment and sports fields, has formed Lewis Barasch Associates to concentrate on special promotions for pictures, radio, and television, in addition to general publicity. He has an extensive background in the business. The address is 9 West 61st Street.

Good luck, Luigi.

THE METROPOLITAN SCENE: Nick Matsoukas makes fun of fear in *Look* magazine. . . . Columbia is plugging the latest UPA short, "The Oompahs", as the successor to "Gerald McBoing Boing." . . . Russell Markert, Radio City Music Hall producer and director, was off to Europe to hunt talent as well as to vacation. . . . Air France is showing "An American In Paris" in its planes to passengers making the flight to Paris. . . . Gene Autry presented to the Museum of Modern Art a print of "Mule Train" as the most typical and successful of his releases. He made the presentation at a private reception. . . . Herbert Wilcox, British producer, and wife, Anna Neagle, arrived. . . . A good pressbook is out on "Ten Tall Men." . . . A son was born to Blanche and Dennis Carlin, named Lane. Daddy is advertising manager for Republic. . . . Mr. and Mrs. B. S. Moss celebrated their 50th wedding anniversary. . . . Paramount's Bert Champion did much of the work on the radio salute coming near the end of the month to "Movietime, U.S.A." . . . The Advertising Women of New York held its annual fall cocktail party at the Waldorf-Astoria. . . . Claudette Colbert was in to publicize "Let's Make It Legal." . . . Macy's has chosen "Quo Vadis" as its picture of the month for November, and going with the selection is a two-page spread plugging the film in six New York newspapers. The first selection was "An American In Paris." . . . The eighth week of "A Streetcar Named Desire" at the Warner matches the all-time record at the house. The only other film to run that long was "42nd Street." . . . Norman W. Elson, president, Guild Enterprises, is touring France, Italy,

"Quo Vadis" Hot On Peppy Broadway

NEW YORK—Broadway first-run business perked a bit last weekend due to the arrival of many new pictures, including MGM's "Quo Vadis", and the boxoffice strength manifested by several of the hold-overs, particularly "A Streetcar Named Desire" and "An American In Paris".

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"A STREETCAR NAMED DESIRE" (WB). Warner went into its seventh week with \$30,000 anticipated.

"BEHAVE YOURSELF" (RKO). Paramount, with stage show, claimed \$60,000 for the opening week.

"DAVID AND BATHSHEBA" (20th-Fox). Rivoli claimed \$11,000 for the 13th week.

"LET'S MAKE IT LEGAL" (20th-Fox). Roxy, with stage show, reported \$65,000 from Tuesday through Sunday, with the first week sure to tally \$85,000.

"AN AMERICAN IN PARIS" (MGM). Radio City Music Hall, with stage show, announced \$82,000 for Thursday through Sunday, with the sixth week heading toward \$135,000.

"THE BLUE VEIL" (RKO). Criterion reported \$25,000 for the third week.

"THE DESERT FOX" (20th-Fox). Globe expected the fourth week to hit \$22,000.

"DETECTIVE STORY" (Para.). Mayfair opened to a \$55,000 first week.

"QUO VADIS" (MGM). Astor, with reserved seat policy, had a \$25,000 opening week.

"QUO VADIS" (MGM). Capitol, with unreserved seat policy, claimed a \$145,000 first week.

"TEN TALL MEN" (Col.). Victoria did \$20,000 on the third week.

"ACROSS THE WIDE MISSOURI" (MGM). Loew's State reported a \$35,000 opening week.

Johnstown, Pa., Exhibitor Sued

PITTSBURGH—Adolph Farkas was named as defendant in five percentage actions filed last week. Separate suits were brought by Universal, Paramount, Loew's, RKO, and 20th-Fox, alleging underreporting of receipts on percentage pictures exhibited at the Lyric and Rialto, Johnstown, Pa.

James R. Orr, of the Pittsburgh law firm of Reed, Smith, Shaw and McClay, represents the distributors, with Sargoy and Stein of counsel.

Levin Associates Meet

INDIANAPOLIS—Distributor-exhibitor relations as well as several new industry surveys were discussed at a weekend regional meeting of Jack H. Levin Associates at the Lincoln Hotel.

Attending the sessions of the national survey, research, and checking company, were representatives from Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Detroit, and Indianapolis.

and Spain. . . . Dave Lipton is in town for conferences on "Dr. Jekyll." . . . The Motion Picture Pioneers announced that its all-star benefit show, "Midnight Frolics", set for the Roxy this week, had been postponed until some time early next year. Ticket holders are being asked to hold their tickets for the new date, at which time they will be honored.

WHO PAYS OFF

The sensational exposés which
a rehearsal for the shocking



HOWARD HUGHES

THE RAC



starring

ROBERT MITCHUM • LIZABETH

an **EDMUND GRAINGER** production • JO

BIG, WIDE, DEEP NAT'L AD. ACTION!

Full pages in the big Detective,
Big space in American Weekly,

WHO...AND WHY!

electrified the nation were only
revelations* you'll see when

presents



* it begins
where the Senate
crime committee
left off!

TH SCOTT • ROBERT RYAN

Directed by **CROMWELL** • Screen play by **WILLIAM WISTER HAINES and W. R. BURNETT**

R K O
RADIO
PICTURES

Westerns, Sports Magazines; in Sat. Eve. Post, Collier's, Look, Esquire, fan magazines...
Parade and other Sunday Magazines... to a TOTAL CIRCULATION OF 36,479,512.

THE INTERNATIONAL SCENE

Canadian Comment

In Toronto, O. R. Hanson, president, Pioneer Films, was elected president, Canadian Picture Pioneers, with Frank Vaughn, vice-president. Charles Mavety is secretary-treasurer.

20th-Fox, Rep. In African Deal

NEW YORK—Following his recent visit to South Africa, Spyros Skouras, president, 20th Century-Fox World-Wide, announced last week that he had concluded a long term contract with Herbert Yates, president, Republic, whereby 20th Century-Fox International Corporation will handle for distribution in South Africa Republic's program of productions. The agreement, which goes into effect immediately, covers the distribution of Republic's entire output, including features, shorts, and serials.

Daff In Paris, London

PARIS—Alfred E. Daff, director of world sales, Universal Pictures Company, Inc., arrived last week for a visit here and in London. Daff conferred with Harry Novak, supervisor for Continental Europe and North Africa.

Daff went to England to attend the annual convention in Bournemouth of the Cinema Management Association, Ltd., group comprising some 800 members of the J. Arthur Rank Organization theatre circuits.

20th-Fox Int. Ups Two

NEW YORK—Murray Silverstone, president, 20th Century-Fox International and Inter-American Corporations, announced last week the appointments of William W. Sullivan as managing director of Japan and Cesar M. Codebo as managing director of Argentina. Prior to his promotion, Sullivan was the managing director of Argentina, with Codebo in the post of sales manager.

WB Gives Print To Princess

WASHINGTON—A specially inscribed 16mm. print of "The Neighbor Next Door", a Warner Technicolor featurette depicting life in Canada, was last week presented to Her Royal Highness, Princess Elizabeth, by Harry M., Jack L. and Albert Warner as a memento of the recent visit to the Dominion.

Coast Litigation Dismissed

HOLLYWOOD—The U. S. Circuit Court of Appeals last fortnight affirmed the U. S. District Court's decision in dismissing the suit of the Conference of Studio Unions against IATSE and motion picture producers. The suit was an anti-trust action involving many millions of dollars.



United Artists' executives, with J. Arthur Rank's financial adviser, G. I. Woodham-Smith, in attendance, honored the company's new foreign chief, Arnold Picker, at a recent luncheon in New York, and seen, left to right, are President Arthur Krim, Picker, Robert Benjamin, Woodham-Smith, Max Youngstein, and Al Bollengier.

London Performance Clicks

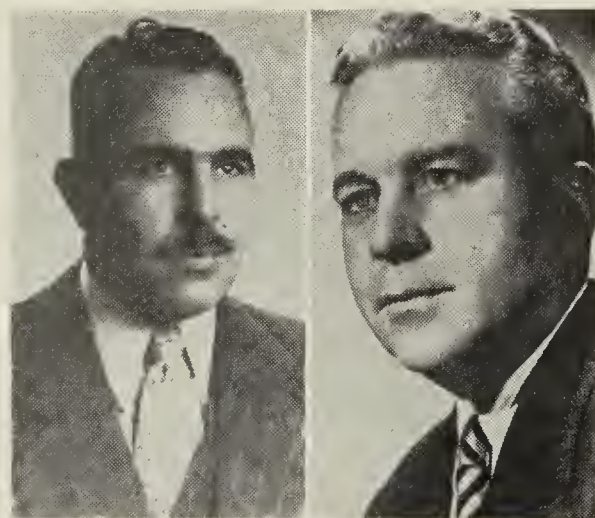
LONDON—The Royal Command Performance at the Odeon last fortnight netted the British Cinematograph Trades Benevolent Fund a total of \$84,000.

The audience of 2600 that packed the Odeon for the special performance accorded the nine Hollywood stars who participated individual and rousing ovations. Four of the stars, Jane Russell, Van Johnson, Fred MacMurray, and Dan Duryea, flew from Hollywood especially for the occasion, joining Lizabeth Scott, Peter Lawford, Zachary Scott, Burt Lancaster, and Orson Welles, already in England on picture assignments.

Repeat performances in Birmingham and Newcastle, with a contingent of American and British stars participating, were expected to swell the fund's income by an additional \$28,000.

UA Opens Japanese Office

NEW YORK—Arnold M. Picker, vice-president in charge of foreign distribution, announced last week the reestablishment of UA offices in Japan. Robert M. Lury has been appointed managing director of the company's operations, with headquarters in Tokyo. United Artists has concluded a long-term exhibition contract with the Shochiku interests in Japan as well as a deal by which it will make use of the Shochiku facilities.



Two top executive posts in 20th-Fox's overseas organization recently were filled by the appointments of Cesar M. Cordebo, left, as the company's managing director in Argentina, and William W. Sullivan as managing director in Japan, by Murray Silverstone, president, 20th-Fox International and Inter-American Corporations.

PEOPLE

NEW YORK—Ralph E. Peckham has been named southern division representative covering seven states for the nine new Sir Alexander Korda films, it was announced last week by Oliver A. Unger, national sales director, Snader Productions. Peckham, previously branch manager for Film Classics in Indianapolis, Atlanta, and Dallas, will maintain headquarters in Atlanta.

NEW YORK—Edmund C. DeBerry was last week promoted to the post of manager of Paramount's Buffalo branch and Daniel R. Houlihan has been named Albany branch manager. Former salesman in the Charlotte exchange, DeBerry replaces John W. Brown, transferred to Boston as a special representative. Houlihan succeeds Edward Maloney, resigned.

NEW YORK—Harry Lenart, senior partner of the New York stock brokerage firm of Lenart, McHugh, and Company, has become a partner in Aspen Productions, the Robert Wise-Mark Robson film producing company, United Artists announced last week. Lenart provided financing for Aspen's first film for United Artists release, "The Tightrope."

NEW YORK—Max Cohen last fortnight joined the Lippert sales staff as eastern division manager over Albany, Boston, Buffalo, New Haven, New York, Pittsburgh, Washington, and Philadelphia. Formerly with ELC, he will headquarter here. Nelson Towler is the new southern division chief, headquartering in Atlanta.

NEW YORK—Two officials of Rockefeller Center, Inc., Lester S. Abberley, special counsel, and Victor Borella, manager of operations, were elected to the board of directors of Radio City Music Hall Corporation, it was announced last week by G. S. Eyssell, president, Rockefeller Center.

NEW YORK—The appointment of Leo Greenfield as U-I branch manager in Albany was announced last week by Charles J. Feldman, domestic sales manager. Greenfield, who succeeds Eugene Vogel, resigned, had been a salesman in the New York exchange since June, 1947.

NEW YORK—The Coca-Cola Company announced last fortnight that Charles Okun had been named special sales representative of the company covering theatre circuit home offices. He has been a member of the sales department since 1923.

Schary Receives VFW Award

WASHINGTON—Dore Schary, vice-president in charge of production for MGM, was last week given an award of merit by the Veterans of Foreign Wars for what the VFW calls "his outstanding achievement in producing 'Go For Broke', one of the year's most successful pictures." The award was formally presented by Frank C. Hilton, Commander-in-Chief.

Manor Film Bows

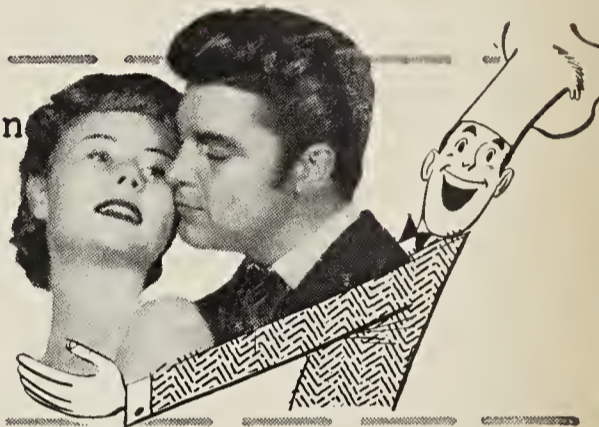
NEW YORK—Edward W. Finkelstein and Sanford Weiner last week announced the formation of Manor Films to distribute specialized foreign and domestic product.

RARE RECIPE FOR A THANKSGIVING FEAST



Take a generous helping of **MITZI GAYNOR**. (You can't have too much!)

Add a virile man-sized portion of **DALE ROBERTSON**.



Blend in **DENNIS DAY** for lilting lyrical flavor.



Spice with **JAMES BARTON** for lightness and tang.

Cut in

Melody

Romance

Spectacle



Sift together with selected **YOUNG STARS** for effervescence and sparkle.



Mix all ingredients thoroughly with taste and discretion and let it heart-warm for 90 minutes on a screen of glowing color.....



Send your order in **RIGHT NOW** to 20th Century-Fox, sole purveyor of this delectable divertisement. Serve hot to your theatre guests for Thanksgiving.

.....THAT'S

GOLDEN GIRL

★
TECHNICOLOR
★

A Rare and Entertaining
Holiday Treat

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

Trade Leaders At KC Convention

KANSAS CITY—Industry leaders highlighted the annual meeting of the Kansas-Missouri Theatre Association last week.

Among those heard were W. C. Gehring, assistant general sales manager, 20th-Fox; Jack Braunagel, drive-in supervisor; Commonwealth Circuit, who asked for regional showmanship schools for young managers; Leon Bamberger, RKO; Dave Dallas, Theatres Enterprises, Manhattan, Kans.; Doc Cook, Maryville, Mo.; Virgil Harbison, and President Dale Danielson, the last four discussing product of distributors.

A demonstration of theatre TV at the Ashland was also given to delegates.

Mitchell Wolfson, TOA president, told the meeting:

"The importance of theatre television and its impact upon the public cannot be ignored. TOA will continue to strive for a national system, a competitive system, and to prevent any monopoly in this field. Theatre television must be made available to all theatres in all towns regardless of size. Through arbitration and similar efforts, TOA will conduct a militant campaign to solve exhibitor-distributor problems, rather than suffer further costly litigation. Also, emphasis of the current administration will be to establish a strong grass roots organization through regional advisory councils and the local and state groups in order to help these units provide an even better service to all exhibitor-members. However, I do not think that TOA should engage in any function that can be handled by local or regional groups—just as the federal government should not engage in any function that can be handled by local or state governments."

Cook, Maryville, Mo., exhibitor, was elected president. Don Burnett, Larned, Kans., is vice-president; Glen Hall, Cassville, Mo., secretary, and Homer Strowig, Abilene, Kans., treasurer, succeeding Fred Meyn, treasurer for 25 years, who retired.

Kansas directors are R. R. Biechele, Kansas City; Marcus Landau, Horton; J. E. DeLong, Mankato; H. B. Doerring, Garnett; Ernest Block, Sabetha; Dale Danielson, retiring president Russell, and Gordon Halladay, Lacross.

Missouri directors are: Jay Means, Kansas City; Haribson, Tarkio; Frank Weary, Jr., Richmond; Leo Hayob, Marshall; Ken Winklemeyer, Boonville; L. R. Turner, Independence, and Elmer Bills, Salisbury.

Gael Sullivan, TOA executive director, and others also addressed the convention.

O'Brien Predicts On Theatre TV

NEW YORK—Non-entertainment programming will play an important role in the future of theatre television, it was predicted last week by Robert H. O'Brien, United Paramount Theatres' secretary-treasurer, in an address to a meeting of the American Television Society here. O'Brien said that of these aspects of theatre television, public service, sports and other entertainment, and non-entertainment, the latter is of the greatest importance.

Manning on "Quo Vadis"

(Ed. Note.—Paul Manning, editor of STUDIO SURVEY, has this to say about "Quo Vadis" following his viewing it on the west coast last week.)

I have just had my greatest screen experience, "Quo Vadis."

To my mind nothing in past motion picture history nor anything on the horizon at this time of writing can be mentioned in comparison. The plaudits of the Christian world must go to MGM for the 12 long years of preparation and research which went into the making of this masterpiece. As for the many millions spent, there is no doubt that the timeless exhibition of this great film, in every land where Christianity is practiced, will bring it monetary reward.

But by far and away the greatness of "Quo Vadis" is the very spirit of its message, that freedom cannot be banished from the earth, even through the brutalities of demented and misguided mortals. The true inspiration of the message which comes at a time when it is sorely needed in the world of today should be understood by every man, woman, or child who has the good fortune to see this screen epic. The production quality, as a motion picture, is unmatched in screen history.

To MGM, to Sam Zimbalist, the producer, to Mervyn LeRoy, the director, and to every member of the majestically distinguished cast goes our heartiest thanks for fashioning a screen milestone.

WB Sets 1952-53 Shorts List

HOLLYWOOD—Following conferences last week between Jack L. Warner, Norman Moray, and Gordon Hollingshead, a program of Warner shorts was mapped out for 1952-53.

Among the shorts to be filmed in color in widely scattered portions of the world are: "Thar She Blows", a story of the whaling industry in the Antarctic; "Continental Holiday", an airplane trip around the world; "Along The Mediterranean", "Japan Today", and "Tahiti Passage." Andre de La Varre will make a series of sports shorts in Italy, Spain, and France.

Included in the program are: eight two-reel Technicolor shorts; 10 "Sports Parade" shorts; seven novelty comedies; six two-reel black and white shorts; six band musicals, and six "Joe McDoakes" comedies.



William F. Rodgers, MGM vice-president and general sales manager, is shown with microphone in hand answering questions directed to him by delegates at Allied's convention in New York.

Starmakers Contest Would Aid "Movietime"

NEW YORK—COMPO officials met with MPAA's advertising and publicity directors committee at the MPAA board room last week to discuss various proposals for maintaining the high tempo of public interest in motion pictures and the industry already generated by the "Movietime, U.S.A." campaign.

Included in the suggestions advanced for consideration was the "Starmakers" contest. Leonard H. Goldenson, president, United Paramount Theatres, and Monroe Greenthal were on hand to explain details.

Further meetings will be held between COMPO heads and members of the advertising and publicity directors committee to formulate plans for the subsequent phases of the "Movietime" program and to consolidate recommendations for presentation to both the COMPO executive board and the MPAA board.

"Movietime" campaign committees throughout the country are continuing to function in high gear to set up plans for promotions and programs designed to capitalize on the enthusiasm generated in newspapers and with the public by the recent nationwide tours of Hollywood personalities.

COMPO offices have received copies of elaborate mailings prepared by the Texas committee and the Mid-south committee, both emphasizing the benefits already seen from the "Movietime" campaigns to date, and outlining ideas for future promotions.

NBC "Movietime" Salute Scheduled For Nov. 25

NEW YORK—A full hour of radio salute to "Movietime, U.S.A." over the complete coast-to-coast network of National Broadcasting Company has been set for Nov. 25, it was announced last week by officials of COMPO.

The program, to be heard by an estimated nationwide audience of 17,000,000 over the 170 stations of the network, will present highlight scenes from great films, starting with the introduction of sound in 1928 and continuing through current and forthcoming pictures. Cecil B. DeMille will be narrator.

More Tours Due To Start

LOS ANGELES—COMPO, at the request of exhibitors whose territories were not included in the "Movietime, U.S.A." tours in October, will launch five additional tours during November and December, it was announced last week by national chairman Robert J. O'Donnell.

West Virginia theatremen later advised COMPO headquarters to cancel tentative plans for a "Movietime, U.S.A." tour set to start the week of Nov. 25. Fear of poor weather prompted the West Virginia group to ask for a postponement. The Nov. 25 starting date, however, will be kept for a tour covering Utah, and another tour is planned for Western Pennsylvania around the same time.

Three other tours are set to leave Hollywood on Dec. 1 for Louisiana, Mississippi, and Alabama.

THE BIG
CHRISTMAS
PACKAGE for the
whole family is
from U-I!

"Mommy, is that Schmoie
gonna be our Father?"



Their Romantic Weekend for two
...is a riot for Eight! Her kids
...his kids...an ex-flame—and
a wildly bewildered hotel clerk!

UNIVERSAL INTERNATIONAL presents

VAN HEFLIN
PATRICIA NEAL
GIGI PERREAU

Week End with Father

The Week End that shook the World...with Laughter!

with **VIRGINIA FIELD** • **RICHARD DENNING** • **JIMMY HUNT**
Screenplay by JOSEPH HOFFMAN • Directed by DOUGLAS SIRK • Produced by TED RICHMOND



BOOK IT NOW...
for the Holidays!

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

RKO

"Jungle Of Chang"—Travel documentary will fit into the lower half.

Pa. Communities Okeh Sunday Sports

HARRISBURG, PA.—Voters in 26 communities of Pennsylvania voted last week in favor of Sunday movies, now banned in those areas. At the same time, 19 other municipalities voted to retain their present ban on Sunday movies.

The following removed the ban: Greenville, Mercer County; Bedford Township, Bedford County; Shickshinny, Luzerne County; Birmingham and Springfield Townships, Delaware County; Berwick and Scott Township, Columbia County; Kennett Square, Chester County; Oxford and Franklin Townships, Adams County; Bellevue, Allegheny County; Osceola Mills, Clearfield County; Nesshannock Township, Lawrence County; Norristown; Butler, Butler Township, Summit Township, Franklin County; Shamokin, Mount Carmel Township, Northumberland County; Montgomery, Loyalsock Township, Lycoming County; Palmyra Township, Westfall Township, Pike County; Bangor, Lehigh Township, Northampton County, and Birdsboro, Bucks County.

Those retaining the ban were Lewisburg, Union County; Philipsburg and Bradford Township, Centre County; Everett, Bedford County; Antis Township, Blair County; State College and College Township, Center County; Middletown, Dauphin County; Lansdale, Montgomery County; Northumberland and Milton, Northumberland County; Somerset, Somerset County; Danville, Montour County; Fairview Township, Butler County; East Brady, Clarion County; Claysville, Washington County; Greene Township, Franklin County; Selinsgrove, Snyder County, and Schuylkill Haven, Schuylkill County.

COMPO Nom. Committee Set

NEW YORK—Announcement was made by COMPO last week of the make-up of the nominating committee which will meet to pick a slate of officers to be voted on at the annual meeting in December of the Council of Motion Picture Organizations.

With Jack Alicoate, trade paper representative, acting as chairman, the committee comprises the following:

Allen Rivkin, Motion Picture Industry Council; James Mulvey, Society of Independent Motion Picture Producers; Truman T. Rembusch, Allied States Association of Motion Picture Exhibitors; H. V. "Rotus" Harvey, Pacific Coast Conference of Independent Theatre Owners; Harry Brandt, Independent Theatre Owners Association; Barney Balaban, Motion Picture Association of America; Gael Sullivan, Theatre Owners of America; Leo Brecher, Metropolitan Motion Picture Theatres Association, and Robert J. O'Donnell, Variety Clubs International.

Gambling Tax Won't Affect "Bank Night"

DES MOINES—"Bank Night" drawings for cash prizes are not subject to the new federal gambling tax law, the Iowa collector of internal revenue, ruled last week.

A telegram from Washington, as revealed by him, said:

"Operators of motion picture houses sponsoring 'Bank Night' under which payment of established admission entitles each patron to participate in drawing for prize awarded are not liable for the wagering tax." The "Bank Night" drawings in Iowa have been held as legal, and not in violation of the state lottery law.

Two Groups Seek RKO Stock Okeh

NEW YORK—Stockholders of RKO Theatres Corporation, at a meeting on Dec. 6, will choose between a management slate of six directors and an RKO Theatres Stockholders Committee nominees group of five, according to information mailed out last week.

The RKO Theatres Stockholders Committee, David J. Greene, chairman; A. Louis Oresman, Robert Parkes Baruch, and Daniel O. Morton, is offering a slate consisting of Greene, Oresman, Jay Emanuel, EXHIBITOR publisher; Baruch, and Morton.

RKO Theatres Corporation has slated J. P. Dreibelbis, Leland Hayward, Edward C. Raftery, Sol A. Schwartz, Ben-Fleming Sessel, and William J. Wardall as its group of nominees.

The stockholders will also be asked to amend the by-laws to increase the board to six.

In its announcement, the RKO Theatres Stockholders Committee revealed that it directly represents 107,000 shares of stock, in addition to which the chairman of the committee has clients holding 137,780 shares, while another member is a partner in a securities firm owning 36,908 shares for the account of its customers.

At present there are 3,914,913 shares outstanding in the hands of stockholders.

September Taxes Down

WASHINGTON—The Bureau of Internal Revenue reported last week that September general admissions taxes, showing business done in August, hit \$31,021,105, compared with \$31,346,385 in September, 1950.

Decca In Important U-International Spot

NEW YORK—Decca Records, Inc., last fortnight completed arrangements to acquire 271,900 shares of the common stock of Universal Pictures, in addition to 32,500 warrants, thus putting the company headed by Milton R. Rackmil in a dominant position.

Rackmil issued the following statement:

"I am pleased to announce that our company has completed arrangements to acquire 271,900 shares of common stock and 32,500 warrants of Universal Pictures Company, Inc. Serge Semenenko, Boston, participated in the negotiations. The ownership of these shares will bring about a close association between our two companies. We have kindred interests in the entertainment business. These interests can be developed for our mutual benefit. The transaction indicates the confidence that our respective companies have in the future of the motion picture and allied industries."

U-I President, Nate Blumberg said, "The management of our company remains intact throughout the world." He expressed gratification of the Decca move and confidence that Rackmil and his associates "will be able to make a substantial contribution to the future progress of our company."

Walsh Given TV Authority

NEW YORK—Complete control of IATSE's radio-television department was granted to IATSE President Richard Walsh under a contract drawn up by the IA executive board last fortnight. The contract provides for the opening of IATSE membership to any person employed in, or capable of being employed in, any occupation in the radio-video industry.

Walsh is empowered to establish separate branches of the radio-TV department in any territory, and may grant branches the right to hold meetings and elect executive councils to function as officers of the branch.

Brewer Again Heads Council

HOLLYWOOD—At the annual election meeting of the Hollywood AFL Film Council last week, Roy M. Brewer was unanimously reelected president. Others reelected are: Ralph Clare, vice-president; Lew C. Helm, secretary-treasurer, and J. J. Lyons, recording secretary. Elected to the board of trustees were Pat Somerset, James Noblitt, and Edward Hill.



George Pal, producer of Paramount's "When Worlds Collide," recently met the trade press during his business visit to New York, and seen interviewing the producer are, left to right, Fred Hift, Lou Peligrine, Tom Kennedy, Walter Waldman, and Mel Konecoff, EXHIBITOR's ever-present associate editor.

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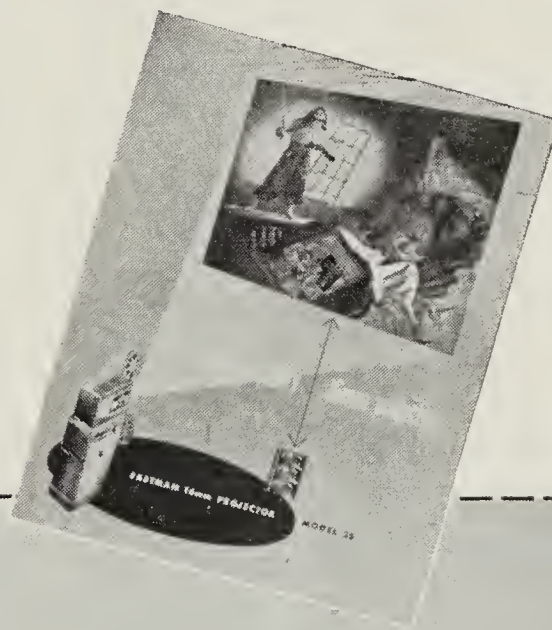


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Sullivan Welcomes Package Arbitration

ST. LOUIS—Gael Sullivan, TOA executive director, speaking at the annual meeting of the Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois last week, expressed gratification that the recent Allied convention had taken a stand favoring a packaged arbitration plan for the industry. He said that TOA had been striving for such a plan for three years, and added that the mechanics of the arrangement isn't as important as the recognition of the principle.

Others who addressed the meeting included Leon Bamberger, RKO sales promotion manager; Glen Hall, Cassville, Mo., exhibitor and director, Kansas-Missouri Theatre Association; Barry Sullivan, MGM star; Charles E. Albanese, president, Board of Aldermen; Herb Bennin, manager, Loew's, Inc., St. Louis; Ray Jordan, general sales manager, Pepsi-Cola Company, and Dr. Ferdinand M. Isserman, Temple Israel Congregation, who delivered the convocation.

President Tom Edwards made a brief address, and welcomed those in attendance, including Mrs. A. F. Burt, founder and president emeritus, Better Films Council of Greater St. Louis; Ray Colvin, president, Theatre Equipment Dealers Association; Bissell Schaefer, Henry, Ill.; Edwin W. Aaron, midwest division sales manager, 20th-Fox; Peter Warner, Pepsi-Cola Company; John Allen, MGM southwestern district sales manager, and others.

Committee appointments made by President Edwards were as follows: grievance, Joe Ansell, Russell Armentrout, Bill Waring, Jr., and Lester Kropp; nominating, Bess Schuller, Kropp, Alphonse Magarian, Russ Bovim, Charles Weeks, Jr., Bill Williams, T. D. Medley, Waring, Jr., and Frank Speros, and legislative-resolutions, Louis Ansell, Bill Griffin, Williams, Loren Cluster, Paul Krueger, and Tommy James.

Film stars on hand included Mala Powers and Margaret Sullivan.

Mitchell Wolfson, TOA president, told the meeting that "A separation of powers" as between state and federal governments should be carried over to TOA regionals and national TOA. "I believe," he continued, "that TOA should engage in no function that can be done by local or regional groups but it should be TOA's purpose to help the regionals and render them even better service at the grass roots level. Problems within the national domain are federal taxation, federal censorship, national sales policies, civil defense, and theatre television."

Sullivan told the gathering that TOA took on a new look at its recent convention, with some new key figures in the organization, and new ideals that promised sound policies for future actions that should benefit the grassroots exhibitors of the country. He touched lightly upon some of TOA's plans regarding taxation, censorship, and action against unfair trade practices, and briefly discussed the forthcoming TOA regional seminar in New York City. Sullivan expressed his delight that National Allied had come out so strongly for national arbitration in all branches of the industry.

Interstate TV Makes Bow As Monogram Subsidiary

NEW YORK—Steve Broidy, president, Monogram Pictures Corporation, last week announced the formation of Interstate Television Corporation, a wholly-owned subsidiary of Monogram, for the purpose of producing films solely for television. G. Ralph Branton, recently nominated to the Monogram board, is president.

Branton stated that production plans have been completed for the filming of a series of 13 30-minute television subjects adapted from the "Raffles" stories, to star George Brent. Lee Savin, television producer, will handle the production reins on the films.

Bennin outlined the attainments of the "Movietime" campaign in his territory, for which he is distributor chairman. He revealed that some 350 persons and companies had contributed to the territorial campaign fund.

Bamberger's talk was one of optimism for the future and a survey of the conditions responsible for the current upsurge in business.

A cocktail party in the Zodiac Lounge and a screening of "An American in Paris" in the Starlight Roof were part of the entertainment program.

Tom Bloomer was elected president, succeeding Edwards. The others are Tommy James, vice-president; L. K. Ansell, board chairman; Joseph Ansell, treasurer, and Kropp, secretary. Former President Edwards becomes honorary president and ex-officio member of all committees.

On the board are Bovim, Christ Efthim, Charles Goldman, A. L. Natrecci, Krueger, Phillip Manos, William T. Powell, Frank Speros, Bill Kaimann, Ed Clark, Loren Cluster, William Griffin, Magarian, John Meinardi, Forrest Pirtle, Carson Rodgers, Regina Steinberg, Bob Johnson, Armentrout, Dean Davis, Senator Ed V. Long, Robert Marchbank, T. D. Midley, Val Mercier, Harry Miller, Frank Plumlee, and Charles Weeks.

Resolutions adopted at the closing meeting called for TOA to plan an early meeting of exhibitors and distributors to take steps toward alleviating unfair trade practices, to call upon the studios to encourage more studio tours by the public, to call upon COMPO to find means of televising the "Movies And You" series, and to prevail upon distributors to allot a substantial portion of their advertising budgets toward televising previews of their current attractions.

Other resolutions expressed thanks to those who helped make the "Movietime" tours a success, and to those who handled convention details.

Talks were delivered at the morning business session by Smith H. Cady, Jr., merchandising manager, Chase Candy Company; Jack Jackson, National Screen Service, and Cluster, chairman of the membership committee. Luncheon speakers included U. S. Representative James P. Kem and Wolfson.

Reporting at the afternoon session were Joseph Ansell, Louis Ansell, Jack Braunagel, and William Gehring, assistant general sales manager, 20th-Fox.

SEC Files Report Of Stock Changes

WASHINGTON—SEC stock transactions announced last fortnight included the following:

MONOGRAM—W. Ray Johnston exercised options for 12,500 shares, bringing his totals to 12,817.

WARNERS—Jack L. Warner gave away 2000 shares of the common, his holdings now totalling 414,448, with 21,500 more through trust accounts. Morris Wolf gave away 600 shares, and sold 1600, his total now being 700 shares. He also disposed of 333 shares in trust accounts.

UNIVERSAL—Preston Davie has 1309 shares left after selling 100 of the common. 20TH-FOX—J. H. Moskowicz sold 800 shares of the common, retaining 200.

PARAMOUNT—After selling 500 shares of the common, the S. W. Griffis trust retained 500. Stanton Griffis owns 2000 shares in his own name and 1000 shares through the Frances Griffis trust.

RKO—E. J. Smith, Jr., sold 100 shares of the common, while S. A. Schwartz bought 500 shares, making his total 1000.

REPUBLIC—A. W. Lind sold 110 shares of the \$1 cumulative preferred, with 100 shares left.

Cooper Drops Foreman Deal

HOLLYWOOD—It was learned last fortnight that Gary Cooper had withdrawn from the proposed production company of Carl Foreman, allegedly an uncooperative witness before the House Committee on Un-American Activities. Cooper is understood to have said that his decision was based on reaction which indicated to him that it would be better for all concerned that he not become affiliated with the new enterprise. Cooper reiterated, however, that he is still convinced of Foreman's loyalty and Americanism.

RKO Adds To Pub. Service

NEW YORK—RKO revealed last week that it was pioneering in a new, exclusive publicity service to newspapers equipped with the Fairchild Scan-a-graver. Since June, stills publicizing RKO players and product have been reduced to one, two, or three column widths, and sent out monthly to the publications using the Fairchild device, which reproduces photos in the exact size of the print.

Col. Declares Cash, Stock Div.

NEW YORK—Directors of Columbia last week declared a dividend of 50 cents on the company's common stock and voting trust certificates for common stock. There was also declared a 2½ per cent stock dividend on the common stock and voting trust certificates for common stock.

Rosenfield Opens Office

NEW YORK—It was announced last week that Jonas Rosenfield had opened his own advertising and publicity agency in the RKO Palace building.

Banquet speakers included Wolfson, Sullivan, Bill Veeck, owner, St. Louis Browns, and m.c. Joseph Holland.

"Quo Vadis" Given Gala New York Bow

NEW YORK—More than 100 personalities in the theatre, film, radio, and newspaper world in addition to outstanding figures in civic and public life attended the world premiere of "Quo Vadis" last week at the Capitol and Astor. The event was broadcast over MGM from 8 to 8:30 with Fay Emerson and Skitch Henderson emceeing from the lobby of the Capitol. Newsreels also were on hand to photograph the celebrities, and clips were shown on TV news broadcasts later over a national network.

Thirty trumpeters were stationed atop the Capitol marquee heralding the event as personalities entered the theatre, and simultaneously 10 trumpeters were located atop the Astor marquee.

Newspaper critics from out-of-town cities where "Quo Vadis" will open in Loew theatres on Nov. 20 also were on hand at both theatres, as well as Nicholas M. Schenck, president, Loew's, Inc.; Dore Schary, vice-president in charge of MGM production; Sam Zimbalist, producer, "Quo Vadis"; Charles C. Moskowitz, vice-president and treasurer; William F. Rodgers, vice-president and general sales manager; Howard Dietz, vice-president and director of advertising, publicity and exploitation, in addition to numerous other home office and field executives.

Mervyn LeRoy, director, was unable to attend. Robert Taylor and Deborah Kerr, stars, also were unable to appear. However, three other members of the cast, Robert Ottavino, Finlay Currie, and Adrienne Corri, were on hand.

GPEC Net Drops

NEW YORK—General Precision Equipment Corporation and subsidiaries last week reported that in the three months ended on Sept. 30 it had a consolidated net income of \$124,048, equal to 21 cents per common share. Net in the third 1950 quarter was \$299,438, equal to 50 cents per share.

Consolidated net sales in the 1951 quarter were \$6,950,481, compared with \$7,408,149 the year before.



During their recent visit to England, Steve Broidy, extreme left, president, Monogram-Allied Artists, and Norton V. Ritchey, Monogram International head, conferred in London with Associated British-Pathe general manager W. A. Fielder, seated, and H. E. Ellis, extreme right, general sales manager for A. B. Pathe, on distribution plans for future Monogram-Allied Artists product.

This Was The Week When . . .

Horace McMahon, featured in Paramount's "Detective Story", was completing his 10-city personal appearance tour on behalf of the film. . . . George Pal, touring on behalf of Paramount's "When Worlds Collide", completed his four-city jaunt. . . . U-I set a 10-city promotional trip for Gigi Perreau, to start in New York on Nov. 18 and to conclude in Chicago on Dec. 7.

WB held the world premiere of "Starlift" at the Travis Air Base, San Francisco. . . . Republic set the world premiere of "The Wild Blue Yonder" at the Orpheum, Omaha, on Nov. 29, with cooperation from the Chamber of Commerce, the Strategic Air Command, and civic officials.

Unions, Circuits Aid Frolic

NEW YORK—It was learned last week that union locals affiliated with the industry all over the country are participating in the Foundation of Motion Picture Pioneers' Midnight Frolic at the Roxy on Nov. 16. Among the unions which have made contributions are: Local 327, Cincinnati; District 8, Indianapolis; Local 84, Hartford, Conn.; Local B-39, Des Moines; Local 547, Florence, Ala.; Local 33, Los Angeles; Local 23, Providence, R. I.; Local 51, Houston, Tex.; Local 650, Westchester County, N. Y.; Local 386, Columbus, O.; Local 31, Kansas City; Local 96, Worcester, Mass.; Local 10, Buffalo; Local 30, Fort Worth, Tex., and Local 306, New York.

Out-of-town exhibitors and west coast industries are also rallying to the cause. Participants include: Abe Blank, Tri-States Theatres; S. J. Gregory, Alliance Theatres; Harry Greenberg, Community Theatres; Alexander Manta, Manta and Rose Circuit; Harold Field, Pioneer Theatres; Marty J. Mullin, New England Theatres; Ed Rowley, Rowley United; William J. Jenkins, Augusta Amusements; Robert Levine, Levine Enterprises; Martin D. Thomas, Thomas Theatres, and M. H. Jacobs, United Theatres, as well as Frederick Mercy, Jr., Morris Loewenstein. Herman Rifkin, E. M. Rubin, Morton G. Thalheimer, Fanchon and Marco, Sam Briskin, Casey Robinson, Sol Lesser, Walter Lang, Nunnally Johnson, Darryl Zanuck, Julian Blaustein, and others.

(Later, it was announced that the Frolic had been postponed until January. Ticket holders were asked to hold their tickets. —Ed.)

Paramount UN Aid Praised

NEW YORK—Barney Balaban, president, Paramount, was advised last week by cable from Warren R. Austin, chief United States delegate, that "Paramount, in recording for television the proceedings of the UN General Assembly in Paris, is making a very special contribution to the work of the UN."

Sutphen Loses Plea

WASHINGTON—The U. S. Supreme Court ruled last fortnight that Sutphen Estates is not entitled to intervene in the Warner divorce proceedings.

Allied Asks Consideration On Arbitration Resolution

WASHINGTON—Allied States Association last week released the following announcement:

"It is hoped that industry members and commentators will not pick to pieces the arbitration resolution adopted by the Allied Convention before the plan can be fully stated and formally presented to the film companies. The resolution clearly was designed to meet the pleas for unity voiced at the convention by offering a far-reaching program for the amicable adjustment of internal disputes. Those possessing sound memories will recognize that the present plan differs only in form and procedure from the proposals considered by the UMPI (United Motion Picture Industry) conferences in 1942.

"Many expressions of regret have been made that the all-inclusive plan formulated at those conferences was not put into effect. Those who preach unity will now have an opportunity to demonstrate their devotion to the ideal by doing something to achieve it. Unity is not a one-way street; all who would benefit from unity must contribute to it."

U Gains Tax Benefits

WASHINGTON—Universal and Universal Film Exchanges were granted by the Bureau of Internal Revenue last week tax adjustments benefiting the companies by \$449,758 for the years 1941, 1942, and 1943.

In the case of Universal, a credit of \$890,000 was allowed, which reduced tax liability by \$595,058. Normal tax was increased by \$264,470, resulting in a net benefit of \$330,588. Universal Film Exchanges, after adjustments, gained \$119,170.

NPA Reveals Figures

WASHINGTON—The National Production Authority last week summarized its fourth quarter actions on construction applications involving entertainment and recreation buildings to show the following: applications, 131, value \$21,602,148; allotments made, 11, value, \$7,957,485; total permitted, exempt, \$10,373,017; denied, 56 applications, \$11,229,131.

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1400 Rooms, each with
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SPECIAL RATES FOR SERVICE MEN

BEST

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Washington, D. C.: General Eisenhower sees President Truman.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 90) Washington: The Trumans, Elizabeth and Philip. Providence, R. I.: Civil Defense test. Pencil Bluff, Ark.: Big game hunt for circus animals. Gridiron thrills: Southern California whips Navy; Illinois nips Michigan (except Seattle, Los Angeles, San Francisco, Charlotte, and Memphis); Tennessee tops North Carolina (only Memphis and Charlotte); Stanford defeats Washington State (only Los Angeles, Seattle, and San Francisco).

NEWS OF THE DAY (Vol. XXIII, No. 220) Washington: The Trumans, Elizabeth and Philip. Nevada: G.I.'s explain life with the A-bomb. Cypress Gardens, Fla.: All-American aqua-ski tryouts (except Boston and New Haven). Providence, R. I.: Civil defense test (Boston and New Haven only). Burbank, Cal.: First aero car (Los Angeles only). San Francisco: Santa arrives (San Francisco only). Football round-up: Illinois nips Michigan (except Charlotte and Memphis); Tennessee tops North Carolina (Charlotte and Memphis only); Southern California whips Navy.

PARAMOUNT NEWS (No. 23) Washington: The Trumans, Elizabeth and Philip. Nevada: G.I.'s explain life with the A-bomb. Football: Georgia Tech and Duke in tie; Illinois bests Michigan.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 506) Washington: President Truman awards Congressional Medals of Honor. Germany: Fashions. Burbank, Cal.: First aero car. Football: Georgia Tech and Duke in tie; Southern California defeats Army; Maryland shuts out Missouri.

WARNER PATHE NEWS (Vol. 23, No. 25) USA: FBI wants seven fugitive Communists. Washington: The Trumans, Elizabeth and Philip. France: Delegates in Paris for general assembly. Switzerland: Fashions on skis. Football: Southern California defeats Army; Illinois bests Michigan.

TELENEWS DIGEST (Vol. V, No. 45-A) Washington: General Eisenhower sees President Truman. England: New government takes over. Suez: Britain holds on. France: Delegates in Paris for UN general assembly. Fort Dix, N. J.: Report on universal military training. Nevada: G.I.'s explain life with the A-bomb. Football: Southern California defeats Army.

IN ALL FIVE:

Washington, D. C.: Princess Elizabeth and Duke of Edinburgh. Korea: Report Korea truce progress.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 89) Formosa: Earthquake. New York: Celanese-Acetate yarns in fabrics highlight fashion show. Colorado: Underground coal fire put out. Germany: International cycle exhibition. Italy: Roman sculptor gives display. New York: Sweepstakes winner.

NEWS OF THE DAY (Vol. XXIII, No. 219) Canada: Princess meets quints. Formosa: Earthquake. Langley Field, Va.: Bombers to Europe.

Federal Tax Holds On Service Charges

NEW YORK—Localities pointed out last week that although the federal tax on passes has been dropped, the government will still collect the 20 per cent levy on service charges. If a service charge is collected, it is in the same category as a cut-rate ticket, with the government getting its tax.

If there is no service charge, there is no tax.

PARAMOUNT NEWS (No. 22) Indo-China: Battle continues. New York: Lace-y days in world of fashion.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 505) Morocco: New ATO air bases. California: Torpedo nets. New York: Horse show.

WARNER PATHE NEWS (Vol. 23, No. 24) Canada: Princess meets quints. Washington: McKinney named new Democratic national chairman. Indo-China: Collins reviews French forces. Football: Browns vs. Giants.

TELENEWS DIGEST (Vol. V, No. 44-B) Washington, D. C.: Princess Elizabeth and Duke of Edinburgh. Korea: Report Korea truce progress. Nevada: Atom blast. Malaya: New forces combat Reds. France: Riot at Notre Dame mass. Ethiopia: Emperor Haile Selassie welcomes wounded Korean vets. Japan: Tokyo Socialists squabble. New York: "Eisenhower for President" boom.

NATIONAL LEGION OF DECENCY

Nov. 8, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Basketball Fix" (Realart); "Highly Dangerous" (Lippert); "Slaughter Trail" (RKO); "South Of Caliente" (Rep.); "The Tanks Are Coming" (WB); "Too Young To Kiss" (MGM); "Utah Wagon Train" (Rep.); "Valley Of Fire" (Col.); UNOBJECTIONABLE FOR ADULTS: "Capri" (Italian) (Continental); "Detective Story" (Para.); "Flame Of Araby" (U-I); "Golden Girl" (20th-Fox); "My Favorite Spy" (Para.); "O Sole Mio" (Italian) (Continental); "Two Dollar Betor" (Realart); "Two Tickets To Broadway" (RKO); OBJECTIONABLE IN PART: "The Girl On The Bridge" (20th-Fox); "The Mill On The Po" (Italian) (Lux); "Ten Tall Men" (Col); "The Unknown Man" (MGM); CONDEMNED: "La Ronde" (French) (Commercial).

NATIONAL BOARD OF REVIEW

Nov. 3, 1951

STARRED SELECTED FEATURE: "Detective Story" (Paramount); SELECTED FEATURE: "The Tanks Are Coming" (WB).

Gill Asks Interrogations

NEW YORK—George J. Gill a Washington film distributor, last week filed a bid in federal court to interrogate William MacMillen, Jr., Pathe president, and Kenneth M. Young, Pathe director, in his suit charging violation of his franchise with ELC.

Schine Receives Extension

NEW YORK—Schine Theatres last fortnight was granted another extension to sell seven theatres stipulated in its consent decree. November 19 is now the deadline.

Anti-Trust Suit Filed In Providence

NEW YORK—An anti-trust suit seeking triple damages of \$8,450,582 was filed in U. S. District Court last week by William Gold, attorney for the Metropolitan Theatre Company, Providence, R. I., charging the defendants with conspiracy and combination to control first-run exhibition in that city to the detriment of the Metropolitan. Named are 10 distributors and corporations and individuals. The defendants include: Warners, U-I, UA, 20th-Fox, O. E. Koegel, Spyros P. Skouras, Joseph M. Schenck, Andrew W. Smith, Jr., Al Lichtman, William Kupper, Herman Wobber, T. J. Conners, W. C. Michel, J. M. Connolly, E. X. Callahan, Republic, RKO Rhode Island Corporation, RKO Radio, RKO Corporation, Paramount Pictures Corporation, Paramount Pictures, Inc., Austin C. Keough, Barney Balaban, Adolph Zukor, Leonard Goldenson, A. W. Schwalberg, James Regan, Neil F. Agnew, Joseph Unger, E. K. O'Shea, Hugh Owen, A. M. Kane, J. G. Moore, National Realty Company, Archibald Silverman, Monogram, Loew's Theatre and Realty Corporation, Loew's, Inc., Columbia, C and F Theatre Company, and Edward M. Fay. The suit charges that the Metropolitan has sustained operating losses of \$476,660 since June, 1940, and has lost estimated profits in the amount of \$1,716,200 plus loss of \$625,000 good will up to September, 1951.

The suit claims the defendants have controlled first-run exhibitions in Providence since the early 1930's, and that they have, during the period of operation of the Metropolitan, "regularly and uniformly failed to license their pictures first-run in Providence in any manner which would allow the operators of the Metropolitan to freely compete with the National Realty Company, operator, Strand; RKO, Paramount, and Loew's, Inc., for first-run product, and have, instead, respectively licensed their pictures continuously to the RKO Circuit, the Paramount Circuit, and the National Realty Company pursuant to a 'fixed system'."

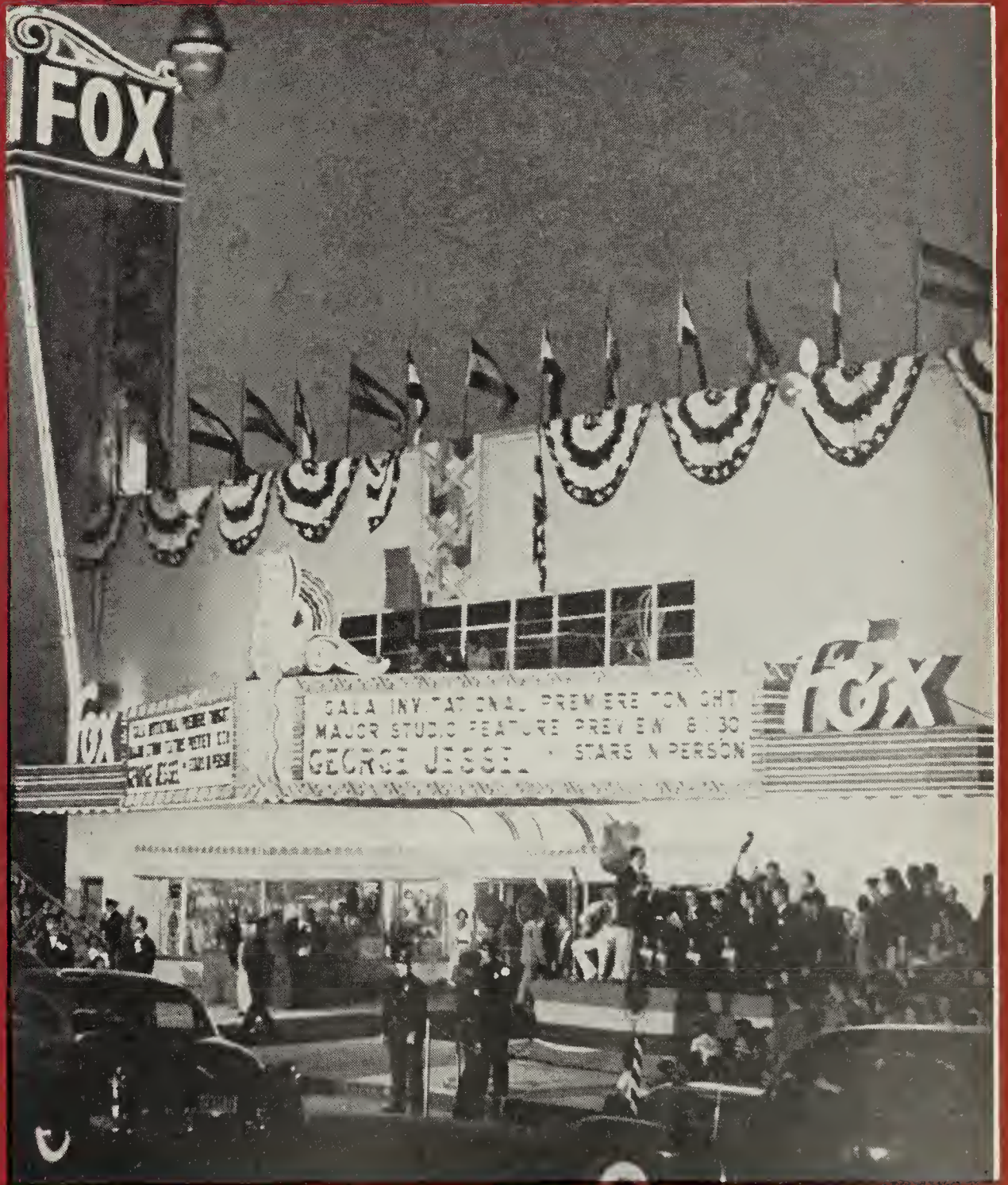
Injunctive relief sought includes a proposal that defendant distributors be required to offer all films released to the Metropolitan on non-discriminatory terms, an end to the alleged conspiracy to restrain competition, a ruling to enjoin distributor defendants any privileges not offered equally to the plaintiff, establishment of first-run rentals for the defendant exhibitors at a maximum of the average film rental paid, for the class of film involved, during the two years previous to the filing of the Metropolitan action, and the enjoining of defendants from licensing feature product for exhibition in defendants' houses.

RKO Theatres Shows Profit

NEW YORK—Consolidated net profit of RKO Theatres Corporation and subsidiary companies for the third quarter of 1951 was last week reported as \$502,205.26 after taxes and all other charges.

Consolidated net profit for the first nine months of 1951 was \$1,053,844.67 after taxes and all other charges including profit of \$380,577.22 on the sale of capital assets, before taxes.

PHYSICAL THEATRE



Embodying the most progressive techniques in the scientific, engineering, architectural and decorative fields, the Fox, newest addition to the Fox West Coast Circuit, recently opened in Venice, Calif., with a colorful premiere in the traditional Hollywood manner. The \$450,000 showcase features 1675 seats of the latest style, and the best in sound and projection, acoustical, air-conditioning and lighting systems.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Cliff Fischenberg, Editor

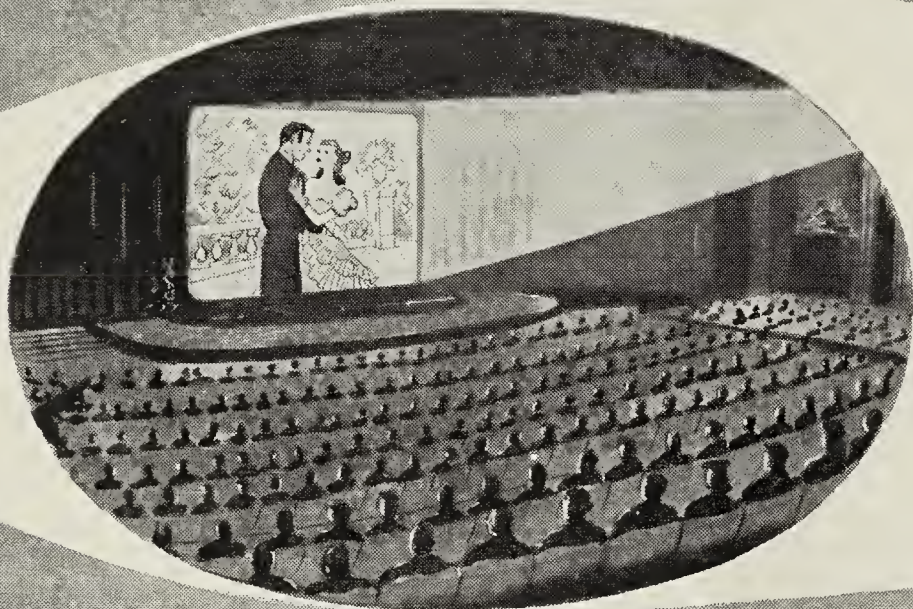
Vol. 6, No. 12 November 14, 1951

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On movie sets . . .

**BETTER
MOVIES!**



In movie houses . . .

**BIGGER
BOX OFFICE!**

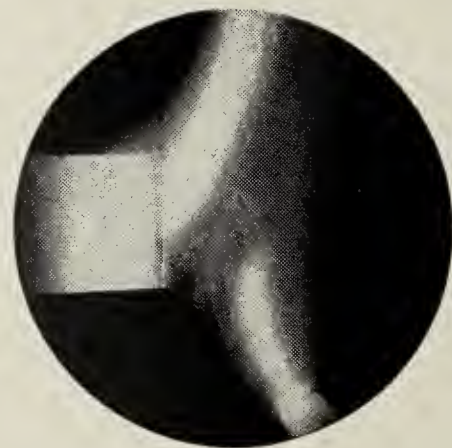
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- SMALL SOURCE SIZE
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This "Big 5" offered by the "National" carbon arc means movies of highest technical lighting quality. Shadows are sharp and dramatic. Depth of focus is excellent. Heat on the actors is at a minimum. And, when you use the "National" carbon arc in your projection booth, the picture is at its best. You gain in quality all along the line.

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Montreal, Toronto, Winnipeg

LAYING IT

On The Line

What Is Showmanship?

How would you define showmanship?

Would you call it the art of attracting patrons to a theatre? Well, that's part of it, but there's much more to showmanship than dreaming up arresting front displays, ballyhoo gimmicks, and clever advertisements.

For real showmanship not only is that talent which brings more people to see a motion picture, but is the faculty of making their visit to the theatre comfortable and satisfying, and encouraging them to return.

If you agree with this definition, it does not seem at all ludicrous to suggest that keeping a neat, clean washroom is part of showmanship. Patrons will most certainly hesitate to return to a theatre whose sanitation facilities are offensive. The theatre operator who regards his patrons' convenience, comfort, and health highly enough to provide adequate and meticulously sanitary washroom facilities is most certainly an able showman, for he is insuring repeated patronage.

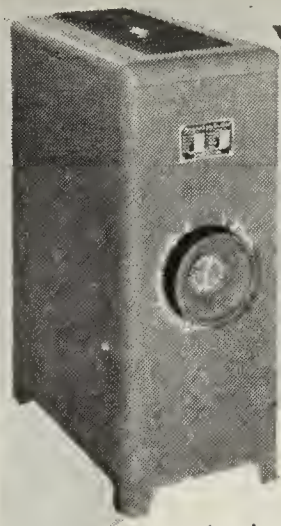
While many patrons would not hesitate to report to the manager discourtesy on the part of the staff, faulty seating, or a dirty auditorium, few would register complaints concerning an untidy washroom because, like bad breath, it is an offense of such intimacy that "even your best friends wouldn't tell you."

Perhaps you have encountered objectionable washroom conditions in hotels, restaurants, and other public buildings, if not at other theatres. Then you can realize how unpleasant such an experience can be. But it may be possible that you are not fully aware of the standards of sanitation that are maintained at your own theatre.

Make an immediate checkup. Learn what you can do to remedy unsatisfactory conditions at once, and launch a regular sanitary maintenance program to keep rigid standards of cleanliness always in effect, if you have not already done so.

Sincere regard for patron comfort and convenience, as manifested by careful maintenance of retiring rooms, as well as other facilities of the theatre, is an integral part of good public relations. And this, in essence, is showmanship.

PHYSICAL THEATRE • A sectional department of EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.



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A Movie Dream

by Frederick C. Othman

WASHINGTON, Feb. 20—There's nothing wrong with the movies; the trouble's with the chairs. I know this now for sure. I'm still sitting in a dream. Usher, hand me down another bourbon, light me a long cigar and turn on the projector.



Othman.

What happened to change my mind about the cinema was being invited to see a new drama, "The Third Man," featuring Orson Welles and a zither. It was a first-class thriller, but even if it hadn't been, I'd have enjoyed it. This was on account of the seats. So I think I'd better review the theater, instead of the picture.

This show house was erected here on Eye street by President Eric Johnston of the Association of Motion Picture Producers as a fitting place to display the artistry of Hollywood. The artistry's fine, but Mr. Johnston agrees with me that the chair's important, too.

So he has installed wide foamrubber seats with arm rests six inches across, and springs in the back so that each customer feels as though he's sprawled in a rocking chair. More important still there's four feet of space between each row. I hope the nation's theater architects are taking notes. Mr. Johnston's is the only movie palace in which I have not rubbed corns on my knees.

* * *

The average theater seems to be built around a popcorn machine. I like popcorn. But Mr. Johnston has gone one step further. His clients eat sandwiches in their seats, sip highballs, and smoke. In the arm of every seat, is an ash tray.

I strolled into Mr. Johnston's Bijou with my bride, past the growing plants along the walls, handed my coat and hat to a checkboy, had a drink in the lobby and trod the thickly padded carpets to my seat. The carpet continued with me, so I'd have a soft place for my feet.

I've never been so comfortable, except in bed. I had a smoke in one hand and a drink in the other. A kind of candy butcher de luxe sneaked in with sandwiches and the picture started at once. Then I discovered that the floor was so pitched in relation to the screen that I didn't need to ask the lady in front to remove her hat. * * *

Messrs. Welles, Joseph Cotten, et al, pursued their screen villainies to the accompaniment of zither music. I've never spent a pleasanter evening. If the picture hadn't been good, it wouldn't have mattered much. I'd have taken another drink and rocked myself to sleep.

Next morning I happened to run into Mr. Johnston on Capitol Hill, where he was pleading with the House Ways and Means Committee to remove that 20 per cent tax on their tickets. He said this was hurting business and generally playing hob with the morale of the people.

He also said (not to the committee, but to me) that hard seats had something to do with keeping the fans away. That's one reason he built his theater the way he did.

All I know is that I'll never enjoy a movie again, except in Mr. Johnston's emporium. There it won't matter if the screen is blank. I'll still be happy with my sacroiliac.

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PHYSICAL THEATRE

Vol. 6, No. 12 November 14, 1951

An Electric-Aire hand drier replaces paper towels, and adds to the neat appearance of the wash-room at the Federal, Denver. Gleaming metal and vitreous fixtures further enhance the good looks and sanitation of this well-maintained room.



Complete Sanitation Is A Must

Half-way Measures Are Not Enough To Keep Washrooms Presentable

IN choosing a marquee, carpeting, drapes, or any decorative appointments, a theatreman is not bound by any rigorous standards of taste. He may go all out to make his theatre as luxurious as his budget permits, or decide to dress up his showcase with less lavish trimmings. In this regard, good taste and financial resources, while main considerations, do not dictate any strict rules.

But in the matter of sanitary maintenance, the exhibitor has no choice. Whether his is the most modest neighborhood house or the most elegant metropolitan movie palace he must follow the same ironclad rules of sanitation, and make certain that the theatre's washroom facilities are kept clean and in perfect working order. All the attraction power of a dazzling marquee and an attractively decorated auditorium can be canceled out by littered, bad-smelling, unsanitary washrooms.

Within a short period of time, toilet bowls and urinals become clogged with certain salt and sugar deposits which form hard, drain-clogging crusts and are the cause of offensive odors that are present in so many public washrooms. Lavatories and bowls that are in constant use require more than the usual janitorial maintenance.

A bowl cleaner with strong penetrating power must be used, and disinfectants, soap and water, metal polish, scouring powder, and deodorizers must be put to work in a regular daily sanitation program.

The purpose of a disinfectant is to kill harmful bacteria, and the need for an efficient germicide is pointed up in the report recently issued by Lederer Bacteriological Laboratories. Part of the report on bacteriological findings through cultures of smears taken from toilet seats in

a first-run theatre reads: "Four toilet seats provided the base of operations for this test. Of the two seats examined in the women's rest room, both ranked as dangerous to health. While the two cultured swabs from the men's room showed seats contaminated to a lesser degree, infections could be caused by either. Germs found: bacillus coli communis, gram-positive bacilli, gram-negative bacilli, staphylococcus albus, diplococcus pneumoniae, bacillus bulgaricus, and dysentery bacilli."

More than a collection of jaw-breaking medical terms, this is a listing of bacteria actually found in one theatre, and which may be found in many other theatre washrooms at this moment. Many of the germs mentioned can cause fatal illness.

One disinfectant cleanser which is widely used because it can kill the germs of many communicable diseases as well as clean efficiently is Coro-Noleum, a coal tar product that has proven itself to be exceptionally good and economical. It doesn't produce objectionable odors nor leave gummy residues that will require additional rinsing. In overcoming many of the unsanitary conditions that produce obnoxious washroom odors, it is also a helpful deodorant.

In addition to being meticulously clean, the washroom must at all times be fully stocked with tissue; toweling, if electric driers are not in use, and soap. Various sanitary liquid soap dispensers are currently employed, among them Soaparatus tanks and accessories, Latherator valves, pump and treadle systems, and others. The pump type dispensers are recommended especially. They hold more soap, are easier to clean, fill, and maintain, and have no working parts to wear or get out of order.

Electric hand driers are coming into greater use in theatre washrooms, and

understandably so. Attractive and economical, the electric drier does away with the fire hazards, clogged toilets, and littered floors created by paper towels.

To keep the lavatory presentable and sanitary, and to check trouble before it starts, it would be well to keep in mind these practical suggestions:

Regular daily cleaning makes surfaces much easier to clean. Don't allow dirt to accumulate so heavily that heavy scouring is needed.

Keep drains in especially good condition. When any plumbing fixture runs off slowly, it should be checked immediately, as slow runoff increases the dirt accumulation on the fixture. A rubber plunger should be kept on hand to clear immediately clogged sinks and lavatories. Avoid drain stoppages by monthly application of a strong caustic lye solvent compound. The solvent should never be allowed to remain in the bowl, but should be flushed down the trap immediately.

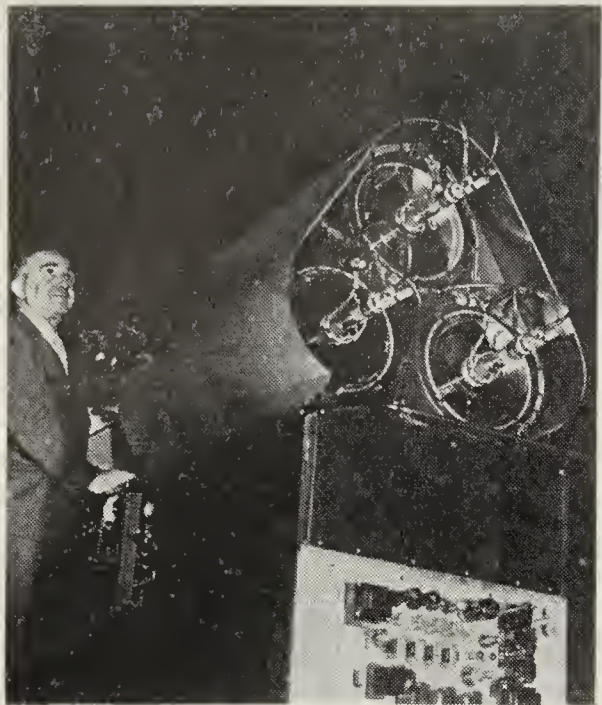
In selecting an abrasive cleaner for use on glass, metal, or vitreous fixtures, first test the cleaner between two pieces of glass. If the glass is not scratched when rotated by the fingers, the cleaner is safe.

Many theatremen have been neglectful and passive about maintaining the proper standards of washroom sanitation, and all too often are unaware of the unsanitary conditions that prevail at their own theatres. A patron who is appalled by dirty washroom conditions will rarely complain to the manager because of the intimate nature of the complaint. But the same patron will almost certainly mention the subject to his friends. The result is the loss of much public goodwill and patronage.

Make doubly certain that your efforts at showmanship and at making *your* theatre outwardly attractive are not being negated by poorly kept washrooms.

Color Comes to Theatre Television

RCA shows press, industry representatives its improved all-electronic receiver-projector in demonstrations of large screen tinted video at the Colonial, New York City



Dr. David W. Epstein, who directed the development of the RCA experimental color television receiver projector, is shown at the controls of the apparatus during the test in New York City.

COLOR television pictures of theatre screen size were shown in New York recently by the Radio Corporation of America in tests that revealed further advances in the RCA compatible, all-electronic color television system.

The color show produced in the NBC Studios at Radio City was received at the Colonial where representatives of the press viewed the pictures in color on a 9 by 12-foot screen.

The first program in a week-long series of tests was seen on the theatre screen, and was broadcast by the NBC's experimental transmitter atop the Empire State Building. This enabled the owners of home television sets throughout the metropolitan area to view the program in black-and-white. At the same time, the program was sent to Washington, D. C., over radio relay and coaxial cable. In the capital, the program was also broadcast in black-and-white.

Apparatus shown at the Colonial consisted primarily of an RCA tri-color receiver-projector, developed under the

direction of Dr. David W. Epstein. He described the receiver-projector as "a painstakingly achieved refinement of one demonstrated by RCA in 1947 at the Franklin Institute in Philadelphia." Although the receiver-projector was mounted in the audience section of the theatre for the demonstrations, Dr. Epstein said that subsequent models will be designed for a longer projection, permitting installation on theatre balconies. He further explained that there is no reason why the RCA receiver-projectors cannot be made to project pictures on full-size theatre screens up to 18 by 24-feet.

The projection apparatus uses the same type of optical system employed in RCA's black-and-white theatre television projectors.

The improved receiver-projector employs three powerful five-inch projection kinescopes, or picture tubes, each coated with a phosphor which glows in one of three primary colors—red, green, and blue. Powerful and accurate projection lenses take the images from three picture tubes, each much smaller than those used in present home television sets, and project these images for perfect registration to blend into a brilliant, full-color picture on the big screen.

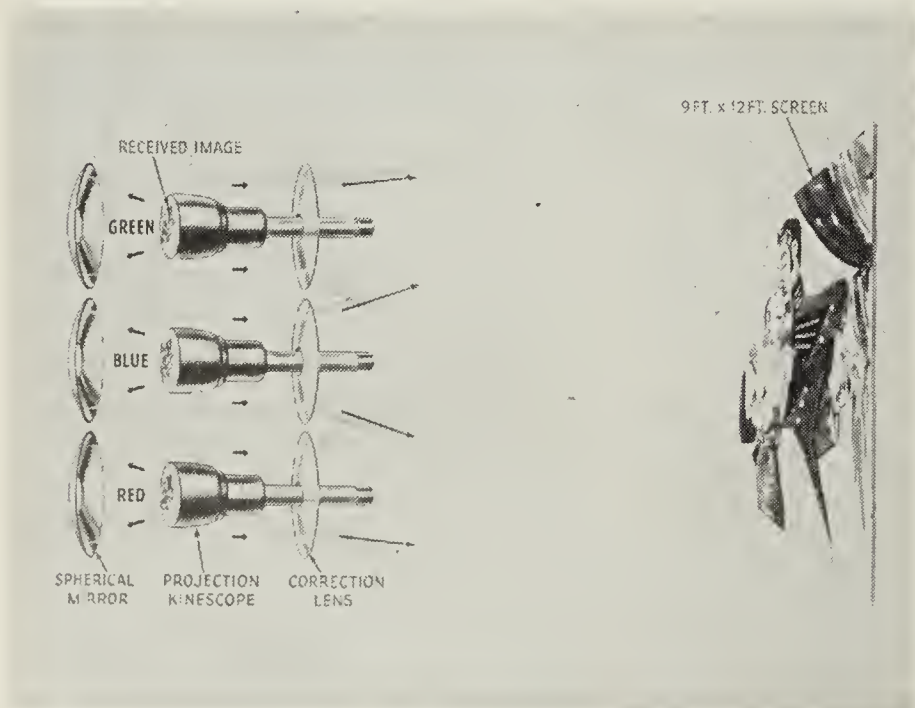
Brigadier General David Sarnoff, chairman of the board, RCA, in praising the

company's engineers for their achievement, pointed out that the demonstration at the Colonial had a three-fold purpose: (1) To reveal how motion picture theatres of the future may receive and project color television programs on theatre-size screens; (2) To show a new dimension of the compatibility of the RCA color system with black-and-white television standards; (3) To prove that color television transmissions can reach theatres satisfactorily by radio relay, coaxial cable or on-the-air broadcasts.

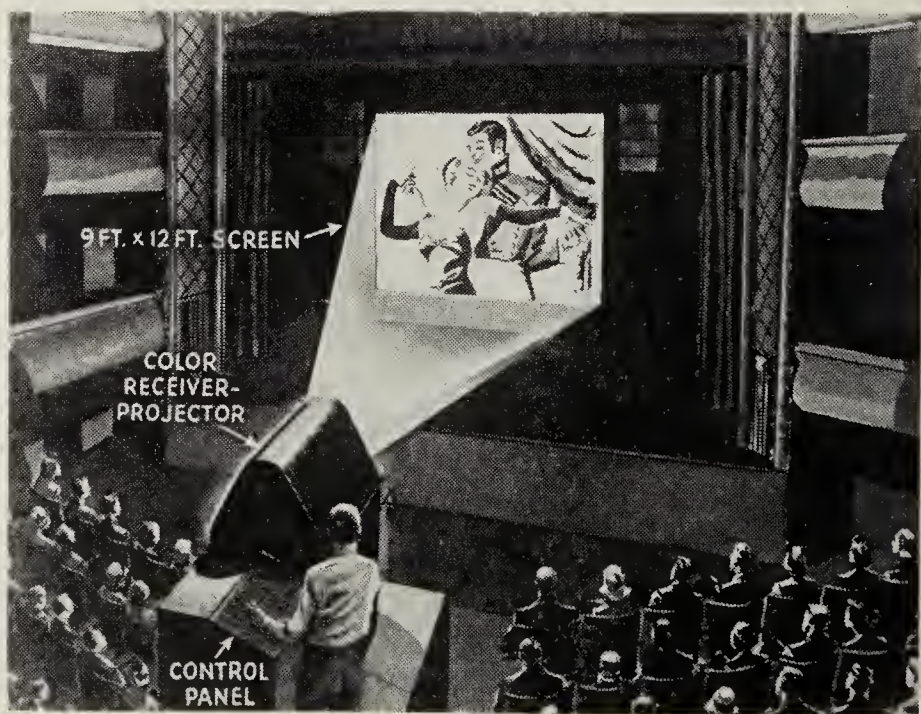
For the most part, the colors registered with brilliance and clarity, sometimes on a par with color motion picture film, but the RCA system still has kinks to be ironed out before it may be considered perfect.

It was emphasized that the demonstration was an experimental one, and that the system shown is not yet in production. When the receiver-projector is produced for regular theatre use it probably will cost about 25 per cent more than the RCA black-and-white big-screen projection apparatus, which costs \$15,800.

Observers were enthusiastic about the results of the demonstration and the future possibilities that were suggested. Most agreed that RCA color theatre television has advanced beyond the experimental stage.



This diagram illustrates the component parts of RCA's improved receiver-projector. The unit, built to operate with the company's compatible, all-electronic color television system, employs three projection kinescopes, spherical mirrors, and correcting lenses. These are mounted in triangular arrangement, projecting colors that are superimposed as a single picture.



Here is an artist's conception of one of the tests of the new color television equipment at the Colonial, where press and industry representatives were observers. The public was invited to view the program in the lounge of the Center in Radio City, where receivers were set up to obtain public reaction. Closed circuit, radio relay, and coaxial cable tests were also conducted.

NPA Okehs 10 Projects, Turns Down 7 Others

WASHINGTON, D. C.—National Production Authority recently granted approval of ten construction projects, and denied permission for six others. The NPA approvals were granted either because materials were on hand or because the projects required less than the maximum allowances of steel, copper, and aluminum.

Approved projects were: a new \$903,000 theatre at an unannounced location, Crescent Amusement Company; a \$44,550 drive-in, Max Zallen, Oxford, Me.; a \$10,300 drive-in, L. E. Jones, Mt. Airy, Md.; a \$17,900 drive-in, Benning's Drive-Ins, Inc., Capitol Heights, Md.; a \$12,700 drive-in, Jack L. Jackson, Buchman, Va.; a \$12,100 drive-in, J. H. McClellan, Lovington, Va.; a \$20,000 drive-in, Arthur and Mathilda Brungraher, Bay, Wis.; a \$22,900 drive-in, Ray M. Warfield and C. L. Shearon, Sioux City, Ia.; a \$23,385 drive-in, George B. Elam, Winnesboro, La., and an \$18,000 conventional theatre for Gilroy Theatre Company, Gilroy, Ga.

Not approved were applications to build a \$6,370 theatre for M. W. Lathrop, Oakdale, Cal.; a \$168,430 combination theatre and store, Intermountain Theatre Supply Company, Tooele, Utah; a drive-in, L. N. Hynes, Nettleton, Ark.; a \$14,300 drive-in, J. M. Brown and Billy R. Haynes, Levinston, Tex.; a \$34,396 drive-in, Peninsula Amusement Company Corporation, Prince George County, Md., and a \$26,000 outdoor theatre for the Bowl Outdoor Theatre Company, West Haven, Conn.

Low-Priced Theatre TV Unit Ready for 1500-Seat Houses

NEW YORK—A theatre television unit designed, mass-produced, and priced for houses seating less than 1500 was shown at the Allied Theatre Owners convention and trade show here early this month by Theatre-View Television Corporation, a division of Air Marshall Corporation.

The complete unit, a 14 by 11 foot screen, with rear or front projection and a 25-foot throw capacity, will sell for considerably less than \$4,000, it was announced by Theatre-View vice-president Irwin F. Dersch.

American Theatres Supply Corporation, Boston, has been appointed as New England distributor of Theatre-View equipment.

National distribution and sales will be set up via area supply organizations, as will be servicing of sets. Demonstrations are scheduled throughout the country.

Film, Equipment Conservation Described in NPA Leaflets

Two leaflets stressing the importance of conserving film and equipment are being distributed to motion picture projectionists throughout the country.

Prepared by the Motion Picture-Photographic Products Division, National Production Authority, the publications contain hints for handling and caring for film and a checklist for proper projector maintenance.

In view of the scarcity of film and projector replacement parts, NPA believes the 60,000 copies being distributed will aid in its program of conserving critical materials.



New officers and board of directors, Theatre Equipment and Supply Manufacturers Association, shown at the recent TESMA-TEDA convention in Los Angeles, are, seated, Oscar F. Neu, retiring president; Roy Boomer, secretary-treasurer; J. Robert Hoff, president; Lee Jones, vice-president, and W. A. Gedris, board member, and, standing, board members W. C. DeVry, Fred C. Matthews, J. F. O'Brien, H. B. Engel, W. C. Stober, B. H. Adler, U. J. Nolan, C. S. Ashcraft, E. Wagner, and L. W. Davee.



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Recent Equipment Installations Listed by Suppliers

Major equipment installations reported by supply houses in recent weeks include new RCA sound and projection equipment and in-car speakers, furnished the Gonzales Drive-In, Gonzales, La., by *South-eastern Theatre Equipment Company*, New Orleans; and, all by *General Theatre Supply*, Vancouver, B. C., the following:

Simplex X-L projectors at the Capitol and Orpheum, Vancouver, the Columbia, New Westminster, B. C., and the Capitol, Victoria, B. C.; Simplex speakers, Strong arc lamps and Hertner transverter at the Starlite Drive-In, Nanaimo, B. C., and Simplex sound and amplifying equipment at the Tillicum Outdoor, Victoria, B. C.



Earl Sponable, 20th Fox technical director, became the first man to be honored with two awards from the Society of Motion Picture and Television engineers. Awards were made for outstanding contributions to technical advancement of the motion picture art. Participating in the presentation are, from left, Nathan Levinson, Warners' sound director; Jack Warner, who presented the Samuel L. Warner Memorial Award, Sponable, and Peter Mole, SMPTE president, who conferred the 1951 Progress Medal. Presentations were at the SMPTE's convention in Hollywood.

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Tri-Dimensional Films Seen As Most Promising Entertainment

HOLLYWOOD— Three dimensional films, with the resources of the motion picture industry behind their further development, were envisioned as the most promising theatre entertainment of the future by Raymond Spottiswoode, British delegate to the recent convention of the Society of Motion Picture and Television Engineers here.

He said the need for audiences to use viewing glasses is a major stumbling block to the advance of the stereoscopic film industry, even though the system is virtually perfect.

Spottiswoode stated the answer might be found in electronics to solve the problems which have proved too difficult for optical solutions.

Famous Fabrics Head Runs Playhouse

Joseph Maharan, Famous Fabrics Company, New York City, has been devoting much of his spare time during the past year operating the Cherry Lane, a little theatre playhouse in New York.



Adger S. Johnson recently was named president, National Carbon Company, a division of Union Carbide and Carbon Corporation. He formerly was NCC vice-president and general manager.

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Good Management Counts More Than Ever As the Nation's 'Lost Audience' Returns

The "lost audience" of past months is becoming the newly found audience of today. As patrons return to motion picture theatres in ever increasing numbers after months of home television as their principal entertainment, they are returning with a keener awareness of the unique pleasure that is to be had in viewing a movie in a well-managed theatre. The greater sensitivity of patrons to careful theatre management is revealed in this piece recently written by feature columnist George Grim in *The Minneapolis Tribune*.

"I went to a neighborhood theatre the other evening. There was an unexpected night off. The picture was one I had wanted to see.

"The theatre was opening when I arrived at 6:45, and the ticket seller, a middle-aged woman, had a ready smile.

"Glad to see you," she said. "Good show. I saw it last night. You'll like it."

"In the little lobby, I checked the housekeeping. The carpet was clean. The candy counter glass gleamed. The young candy clerk in the uniform coat had shelves of things to munch. I couldn't resist a second dessert.

"I was one of the first customers. The auditorium was quiet. Nobody could phone me here. There would be no distractions. For two hours I'd be undisturbed.

"The cleaning woman had done her job well. Not a trace of last night's popcorn or candy wrappers. The lights on the curtain dimmed as the projectionist turned on his amplifier. I could hear him working in the booth.

"The neighbors came in and sat beside us. Several family groups came, too—for this was a picture they all could enjoy. One youngster went through his box of popcorn in no time at all.

"At seven, the lights dimmed, the curtain opened. The picture on the screen seemed enormous, the focus so sharp. After looking at that little picture box at home, this WAS something. Nothing to fiddle with, no wondering if the picture shouldn't be brighter or darker or should show more contrast. Everybody's features were where they ought to be with no flat tops or wavy middles. The sound was just right.

"There was a magnificent color feature called 'Nature's Half Acre,' made by Walt Disney. There were amazingly enlarged, real movies of caterpillars and butterflies, of flowers bursting into brilliant bloom.

"The theatre was flooded with the warmth and wonder of the world about us.

"For those two hours, I relaxed and had a wonderful time. The movie didn't stop to tell me I smelled under the arms, was filling my lungs with tobacco poisons. There were no incredible lectures about having spots cleaned off my suit. Nobody gave a pitch for a vegetable mixer. I wasn't run through that wringer of alternately enjoying something, then getting my guard (and my dander) up.

At one minute to nine, the curtains closed, and the movie ended. A throng of patrons had come into our theatre now for the second show. They sat in anticipation of enjoyment to come. On my way out, the manager said, 'Come again.' The woman at the boxoffice asked, 'Was I right about that being a good show?'

"I'll go back there again. Serves me right for forgetting how pleasant a neighborhood movie house can be when it shows a picture I want to see."

Mural Theatre Front Shows Versatility of Porcelain Enamel

The recently completed exterior mural of the Carib, Miami, Florida, offers a striking example of the unusual eye-catching effects possible when architectural and artistic ingenuity is combined with versatile, permanent materials.

The 30 by 35 foot mural is a pictorial map of the Caribbean Sea region and, except for the directional star, is made entirely of porcelain enameled steel. Islands are shown in relief, having been hammered into the steel prior to enameling.

Some pictorial sections were made an integral part of the map face by stencil-enameling, and other pictorial sections are separate porcelain enameled pieces that were fastened to the map after it was erected.

Perhaps as remarkable as the mural itself is the fact that the cleverly-executed design should require no maintenance, aside from occasional soap and water cleaning. The glass-like porcelain enamel finish is completely weather-resistant, and protects all surfaces of the metal against corrosion.

Weather-resistant porcelain enamel—in corrugated form—also was used for the marquee background, and both it and the



projected lettering have animated neon lighting—a ruby red "chasing" effect for the coral-colored background, and alternately flashing white neon tubing for the letters. Flood lights placed atop the marquee effectively illuminate the colorful mural map area.

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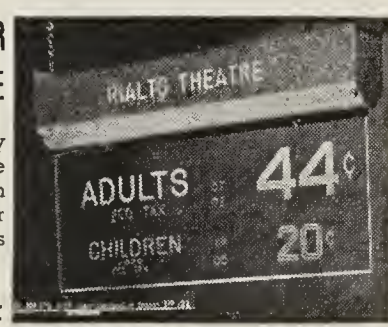


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NEW PRODUCTS

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Lobby Decoration

A patented lamp shade that converts any lamp table into a Christmas tree in a matter of minutes is being offered by H. Grabell and Sons, Paterson, N. J., as a unique decoration for the lobby during the Christmas season.

The shade is cone-shaped, colored a brilliant green, and has projecting branches on which to hang ornaments.

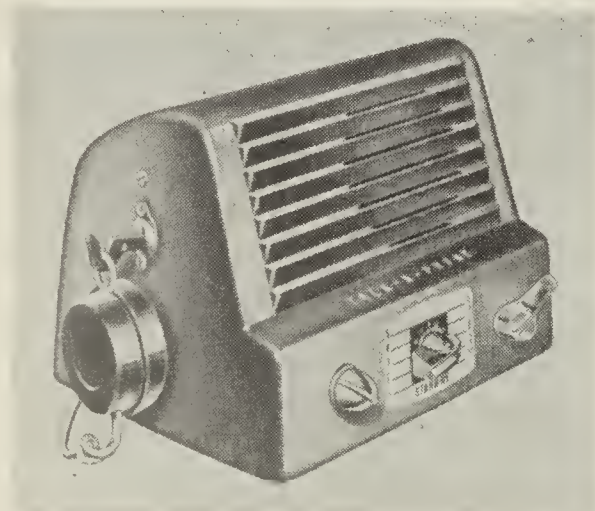


A novel, attractive lobby decoration can be made from this patented Christmas tree lampshade offered by H. Grabell and Sons, Paterson, N. J. The shade is bright green and is 16 inches high.

Intercom System

A new intercommunications system, combining many features of the Talk-A-Phone master-selective and deluxe models, and adaptable for theatre office use was introduced by the Talk-A-Phone Company, Chicago.

The new Talk-A-Phone CL Series offers a flexible combination from which incoming calls may be answered from a distance of up to 40 feet from any master station or sub-station, and in which master stations may talk with each other, sub-stations may be called selectively, or exclusively to any master station, and any master may be used privately or non-privately at the user's option.



Pictured above is one of the new Talk-A-Phone intercom systems recently announced by Talk-A-Phone Company, Chicago, claimed to have many improvements over the company's past models.

Packaged Air Conditioning Equipment

Refrigerated Kooler-aire, the air conditioning unit which is said to contain all the elements of a central station air conditioning plant in a single package, will be offered in a series of new models by United States Air Conditioning Corporation, Minneapolis.

The new dual circuit units, designated DRK, have been designed for economical operation at either full or half capacity, providing self-contained equipment suitable for installations which involve load variations and require capacity control.

The dual circuit Refrigerated Kooler-aire will be offered in 15, 20, 25, 30, 40 and 50-ton capacities.

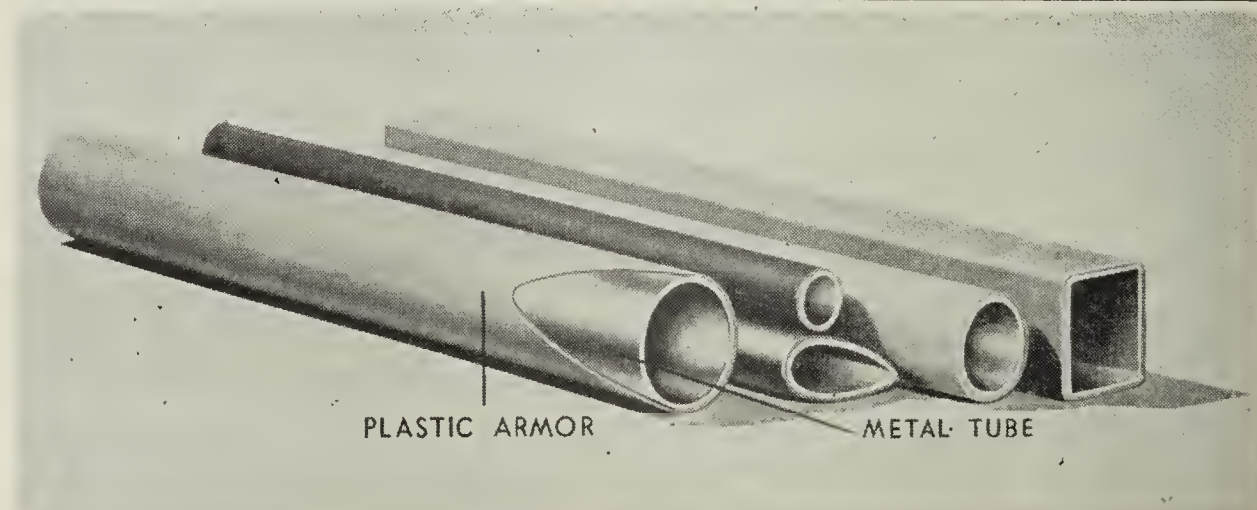
It includes all of the features of the standard RK unit including easy conversion to a heating plant through addition of a steam or hot water heating coil; built-in evaporative condenser for conservation of up to 95 per cent of the cooling water; minimum space requirements; and simple and economical installation. The unit requires only three connections: to ducts, to water supply and drain, and to power supply.

Deodorant Light Bulb

A tiny lamp that dissolves odors with a triple dash of ozone recently was announced by Westinghouse Electric Company. Said to be three times as powerful as the ozone lamp which the company introduced in 1945, the new "Odorout" bulb explodes odor molecules in air instantly as ultraviolet radiations of special wave length—generated by the lamp—transform oxygen into ozone, an air purifier.

The bulb must be burned in a special fixture with a current-controlling device, such as a transformer, and is said to last six months when burned 24 hours a day.

While this three-and-a-half watt bulb would best lend itself to use in theatre washrooms and lounges, another larger ozone-producing lamp is produced for use in air-conditioning systems.



Square, triangular, oval, and streamlined Dekoron plastic armored metal tubing, suitable for use in crowd control rails, furniture, and electric conduits is a new product of the Samuel Moore Company, Cleveland. Kekoron plastic tubing, according to the manufacturer, will not crack, chip peel, or flake, and will resist corrosion from salt air, moisture, acids, alkalies, and oils.

Bowl Cleaner

A new bowl cleaner that cleans, disinfects, deodorizes, and removes noxious scale and rust all in one operation recently has been marketed by Hysan Products Company, Chicago, under the trade name of Zax.

Supplied in quart bottles, Zax is claimed to be an efficient killer of infectious disease germs and crab lice.



Zax, new bowl sanitizer offered by the Hysan Products Company, Chicago, is claimed to clean, disinfect, and deodorize in one operation. It comes in the quart size bottle pictured above.

Weed Killer

A new non-selective chemical weed killer called CMU which is claimed to erase dense growths of mixed grasses and broad-leaf weeds, leaving only an expanse of bare soil, has been developed by the DuPont Company, Wilmington, Del., and promises to be of valuable use around drive-in theatres, or on the grounds of conventional theatres where weed growth is a problem.

CMU appears to be absorbed into the root system of the plant, then moves upward into the foliage. First effects are usually noticed in from three to ten days after treatment.

Only small quantities of CMU have been produced for investigational work. A limited amount of the new product will be available for commercial use next year.



COVERED SPEAKERS, HERE SHOWN WITH CENTRAL STATES PAPER AND BAG'S PLASTIC COVERS, ARE AS MUCH OF THE FALL SCENE AS SHEAVED CORN.

Shutting Up Shop Under The Stars

Careful Protection Must Be Given Drive-In Equipment In Winter Months

WHEN the frost is on the pumpkin—and car windshields—it's time to bring out the speaker covers, lubricants, and padlocks, and start packing away projection equipment as another drive-in season draws to a close.

Seasonal closing is a big job, one that starts about three or four weeks before actual closing, and one that requires thoroughness and foresight to protect valuable equipment during the winter months.

Projection heads, lenses, and condensers must be removed, and placed in safe, dry storage. All stationary booth equipment should be packed with vaseline or some other suitable lubricant, and covered with tarpaulins. One way of preventing moisture from collecting in projection equipment is to run extension cords with 60 watt bulbs in the projection lamps and others in the sound heads.

To prevent dust from drifting into lamp housings and the projection booth,

all lamp exhaust vents must be dismantled, and the holes for them plugged securely.

Many drive-in operators take all in-car speakers off their posts, and place them in storage, but this is not really necessary. The speakers may be covered safely with waterproof plastic or paper bags which are slipped over the speakers and tied with cord or sealed with tape, as in the photo above.

In rest rooms and offices, all water pipes and flush boxes must be drained, and anti-freeze or salt should be placed in all traps.

After ticket registers are removed from the boxoffices, and heavily greased, they should be placed in dry storage.

To prevent the paint on signs from cracking and fading, the signs should be taken down, covered, and stored inside. Posts may be erected at each end of the attraction sign so that the entire sign can be covered with small mesh wire secured to the posts. The sign also can be covered with light wood planking.

Concession equipment such as freezers and cold storage boxes should be insulated with some lubricant, possibly vaseline. It is important, however, to allow free circulation of air about them, so they must

not be wrapped or covered. Other concession equipment must be stored where even temperatures are maintained.

Don't forget to notify the utility companies of the drive-in's closing about ten days beforehand, since it sometimes takes that long to get telephone and electricity service disconnected.

While it will be necessary to pack away spotlights and floodlights, it is advisable to leave neon and other lamps in their fixtures, thereby preventing socket corrosion. Should light bulbs be removed, it's a good idea to plug the sockets with corks.

After all closing preparations have been completed, and the drive-in is safely secured for the winter, appoint a dependable member of the staff to make a weekly inspection of the entire theatre until the time comes once more to remove the wraps and begin another season.

DRIVE-IN THEATRES

S E C T I O N

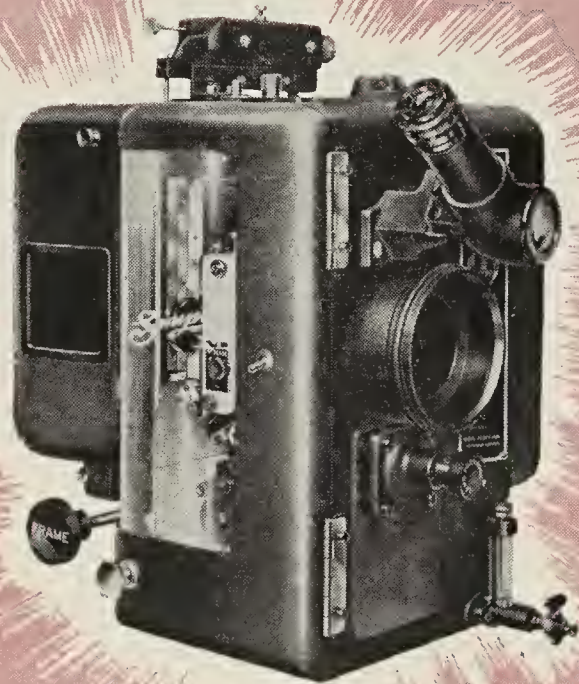
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**PROJECTION AND
SOUND SYSTEMS**

NEWS OF THE

Territory

BRANCHES

Atlanta

Visiting were: Hugh Martin, Martin Theatres, Florida; M. C. Hortman, Louisville, Ala.; Bobby Bobb, Cobb Theatres, Alabama; M. M. Osman, Strand, Covington, Ga.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; John Carter, Brookhaven, Brookhaven, Ga.; Otis Hudgins, Thomaston, Ga.; Bill Yarbough, Emily, Hartswell, Ga.; Bill Griffin, Alabama; Mr. and Mrs. Tate, Boaz Drive-In, Boaz, Ala., and P. L. Gaston, Griffin, Ga.

Edna Lamb, MGM, will wed Sam Brown. . . R. A. Dye, owner, Monteagle, Monteagle, Tenn., returned after illness. . . Ronnie Otwell, Martin and Thompson Theatres, has a new son, Ronnie, Jr.

Back after vacations are Gene Skinner and Walt Neier, Dixie Drive-In Theatres. . . Herman Jenkins is now city manager for Martin Theatres in Griffin, Ga. . . Cecil Miller manages houses in Cordele, Ga. . . Jack Pickett, former manager, Palace, Jacksonville, Fla., is with Uncle Sam at Fort Jackson, S. C.

John Thomas, manager, Empress and Imperial, Jacksonville, Fla., is back after illness. . . The Ritz, Rossville, Ga., was visited by vandals, who ripped the screen with a knife.

Dan "Big Possum" Hill, Athens, Ga., was recuperating from an arm fracture. . . Row visiting were: Herman Rhodes, and W. W. Fincher, Fox, Chatsworth, Ga.; Harry Hardeman, Community, Trion, Ga.; Sidney Laird and L. J. Duncan, West Point Amusement Company, West Point, Ga.; P. L. Taylor and A. L. Bishop, Bishop's Theatres, Georgia; Ed Duncan and Clyde Sample, Duncan Theatres, Georgia; Ernest Martin, Grand, Montezuma, Ga.; Mrs. Carolyn White, Blairville, Ga.; W. W. Hammond, Marshall Drive-In, Albertsville, Ala.; Colonel T. E. Orr, Orr Theatres, Alabama, and Al Allen, Dan Dee Drive-In, Columbus, Tenn.

Mark Dupree, Florida State Theatres, Daytona Beach, Fla., has been elected president, Kiwanis Club. . . J. E. Hendrix, formerly with Florida State Theatres, is the new owner, Broadway, Tampa, Fla.

Tallahassee Enterprises started its second drive-in in Tallahassee, Fla., intending to complete work as restrictions permit. . . Jack Holtman, is manager of the Tennessee-Louisiana unit for Hallmark. . . The New Starke Drive-In, Starke, Fla., owned by Martin Theatres, will open about Nov. 15. I. G. Harris, Florida, will manage. . . D. L. Buzbee, owner Ritz, Dadeville, Ala., has been appointed to serve on the committee of Kiwanis International.

Mrs. Louise Wood, Monogram Southern Exchanges, was confined to the hospital because of illness. . . Ralph E. Peckham, formerly with many exchanges, returned to open an office for Snader Productions at 735 Spring Street. . . Wilma Mayfield was added to the booking office at Monogram.

Charlotte

Deepest sympathy goes to J. Izler Sims, Edisto, Orangeburg, S. C., in the death of his brother, Hugo S. Sims, editor, The Orangeburg Times, who was killed in a head-on automobile collision near Columbia, S. C. . . E. C. DeBerry, city salesman, Paramount, is being transferred to Buffalo, as branch manager. . . The wife of Robert Little, former booker, RKO, is in a local hospital. . . Carrol Ogburn, Warners, has been appointed city salesman. . . Monogram salesmen were staying in contacting the local booking agencies in regard to product. . . Mooney Theatres, opened its house in Fairfield, N. C. Queen City Booking Service will handle all booking and buying. . . John Stokes, Metro salesman, resigned to accept a position with the Carolina Realty Company. . . Russ Henderson, Theatre Booking Service, returned from a business trip to Atlanta. . . Mrs. J. F. Dobson, Blackville, Barnwell, and Williston, S. C., will open her new drive-in at Williston soon. . . Willie Washam, booker, Wilby-Kincey Circuit, attended the North Carolina-Tennessee game at Chapel Hill, N. C. . . Louise Little, booker's secretary, Astor, is back after leave. . . The Lyric, Bishopville, S. C., reopened. . . Caxton Theatrical Service has taken over buying and booking for the Granville, Creedmoor, N. C. New owner is Henry Stellings. . . Exhibitor Service has taken over buying and bookings for the Model, Beulaville, N. C. . . Allegheny Theatres, Inc., Statesville, N. C., is the new owner, Motor Park Drive-In, Pink Hill, N. C. Former owner is C. B. Hayworth. "Sea-Bee" will be missed on

Film Row. . . Arthur Pittman, shipper, Republic, was second place winner in the traffic safety jingle contest conducted by Charley "Happy" Holmes on his WAYS radio program.

Seen on Film Row were: Mrs. Leila and Howard Anderson, Anderson Theatre Company, Mullins, S. C.; Hal Jordan, Center View Drive-In, Dunn, N. C.; Willie Sams, Statesville Theatre Corporation, Statesville, N. C.; Mrs. J. F. Dobson, Williston, S. C.; Max Zager, Standard Theatre Supply, Greensboro, N. C.; J. W. McMillan, Latta, Lamar, S. C.; Cary Caudell, Dance, Wallace, N. C., and L. A. Linder, Piedmont, Pendleton, Pelzer, and Williamston, S. C.

Memphis

The surprise hit with 1,000 guests at the Shrine Temple Hallowe'en party was the appearance of six members of the Shrine Patrol in the helmets, breastplates, and sandals of Roman soldiers. Newspapers had photographers on hand, and used the pictures giving credit in full to "Quo Vadis," scheduled to open at Loew's State. E. B. Coleman, field promotion representative, arranged the stunt.

MGM—Exhibitors in were Joe Wofford, Eupora, Miss.; Miss Louise Hask, Bolivar, Tenn., and Miss Amelia Ellis, Mason, Tenn.

20TH-FOX—Greeting friends and former co-workers was Mrs. Richard Eastman, Biloxi, Miss., the former Juanita Black, who was cashier before her marriage. . . Miss Marie McCarthy, a 20th-Fox employee at St. Johns, New Brunswick, Canada, was visiting. . . Among the exhibitors in were: H. R. McFerrin, Manhatchie, Miss.; Gordon Hutchins, Corning, Ark.; Walter Kirkham, Commonwealth Amusement Company, Kansas City; K. K. King, Searcy, Ark., and Mrs. J. C. Noble, Leland, Miss.



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RKO—Miss Zula Fitzpatrick, booker, returned from her vacation, and Fred Curd office manager-booker is smiling again. . . . Leon Roundtree, Holly Springs, Miss., and Gordon Hutchins, Corning, Ark., were visiting.

WARNERS—Wedding bells were ringing for the popular booker, Jim Vernon, who said "I do" with his pretty bride, Miss Bettie Catherine White, at Trinity Methodist Church. . . . Frank Carter, branch manager, was visiting Nashville, Tenn.

New Orleans

Hugh Owen, Paramount's eastern and southern division manager, was in on his branch inspection tour.

T. J. Howell, former assistant in buying and booking to J. H. Harrison, Wilby-Kincey Theatres, Atlanta, joins Paramount Gulf Theatres, Inc., on Jan. 1, according to an announcement by Gaston J. Dureau, Jr., president-elect of the latter firm. Howell, 37, is an alumnus of the Wilby-Kincey organization with 19 years experience, nine in theatre operations and 10 in film buying and booking.

A dance was given under the auspices of a newly organized American Legion Post. The proceeds will go towards a chapter. Reported attending were Mr. and Mrs. Willis Houck, Mr. and Mrs. William Gobb, Mr. and Mrs. T. W. Neely, Mr. and Mrs. Henry J. Smith, Mr. and Mrs. Waddy Jones, Mr. and Mrs. Stephen Wray, Mr. and Mrs. Albert L. Lee, Jr., Mr. and Mrs. Milton Aufdemorte, Mr. and Mrs. F. F. Goodrow, Mr. and Mrs. B. W. Stevens, Mr. and Mrs. Dell Downs, Mr. and Mrs. William Lynn, Mr. and Mrs. W. Christmas, Billy Briant, and Joyce Freeling, latter escorted by Ronald MacMillan, a friend from Edinburgh, Scotland.

Freda Ross, until recently with Paramount-Gulf Theatres, is now in the offices of Loyola University. . . . The Millets of the Moonlight Drive-In, West Long Beach, Miss., visited service representative J. G. Broggi.

Dapper G. L. French, Star, Mendenhall, La., took time out to lounge a bit. . . . Robert L. Long and O. Edward Jenner said the construction of their new drive-in at Baton Rouge, La., is moving along rapidly.

Jean Rovira is the new secretary at Dixie. . . . Visitors at the William H. Cobbs were, his parents, the G. L. Cobbs, from Springhill, La., and his aunts, Mrs. Nellie Kemper, Douglas, Ariz., and Mrs. Bessie Mitchell, Hammond, La.

Colonel Bob Kelly, Dixie pilot, celebrated his ? ? ? ? birthday. . . . Sammy

Wright, M. A. "Max" Connett Buying and Booking Service, was in harness again after undergoing a major operation. . . . Ernest Landaiche, Biloxi, Miss., kept on the jump between his theatres and the Gulf Coast and his New Orleans business.

City theatre owners making the rounds were Mrs. Grosz, Cortez; Paul Brunet, Dixie; C. A. Gulotta, Fox; Rene Brunet, Imperial, and Bill Castay and his manager, E. R. Dorhauer, Jeff and Arrow.

S. J. Campisi, Ritz, Abbeville, La., called on J. G. Broggi, buying and booking representative. . . . Exhibitors seen on the Row were: Nick Lamantia, Ritz, Bogalusa, La.; Frank Olah, Star, Albany, La.; A. J. Bettencourt, manager, Bijou, Houma, La.; Mayor Lew Langlois, New Roads, La.; Tom Watson, Sr., Ellisville, Miss., and F. G. Pratt, Jr., Vacherie, La.

W. J. Ilsley reopened the Ritz, Columbia, Miss. He also owns and operates the Rebel. Theatres Service Booking Company is the buying-booking representatives for both theatres.

O. W. Philpot, who has a theatre under construction in Jennings, La., to be named Palace, sold his Pelican Drive-In to a Texas firm. Bentley Davis will manage the ozoner. . . . John Schaffer, Schaffer Film Delivery Service, motored to Bayou Black, La.

Irma Atkinson, Monogram Southern, received word that her son, Earl E. Christian, is back in action again in Korea after a stay in the hospital.

Louis Cox, Cox, Pierre Part, La., and Bayou Drive-In, near Barton, La., was in. . . . Mike Heck, By Heck Popcorn Company; Charles Ache, National Theatre Supply, and Ralph Reid, shrimped in Lake Pontchartrain. They netted three large hampers heaped full, a total of 120 pounds.

Owner-operator of the Roxy, Pensacola, Fla., C. J. Tringas and associates purchased the New Twin, Warrington, Fla., from the Vucovich brothers and Ed Ortte. . . . The Vucovich brothers and Ed Ortte announced the closing of the Penn, Pensacola, Fla.

Mrs. W. H. Beauchamp, former owner, State, Greensberg, La., made the rounds, with Mrs. Cathline S. Cole introducing her as the new owner. . . . Mr. and Mrs. Richard Guidry, Star, Galliano, La., accompanied by the latter's sister, Mrs. Henry Opp, visited. . . . The Star Drive-In, Monroe, La., will continue to be open. . . . H. Hargroder, Beverly Drive-In visited, and so did C. E. Carolla, Slidell, La.

Henry Harrell, 20th-Fox sales representative, was in for the weekend. . . . Teen-agers are taking advantage of reduced prices at the Joy. E. F. Briwa, secretary-treasurer, said that letters are pouring in from householders praising the initiative stand.

George Stout, Bee, Krotz Springs, La., and Town, Washington, La., and Honore

Meet Your Neighbors

(EXHIBITOR continues with its series of brief sketches of prominent personalities in the southern territory.—Ed.)

G. Y. Harrell, Jr., sales representative, Manley, Inc., headquartered in New Orleans, says that his first venture in the business was to interest the theatre owners in six little towns in an Edison machine which he carried with him. The World War came along and he enlisted in the navy. After the war, he enrolled in Emory University, from which he graduated in the early '20's. He re-entered the business under the guidance of Arthur Bromberg as sales representative in Tennessee, Alabama, Georgia, Florida, and the Carolinas for more than a decade of years. Then he took a fling with Educational, Tiffany, and Columbia; but in 1934 was back with Bromberg again as sales representative in the New Orleans exchange area, remaining with him until 1936, when he sold his interest to Republic. He continued with Republic for several years, and, when Manley, Inc., opened its offices here, he withdrew from distribution to enter the field of concession supplies and equipment, calling on the theatres in Tennessee, Arkansas, Louisiana, Alabama, Mississippi, and Florida.



Tate, Roxy, Lawtell, La., and Louana, Opelousas, La., were in. . . . Henry Glover, Monogram Southern, was on a business trip in central and northern Louisiana.

Don Kay was on the road with his Hitler-Stalin road show attraction. . . . Headquarters of "Movietime in Dixie, U.S.A.," has been christened "Movie Town." It's open house for the trade. Exhibitors are welcome to partake of the quarters facilities on their visits. Mrs. Henry Smith, secretary to William "Bill" Cobb, Exhibitor Poster Exchange, is dividing her secretarial services between the two spots.

Morgan Hudgins, studio publicity representative, MGM, visited in the interest of "Quo Vadis." He spoke to the Young Men's Business Club at a luncheon meeting at the Roosevelt Hotel. Another from Hollywood to give out information was Ned Brown, head, literary department, Music Corporation of America.

The Fashion Group of New Orleans engaged Joan Bennett as guest star at the Fete des Parfums fashion extravaganza at the Civic on Nov. 19.

Alabama Birmingham

R. M. Kennedy is president, Alabama Theatres Association, for the new year. Stanley Rosenbaum is vice-president; T. E. Watson, secretary-treasurer, and Mack Jackson, TOA representative.

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NEWS OF THE

Territory

Chicago

Kling Film Enterprises was organized by M. O. Baker, M. L. Gavin, and L. O. Maley for picture productions.

In celebration of the 15th anniversary of her Isis, Winamac, Ind., Mrs. Verne Gorrell had servings at a restaurant from a 150-pound cake, ice cream, and coffee, to patrons from miles around. Every 15th admission was free.

Jimmie Shields, B and K office manager, is better after a session in the hospital.

Milford Barnvos was named assistant to manager Walter Lyons, Covent. . . . A coterie of business men at Tamaroa, Ill., bought a 12-acre tract near Marion, Ill., for a new drive-in. . . . The Cheltenham Theatre Corporation, changed its name to Charter Theatres.

Dean Jones, returning to show business, was appointed manager, Will Rogers. . . . Richard Orlikoff, theatre attorney, joined the firm of Cotton, Fruchtmann, and Watt.

John W. McGiffen and Gerald E. Quick are to build the Knox Drive-In, 500-car capacity, east of Vincennes, Ind. . . . Leonard Schuessler joined manager Edward Conrad as assistant, Central Park. . . . Harley A. Sutton sold his Hope, Hope, Ind., to the Skyline Corporation, Shelbyville, Ind.

Barbara Ann Beach and Tom Henry, chief of Mutual's co-op. sales, were wed. . . . Vaudeville is being provided for theatres in Fort Wayne, Ind., and Milwaukee by Leo Salkin. . . . The Altwood Outdoor, Woodriver, Ill., lost \$150 to thieves who raided the concession stand storeroom.

The memory of Ludwig Sussman, Adelphi owner who passed on recently, was honored by the adult drama class of the Loyola Park field house, which voted to name their group after the theatre. . . . Miss Faye Kalafat was named manager, Tri-Hi Drive-In, near Garrett, Ind. . . . The Ridge is undergoing complete renovation.

Charles Burris, former B and K manager, was appointed general manager, Telenews Productions. . . . Irving Joseph, head, newly formed Essanjay Films Company, chose Charles Winer, Minnesota branch manager and Billy Weinberg, Boston manager. . . . Cliff Mantel, Triangle Film Producers, Belleville, Ill., his father, and a friend went to Linn, Mo., on a hunting trip.

Indictments against outdoor owners will not be heard until Dec. 8 due to the

absence of Federal Judge Barnes, on vacation. . . . Justus Girard, Carthage, Ill., theatre owner escaped injury in an accident which destroyed his car. . . . Mrs. Fred Anderson, 48, wife of the Anderson Circuit head, passed on.

Morris Leonard, B and K legal department head, returned to the hospital for additional check-ups. . . . The Tivoli, suburban Downers Grove, follows a feature picture starting at 6, with a stage play beginning at 8, all for a single admission. . . . J. R. Hill, owner, Chan, Chandlerville, Ill., opened the Gold, Golden, Ill.

Dallas

Coordinator Charles E. Garden, in behalf of the executive committee of Texas COMPO Showmen, wants to thank the exhibitors of West Texas for the many verbal expressions of interest as well as letters received crediting "Movie Time in Texas, U.S.A." with doing a first class job. "We want to express our appreciation and thanks," stated Phil Isley, "to the advance men, Walter Penn and Kyle Rorex, and to the 24-hour man, Milt Overman, for a fine job well done on the West Texas tour."

State exhibitors seen along Film Row were: Mr. and Mrs. Maurice Easterling, Mexia, Mexia; G. Martini, Martini, Galveston; R. M. Shaw, Star Drive-In, Turnertown; C. W. Matson, Reel Drive-In, Rockdale; Homer Hodge, Jr., State, Winters; M. Hust, Liberty, Fort Worth; Fort Keith, Palace, Granbury; A. E. Chewing, Detroit, Detroit; Mr. and Mrs. Temple Summers, Palace, Glen Rose; Ralph Bullington, Scottie and Twin Falls Drive-In, Wichita Falls; Mrs. Marie Burkhalter, Marine, Fort Worth; E. W. Capps, Hi-Ho, Gainesville; Mrs. Ruth Likins, Elmwood, Abilene; George Franklin, Colonial Drive-In, Argyle; John Blocker, El Paso; Mr. and Mrs. H. H. Stroud, Strand, Hamilton; W. E. Guest, Palace, Grapevine; Charles Tigner, Hi-Y Drive-In, Conroe, and Sidney F. Smith, Limestone, Groesbeck.

Out-of-state visitors were: Oscar Neu, president, Neumade Products; R. L. Bostick, manager, Dallas and Memphis, National Theatre Supply, and Abner Horn, Southern Amusement Company, Lake Charles, La.

Harlan "Tuffy" Dunlap is new with Greater Motors. . . . Forrest Dunlap, Jr., entered the business of installing and repairing theatre seats and chairs. He will cover the southwest, Texas, and surrounding states.

Lou Waid, salesman, Republic, met with a serious automobile accident near Nixon, Tex., on his way to Victoria, Tex.

At a meeting of the speaker's bureau of Texas COMPO Showmen plans were laid for a broad program of steady, hard-hitting speaking engagements throughout the state before civic clubs, PTA groups, Chambers of Commerce, Church groups, and women's clubs. The office contemplates an immediate survey

in all communities to ascertain the approximate number of men and women between the ages of 35 and 60 to whom the speakers bureau is primarily aimed. The following plan is proposed for the smaller towns and communities. The local exhibitor arranges with local service clubs for a speaking engagement in the community with a group of 100 or more members. "The Movie Industry" pamphlet and a theatre management guest ticket will be given to all members of the audience. As a follow-up, it is recommended that the exhibitor put into motion the plan outlined in the campaign book known as the block party.

Lou C. Baxley, chairman, membership committee, Houston, Tex., Variety Club, reports the following new members: Felix Tijerina, Felix Mexican Restaurant; D. Davison, Gillette Motor Transport, Inc., Dallas; Edward E. Tewis, KPRC-TV; Ray Ryan, oil operator; Frank Navels, Hearne Drive-In; W. T. McKaskle, police department; George Wright, the Houston Press; T. D. Morrison, chief of police; Ralph Johnston, oil; M. W. Miracle, food broker; Immanuel Olshan, Olshan Demolishing Company; William A. Smith, banker and contractor; Herschel Duncan, Duncan Coffee Company; Rex Earl Potter, Gulf Brewing Company; John D. Browning, Interstate Circuit; James D. Sims, Outdoor Advertising, Inc.; Mike Harrington, Outdoor Advertising, Inc.; Mike Harrington, Outdoor Advertising, Inc.; A. P. Boyett, Campus, College Station, Tex.; Richard H. Beier, Boulevard; Billy Bishop, orchestra; W. Ed Allen, Greer, Hawkins, and Allen; Richard Erwin Gottlieb, KPRC-TV; Harry Calvert, concessions; Ted Roggen, public relations, and Rev. J. F. Wilson, chaplain.

"Bonnie Prince Charlie," third of the Sir Alexander Korda string of films released by Snader Productions, had its first American premiere at the Dallas.

"Our Hometown, Liberty," made under the auspices of the Liberty, Tex., Chamber of Commerce, was having a local run. The picture, made by Shad Graham, Houston, Tex., contains scenes of Liberty's business and civic facilities. The film will be turned over to the Chamber of Commerce to be kept as a documentary.

Denver

Bernie Hynes, manager, Denver, is recuperating at home after spending a few days in a hospital following a heart attack. . . . Robert Tankersley, salesman, National Theatre Supply, is father to a new daughter, Sandra Sue, born at St. Luke's Hospital. . . . James Mooney resigned as salesman at Paramount.

Laurie and Peoples sold the New Delta, Delta, Colo., to Bruce Rippy. . . . Harold Wirthwein, western sales manager, Monogram, was in for conferences with J. C. Duer, and they installed Howard Ross as office manager-head booker. Ross, who came here from a similar job in Kansas City, succeeds Dick Ivy, who went out on his first

trip as salesman. . . . Edward Koven, Grand owner, visited hospitals twice recently.

Seen on Film Row were: Bernard Newman, Walsh, Colo.; Glen Wittstruck, Meeker, Colo.; Reuben Stroh, Telluride, Colo.; Louis Groy, Sagauche, Colo.; Dr. F. E. Rider, Wauneta, Neb.; Tom Knight, Riverton, Wyo.; Mr. and Mrs. Mitchell Kelloff, La Veta, Colo.; Orrin W. Sears, Loving, N. M.; Floyd Biggers, Scottsbluff, Neb.; Robert Turner, Greeley, Colo.; Fred Anderson, Eaton, Colo., and Herbert Gumper, Center, Colo.

Des Moines

Edward Gruenberg has been named salesman for Columbia, succeeding Ted Mendenhall, resigned. . . . Joy Canady, secretary to Dale McFarland, Tri-States Theatres, was married to Theodore Foster, Moline, Ill. Jean Wall will take over Mrs. Foster's place. . . . Jadie Johnston, booking department, Tri-States, is scheduled to get married this month. . . . Mr. and Mrs. A. H. Blank were at Hot Springs, Ark. Blank is Tri-States head. . . . Leonard Wood, Burlington, Ia., has been named manager, Ritz, Chariton, Ia.

Eldon Imhoff, 52, vice-president and sales manager, Victor Animatograph Corporation, Davenport, Ia., died unexpectedly of coronary thrombosis. He had been active in the visual education field for 20 years.

Kansas City

An injunction suit protesting picketing of the Bagdad by members of Local 96, Building Service Employees Union, was filed in the Independence division of the Circuit Court by A. C. Wooten, Kansas City, Kans., owner of the theatre. A temporary restraining order was issued ordering withdrawal of the pickets, and a hearing was set for Nov. 16. It was charged that the picketing, which resulted from Wooten hiring a non-union employee, caused other union employees to remain away from work, and suspending operation of the theatre.

Los Angeles

In Belen, N. M., Wilson Butler, manager, Cortez, was host to the New Mexico Boys Ranch recently when Hallmark's "The Prince Of Peace" was shown.

Gorman Heim Mueller, UA theatre department booker, left to assume the duties of manager, Egyptian. . . . Mickey Finn, who recently left to become the bride of Adolph Berger, is back as a booker's stenog with UA. . . . Shirley Gilbert, UA, changed her name to Mrs. Frank Bode.

Buck Stoner, 20th-Fox assistant division manager, paid a visit. . . . Eva Meredith, 20th-Fox assistant cashier, is recuperating from a recent operation. . . . Inez Cohen, 20th-Fox, has become engaged.

Dan Polier, FWC booker, was vacationing with his family in New York. . . .

Sydell Calb, secretary to Bernie Leavitt, was leading local contenders in the race for queen of Westwood Village.

Al Bowman, ailing sales manager, UA, was taken off the critical list at Cedars of Lebanon Hospital. . . . Guy Gunderson, former UA sales manager, is progressing nicely after his recent heart attack.

Visitors were Fred Siegel, Oceanside, Cal., and Frank Valuskis, Buena Park, Cal.

Frank Reimer, WB salesman, spent his entire vacation constructing a brick wall on the property surrounding his new home in North Hollywood. . . . Response to the membership drive of the Film Row Club has been little short of terrific. First branch to be 100 percent was UA, with 20th-Fox, WB, Republic, and Metro running second. There is an anticipated membership of at least 500. Until regular officers are elected, the clubs various posts are being filled by Saul Mahler, Izzy Berman, Milt Frankel, Ben Peskay, Milt Smith, Jim Finkler, Bill Warner, and Harvey Lithgow.

Milwaukee

Wisconsin Allied has adopted the "Movietime" slogan as the theme for the 1951 convention to be held on Dec. 10-11-12 at the Hotel Schroeder. Tony LaPorte and John McKay, co-chairmen of the state convention, with the help of their able committees, are working hard. Highlights will be an equipment display and what is termed as "Boost Your Business" individual group discussions for all situations. President Ben Marcus announces that there will be a well-rounded program of speakers, including some of the National Allied leaders.

Minneapolis

The Edina, suburban house, filed an action for damage against eight major film companies and two subsidiary theatre operating companies. Named are Loew's, Paramount, U-I, RKO, Warners, Columbia, 20th-Fox, United Artists, Minnesota Amusement Company, and the Hennepin Avenue Theatre and Realty Company, operator of the first-run RKO Orpheum. The complaint charges the distributors with "conspiring with each other and with Paramount and Paramount's subsidiary, Minnesota Amusement Company and the operators of the Orpheum in refusing to license films to the Edina except on a late run and an unreasonable clearance in favor of a first-run theatre owned and operated by Paramount and RKO subsidiary companies." The action seeks triple damages of \$537,000 for loss of business and profits and \$100,000 for depreciation of value of the Edina property, or a total of \$2,011,000.

"Bank Night" and "Bingo" are not included in the new federal gambling tax law, the collector of internal revenue in St. Paul, Minn., has reported. The Minnesota Supreme Court in 1950 ruled that "Bank Night" is legal under certain conditions. . . . George Myszka, manager, Community, Athens, Wis., pleaded guilty

to embezzling funds of the village-owned theatre. He was charged with converting to his own use \$1,750 of the theatre funds, \$800 of which he claims he returned. He was freed on \$1,000 bond pending circuit arraignment.

Welworth Circuit leased the Bismarck, Bismarck, S. D., from J. F. Cubberley for 20 years effective in May, 1953, on a straight rental basis. Cubberley retired in 1930, and is now living in Hollywood. . . . The Astor flopped in initial attempts as a first-run moveover house.

Leo Doty, office manager, U-I; John French, president, Minnesota Amusement Company; John Branton, chief film buyer, Minnesota Amusement, and W. H. Workman, branch manager, MGM were called as early witnesses in the hearing of the suit of the Homewood charging major distributors and Minnesota Amusement with collusion in depriving the house of product. Martin Lebedoff is owner of the Homewood and also the neighborhood Brynwood. French testified that the circuit has "complete local autonomy." Branton revealed that first-run Publix theatres (Minnesota Amusement predecessor) had protection over other theatres in 1932, and that there was a general clearance plan in operation in Minneapolis for subsequent runs on both "A" and "B" pictures. The case is being tried in federal district court before Judge Gunnar H. Nordbye.

In an even exchange, Harry Buck turned over operation of the Oxford, St. Paul, Minn., neighborhood house, to Rudy Walters, and, in return, assumed operation of the latter's Grand, Grantsburg, Wis. . . . Roy McMinn and Clarence Kaake purchased the Granada, Duluth, Minn., from Sid Blackmore. The house seats 860. It is reported that Blackmore received approximately \$100,000 for the Granada lease.

Ted Mann, president, North Central Allied, Blasted national Allied for doing nothing to correct industry problems at the convention in New York. "The only thing I have to say . . . is that either the board or the convention itself must take some positive action to justify the expenditure of time, money, and trouble by myself and 500 other exhibitors."

Oklahoma City

Out-of-town exhibitors on Film Row were: John Terry, Perry, Okla.; John Gray, Star, Sand Springs, Okla.; R. Petty, Okarche, Okla.; Ernest Crew, Waurika, Okla.; Mr. and Mrs. R. M. Freed, Valliant, Okla.; H. D. Cox, Binger, Okla.; W. E. Jones, Harmony, Sand Springs, Okla.; Clint Applewhite, Carnegie, Okla.; B. J. McKenna, Gem, Tulsa, Okla.; A. R. Walker, Broken Arrow, Okla.; Sy Barton, Dill City, Okla.; C. D. Bullard, Stonewall, Okla.; Eugene Martin, Snyder, Okla.; L. H. Goerke, Canton, Okla.; Mr. and Mrs. William Copeland, Geary, Okla., and Mrs. Zelda Rowe, Velma, Okla.

The Lawton Theatre Company, Lawton, Okla., has leased the Austin Drive-

In, Lawton, from Earl Austin and Will C. Austin. . . W. R. Petty, former owner Max, Okarche, Okla., purchased the Jewel, Chattanooga, Okla., from O. L. Branson. New owner of the Max, Okarche, is A. R. Brooksher. . . The Cozy, Savanna, Okla., operated by L. G. Godfrey, closed.

William H. Stricker was named as defendant in three percentage actions filed in the United States District Court. Separate suits were brought by Universal, Paramount, and Loew's, alleging under-reporting of receipts on percentage pictures. The theatres involved in each complaint are the Harmony, Sand Springs, Okla., and the Ritz, Skiatook, Okla. The law firm of Keaton, Wells, Johnston, and Lytle, represents the distributors, with Sargoy and Stein, New York, of counsel.

Phoenix

Cinema Park Theatres, Inc., has started construction work on a \$375,000 drive-in in Yuma, Ariz. The 1,000-car ozoner will be called the Silver Buck Drive-In. Additional facilities will include a children's playground with a standard size merry-go-round, a streamlined train, roller coaster, and pony rides. The barbecue and sandwich shop will be called the Stirrup Room. The Silver Buck will charge a flat admission of \$1 a carload. The operating corporation, headed by president Fred Crockett, runs the Cinema Park Drive-In.

Long Enterprises is bulidng four Arizona drive-ins concurrently in Case Grande, Coolidge, Superior, and Eloy. . . A January opening is anticipated for the open-airer being built in Chandler, Ariz., by the Woods Theatres. . . The Seligman, Seligman, Ariz., closed its doors. The house was managed by Mrs. J. B. Knadler, and was operated by Harry L. Nace.

The Arizona Tax Commission docketed a hearing to determine whether the earnings of Hollywood film companies in Arizona should be taxed by the state. Chairman Thad M. Moore said that hearings will determine whether a new assessment against several film companies, filed last March, would conform to law. A previous attempt in 1940 was overruled.

St. Louis

In West Frankfort, Ill., the resignation of Eldon DeSilva from the managerial staff of Fox Midwest resulted in a number of transfers. Al Spargur moves from Marion, Ill., into the West Frankfort post, and Spargur has been succeeded by Erman Alred, manager, Grand, DuQuoin, Ill. Leon Koch, manager, Stadium, Mount Vernon, Ill., has gone to DuQuoin to fill the vacancy caused by Alred's transfer, and Clyde Patton, assistant manager, Grand, Centralia, Ill., has been promoted to manager, Stadium, Mount Vernon. J. V. Walker, manager, Plaza, Marion, Ill., has been made manager, Roxy, West Frankfort, Ill., and Buddy Fox, formerly of Christopher, Ill.,

is the new manager, State, West Frankfort, Ill.

Nine neighborhood theatres of St. Louis and St. Louis County conducted toy matinees under the sponsorship of the Better Films Council of Greater St. Louis.

Out-of-town exhibitors seen included: Tom Edwards and Frank Plumlee, Farmington, Mo.; Tom Bloomer, Belleville, Ill.; Bill Williams, Union, Mo.; Alphonse B. Magarian, East St. Louis, Ill.; Russell Armentrout, Louisiana, Mo.; Forrest Pirtle, Jerseyville, Ill.; Marc Steinberg, East Alton, Ill.; Val Mercier, Perryville, Mo.; Tilden Dickson, Crystal City, Mo.; Rani Padrucci, feature booker, and John Giachetto, short subjects booker, Frisina Amusement Company, Springfield, Ill.; Irv Dubinsky, Lincoln, Nebr., Esquire, Cape Girardeau, Mo., and Altwood Drive-In, Wood River, Ill.; Frank X. Reller, Wentzville, Mo.; Otto Ingwerson, Montgomery City, Mo.; J. N. Holland, La Center, Ky.; B. Temborius, Breese, Ill.; Joe Goldfarb, Alton, Ill., and A. H. Boemler, North Alton, Ill.

Charles Beninati, Carlyle, Ill., and Mr. and Mrs. Paul H. Stehman, Winchester, Ill., attended the gathering of Allied in New York City. . . Jack Kane, associated with the sales staff of United Artists, resigned. . . After 25 years, George Ware, 20th Century-Fox, retired.

Several additional drive-ins closed, three of the Frisina Amusement Company and also the Egyptian, Herrin, Ill.; Quincy Drive, West Quincy, Mo.; the Poplar Bluff, Mo., drive-in, and the one adjacent to Flora, Ill. . . George Kerasotes, Springfield, Ill., has done nicely in recovering from a recent illness.

The Palm closed indefinitely. . . The Crest recently signed contracts with Local 6 and Local 143, both IATSE

affiliates, after operating on a non-union basis for nearly three years.

Sergeant Jack A. Doss, 22, formerly an employee of the Capitol, Bridgeport, Ill., was injured in an automobile crash while enroute to the Stewart Air Force Base, Tenn.

The Camp Point, Ill., junior class took over the management of the DeLuxe for one week. The students not only sold tickets but also assumed full charge of the operation of the house. The final check of the records revealed the junior class had made a profit of \$90.72 for the week. The money is to be used for school activities.

Various Nashville, Ill., civic organizations united to stage a first-class Hallowe'en celebration in conjunction with the State, operated by Mrs. Alpha Hisey.

Salt Lake City

Victor C. Anderson, 60, manager, Scera, Orem, Utah, the only community-owned theatre in Utah, died after a brief illness. He had been secretary-treasurer, Utah Theatres Association.

San Antonio

Ted E. Waggoner, formerly owner-operator, South San, has been named assistant manager, Municipal Auditorium. . . Louis Hess, assistant manager, Clasa-Mohme, was on temporary duty at the home office in Los Angeles. . . Rudolph de laFuente, Teatro Nacional, rounded out his sixth year of service.

The Azteca Film Exchange opened its new building, containing its offices, storage space for films, and a preview room. Three new staff members include Olivia Ayala, file clerk; Abel Cortines,

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advertising clerk, and Felix Marin, inspector.

Recent visitors included: Lloyd Munter, Eagle Pass, Tex.; Frank Fletcher, Ritz, Houston, Tex.; Mr. and Mrs. Joe Suarez, Mexico, Midland, Tex.; C. C. Chaldwell, Mesa, O'Donnell, Tex.; David J. Young, Sr., Mexico, Brownsville, Tex.; Enrique Flores, Rio, Mission, Tex.; Sammy Jones, Rio, Brownfield, Tex.; Mr. and Mrs. F. Lynn Fetz, Denver; Bob Bauer and San Miguel Allende, Mexico City, Mexico; G. C. Pena, Delmita, Delmita, Tex., and Benito and Mike Silvas, Mexico, Carizzo Springs, and Silvas, Asherton, Tex.

Ed Brady, Palace, San Benito, Tex., was in to participate in the annual Texas Golf Association senior championship. . . . Janie Gardenas, International Amusement company, was on vacation.

J. Jack Stanley announced plans for the construction of a new 200-car capacity drive-in near Camp Swift, Bastrop, Tex. Stanley will serve as general manager. . . . J. L. Compere, manager, Royal Drive-In, Marlin, Tex., announced that he will continue the operation of the drive-in on a year-round basis. . . . C. C. Caldwell announced that he has purchased a tract of land at O'Donnell, Tex., on which he plans to construct a 250-car capacity drive-in. Herbey Gardenshire will manage. He is manager, area Caldwell interests.

L. B. Lee, Bullington-Lee-McMahon, constructing a drive-in at Wichita Falls, Tex., announced that the size of the drive-in is to be limited due to government restriction. Capacity will be between 200 and 250 cars. . . . J. V. Theatre Enterprises purchased the Capitol, New Braunfels, Tex. Company owner is Gerald Ebeier owner, King Drive-In, San Marcos, Tex. Kenneth Lemke has been named manager. Ebeier paid a reported \$95,000 to the Frels Theatre Circuit, Victoria, Tex., for the Capitol. . . . H. C. Cox, former manager, Capitol, New Braunfels, Tex., for the Frels Circuit, has been transferred to Victoria, Tex., where he will supervise four of the Frels Circuit theatres.

Earl Gish, chairman, Nederland, Tex., Chamber of Commerce theatre committee, announced that following negotiations with the Jefferson Amusement Company officials, the Rio will be reopened. Another change will be the scheduling of first-run films.

C. W. Matson, owner, Reel Drive-In, Rockdale, Tex., announced the installation of individual car speakers. . . . The new Plains has been opened at Lockney, Tex., according to J. B. Seale, manager. The house was completely remodeled and redecorated.

San Francisco

Robert Clark, sales manager, Paramount, is chairman of entertainment for the Variety Club's "Screen Test Night" on Nov. 16. Jack Fisher and his orchestra have been engaged. Sponsored by distributors as a preliminary to the club's play-of-the-year, "Ten Nights in a Bar

Room," the evening will be turned over to dancing, dining, and posing for the camera. The pictures will be shown later, and the most photogenic will be chosen for the cast. John Parsons, manager, Telenews, has been named technical director; Sam Rosey, actor's agent, is producer, and Irving Ackerman is assistant producer. The film Colony Club girls will be on hand, as well as all members of the Variety Club and distribution and exhibition personnel. Also on the entertainment committee of St. Joseph's Military Academy, Belmont, Cal., Clark is working hard on the school's annual boxing matches show. His son Noel, just promoted to corporal, will be in the ring when the cadets put on the gloves.

In were Mike Newman, working on the Northern California premiere of "The Whistle at Eaton Falls," State, Petaluma, Cal. Newman also joined Graham Kislingbury, district manager, North Coast Theatres, and publicist Anne Belfer in a gigantic preview of "The Harlem Globetrotters" and buffet supper for members of the press and sports announcers at the Geary. . . . Bill Lanning, head booker, Columbia, returned from the second half of his vacation. . . . Harry Hayashimo, exhibitor from Stockton, Cal., and Ernie Glasscock, exhibitor from Woodlake, Cal., were in booking. Glasscock passed word around of the success of Ray Fehner, who left United Artists to open a roadside in. . . . Arnold Kahn, auditor, 20th-Fox, was in town, as was Lou Gierman, auditor, Fox West Coast Theatres. . . . Nasser Brothers' American, has been closed. . . . Sid Cahn, formerly with National Screen Service, has taken over management of the New Fillmore. . . . Irving Helfont, home office assistant to George A. Hickey, MGM, was in, as was Charles Reagan, MGM sales executive.

Kay Hackett, booker, MGM, returned from a vacation. . . . Republic's division manager, S. A. Bateman, was in. . . . The State, San Jose, Cal., formerly operated by T and D, has changed its name to the United Artists, and is now operated by UA. . . . The Cerrito, El Cerrito, Cal., formerly operated by Blumenfeld, is now operated by William Cooke. . . . Frieda Fleishman, was back at her desk at National Screen Service. . . . New faces at NSS are Dilores Pierce and June Rathbone, shipping department, and Norma Shuey, switchboard. . . . New at Fox West Coast are Gladys Stapleton, booking department, and Hannah Puryear, who replaces Hazel Glenn, resigned, as secretary to James Cox. . . . Andi Pointer has replaced Chuck Doty's secretary, Ioni Hubbard, who left FWC last month. . . . Managerial changes in FWC of Northern California consist of Darrel Cochran, former manager, Costa, Richmond, Cal., named to manager, Chimes, Oakland, Cal.; Eddie Howard, former assistant, Paramount, Oakland, Cal., appointed temporary manager, State, Richmond, Cal., replacing Nevin Davidson, resigned. Vernon Brown, manager, San Mateo, San Mateo, Cal., is also temporary manager, Baywood, San Mateo, replacing Fred Griffith, resigned.

Seattle

The Independent Theatre Owners of Washington, Montana, Idaho, and Alaska, at its annual meeting and luncheon in the Olympic Hotel, elected officers, and had stars as luncheon guests. James Hone, for the first time in 29 years, missed the meeting. He was ill at home, but was reelected executive secretary. The board includes: Mildred Wall, Lewiston, Idaho; L. A. Gillespie, Okanogan, Wash.; W. B. McDonald, Olympia, Wash.; Erwin Fey, Renton, Wash.; Chester Nilsson, Tacoma, Wash.; Walter Coy, White Center, Wash.; Mike Barovic, Puyallup, Wash.; Joe Rosenfield, Spokane, Wash.; Fred Mercy, Jr., Yakima, Wash., and B. F. Shearer, Jack Neville, F. M. Higgins, L. O. Lukan, and Joe Danz, Seattle. Jack Neville was reelected treasurer and auditor, and L. O. Lukan was elected to the Pacific Coast Conference, with Fred Mercy, Jr., as alternate. Robert Graham, ITO attorney, acted as m.c., and Will J. Conner, Hamrick Theatres, introduced the guests, John Payne, Arleen Whelan, and Bill Thomas. The guests were presented with autographed copies of the new Seattle Centennial booklet, "The Seattle Story."

Pauline Cressler purchased the new Monte, Montesano, Wash., from Peter Koppinger. The latter has taken over a bus depot at Astoria, Ore. . . . Colder weather was hoisting the closing sign on a number of the drive-ins. Fay Honey closed the Top-Hi, Toppenish, Wash., and the B. F. Shearer Motor-Movie, near Everett, Wash., closed on Nov. 3. . . . Chester Weaver, Onalaska, Wash., who has been operating that theatre, is taking over the lease of Arthur Fox on the local Madrona.

Through the personal appearances of John Payne and Arleen Whelan with "Crosswinds," the Coliseum reaped slathers of publicity. The campaign was set by Walter Hoffman, Paramount exploitation representative in the Northwest, with the assistance of Vic Gauntlett, Evergreen's director of publicity. . . . Earle Keate scored with the United Artist campaign for "The Well."

Miriam Dickey, representing the Lathrop interests in Alaska, flew out to New York. . . . Ed Crucea, Monogram branch manager; his booker, Gordon Wallinger, and salesman, Robert Walker, returned from a regional sales meeting at Los Angeles. . . . It is not a chicken ranch but a wholesale egg business that Ralph Hayden is embarking on in Odessa, Mo. Hayden resigned as head booker and office manager, Paramount.

State Northwest exhibitors on The Row included: Norman Clyde, Langley; Mickey DeLeo, Port Townsend; Peter Barnes, Chelan, home from a trip to England; Bing and Mrs. Fournier, Grayland; Howard Taylor, Sequim; Joe Rosenfield, Spokane; George Blair, Bremerton; Fred Mercy, Jr., Yakima; Chester Nilsson, Tacoma; W. B. McDonald, Olympia; Erwin Fay, Renton; Les Theuerkauf, Tacoma; Mike Barovic, Puyallup, and Art Zabel, Olympia.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Frank W. Huss, Associated Theatres, and Jerri Dick, Realart biller, collected 83 per cent of their quotas in the recent Community Chest campaign. . . . Don Clark is a new Columbia booker, replacing Gary Pielemier, who became a student at Miami University. . . . Jane B. King, U-I biller, resigned. . . . Bud Gilliam, formerly with Schine, is now booking for the Chakeres Circuit, Springfield, O.

Recently in town were Nat Nathanson, UA division manager; Carroll Lawler, New York City, and Harold Raives and Bennett Goldstein, Cleveland, all of the Shea Circuit; James Frew, Atlanta, U-I district manager; William Lowther, Camden, N. J., and A. J. Platt, Cleveland, RCA representatives.

Early winter vacationers included Murray Baker, Northio booker and buyer, and his wife, Margie, secretary, Tri-State Booking Service, in New York City; Margaret Woodruff, Lippert office manager and booker, to Florida; Max Matz, Bluefield, W. Va., exhibitor, in Florida; Bill Rogers, Keystone, W. Va., on a fishing trip, and Al Thalheimer, Logan, W. Va., to Texas.

Rube Shor attended the meeting of National Allied in New York City. . . . Milton Gurian, Monogram branch manager, was on business in Springfield, O. . . . Virginia Reyes, Lippert contract department, weekendend at Evansville, Ind. . . . Al Sugerman, H. and S. Theatres, Columbus, O., and his wife were here for a family reunion with their son, Al, manager, Kentucky, Louisville, Ky.

Mrs. Julian Silberstein, Huntington, W. Va., was convalescing after surgery. . . . Charles "Red" Sinkhom, State Film Service, was ill at home. . . . Jean "Peggy" Boles, formerly a UA inspec-tress, was seriously burned when the apartment building in which she lived was gutted by fire.

Realart secured territory rights for Masterpiece's "Stagecoach" and "The Long Voyage Home." . . . Variety Wives entertained Variety Club members and friends with a Hallowe'en party in the clubrooms. . . . Private First Class Antonio Kefalos, brother of Mickey Kefalos, Palace, Parkersburg, W. Va., is in the Korean front lines. . . . John Knoop, 36, for six years salesman for National Theatre Supply, died of a heart attack.

Exhibitors along Film Row recently included: Ray Lawes, Lebanon, O.; Fred Donahue, New Boston, O.; Ray Holland, Jeffersonville, O.; Charles Williams,

Oxford, O.; Jack Needham, Columbus, O.; Harold Moore, Charleston, W. Va.; J. C. Sheidler, Hurricane, W. Va.; Absalom Buxla, Bradshaw, W. Va.; G. W. McCoy, Williamson, W. Va., and Guy Greathouse, Aurora, Ind.

Cleveland

The Salesmen's Club of Cleveland has tickets for sale for a deluxe dinner dance to be held on Dec. 1 in the Theatrical Grill Pent House. Harry Weiss, club president, and Ernie Sands, Warners, entertainment chairman, are in charge of ticket sales.

Nathan Nathanson, United Artists eastern division sales manager, and Moe Dudelson, district manager, stopped off to visit with branch manager Sidney Cooper. . . . Walter McIntosh, Paramount home office auditor, and Mrs. McIntosh are in. . . . Warner exchange assistant cashier Lois Hoffman, with the company several years, resigned. . . . Ralph Bevington hopes to have his new Mohawk, Waynesburg, O., ready to open on Thanksgiving Day.

Jenny Eisner, Film Building employee, announced her forthcoming marriage to Mannie Elliott.

If Al Sunshine, Advanads, cannot be located in his Film building office, page him at any one of a number of coming exhibitor conventions.

Fred Scheuerman, Jr., son of Co-op booker Fred Scheuerman, writes home that he is playing left guard on his outfit's football team in Germany.

Mrs. Albert Wolfe, improved her Grafton, Grafton, O., with a new popcorn machine and modern seats, supplied by Frank Masek, National Theatre Supply. . . . Charles Rich, Rich Releasing Company, acquired for northern Ohio distribution through Imperial, the Alexander Korda English pictures. . . . The Hollywood Restaurant, Akron, O., is now being operated by Max Diamond, Casablanca, Shaker Heights, and Bob Dobbs, son-in-law of I. J. Schmertz, 20th-Fox branch manager.

Dave Miller, U-I Buffalo branch manager, was a witness in the G and P Amusement Company anti-trust suit now being heard in federal court before Judge Emerich B. Freed.

Instead of the annual Shea managers' meeting, E. C. Grainger held four regional meetings in Boston, Cincinnati, Cleveland, and Pittsburgh. The Cleveland meeting in the Carter Hotel saw the circuit's general policy discussed as regards promotion and methods of selling the product to the public. Grainger stressed the importance of "on the individual managerial level," stating his belief that the manager is best qualified to know his town, his patrons, and the best manner of selling approach. Holiday attractions and methods of selling them came in for discussion. A. J. Grainger, in charge of the Shea Circuit TV department, expressed the belief that TV equipment will be installed in the cir-

cuit's major situations. Home officials present were, in addition, G. J. Shea, M. A. Shea, R. E. Smith, C. J. Lawlor, and Frank King. Ohio managers present were: Robert W. Rhodes, Akron; Jack Hines, Youngstown; Dale Tysinger, Ash-tabula; Robert Limbaugh, Conneaut; Ray McNeilly, Geneva; Harold Snyder, New Philadelphia, and Clayton Gillam, Dover. Sessions closed with a cocktail party which included branch managers and representatives of all supply and theatre service companies.

Detroit

Motorists were ticketed by the dozens recently, and didn't mind it. And at the same time, the Cinema received some excellent publicity. Police officers were authorized to watch for unusual examples of courtesy by motorists, and to "ticket" the driver with tickets to "Tales of Hoffmann," Cinema. The tickets were signed by Neil Talling, manager, Cinema, the police officer making the "ticketing," and an official of the Traffic Safety Association of Detroit.

Detroit first-runs were hit hard at the boxoffice by terrible weather and the worst traffic jams in the history of Detroit.

The Cohen Circuit is experimenting with foreign films on a first-run basis at the Roxy. The Roxy, an all-night house, will also run pictures a full week instead of the usual split policy.

Jack Rider, Cincinnati, is replacing Robert Kraus on the MGM sales staff. . . . Lew Wisper, partner in Wisper and Wetsman Theatres, returned from a six-week stay in Europe. . . . Peter Katsur-rakis, 20th-Fox booker, is convalescing in the New York Medical Center after an operation. . . . The Monroe, owned by Sam Mintz, will be remodeled into a store.

Dave Idzal, manager, 5,000-seat Fox for 20 years, made no comment on recent reports from New York that he would take over management of the Roxy, New York City. As far as Idzal is concerned, they are "just rumors."

The Greater Detroit Motion Picture Council is working out a program of closer cooperation with neighborhood managers. Objectives are to eliminate "definitely adult" movies on Saturdays, and have special Saturday matinees for children.

Mrs. Dillon Krepps, wife of the United Artists manager, was in New Grace Hospital for observation. She has been seriously ill.

Louis Stavale, 38, manager, Parkside, died in an automobile accident.

Indianapolis

The Y and W Management Corporation will have the first theatre television installation in its Indiana circuit in action before Christmas, according to Marc J. Wolf, president. Wolf and representatives of National Theatre Supply

worked out final details for the installation of a General Precision Laboratory "Videofilm" system in the Palace, Gary, Ind. The Palace is a 2,200-seat house. The GPL installation in Gary was accelerated by Y and W when coaxial cable connections became available. Gary has no television station, being in the Chicago reception area for home sets, but the Palace will be linked directly with the main cables feeding in and out of Chicago for transcontinental coverage. The Palace will have a throw of 125 feet for its TV films. For full screen brilliance over this distance, the 46 ampere arc projector developed by GPL especially for its Videofilm System will be used. With an air-cooled film aperture, this projector puts 4,200 lumens through the 16mm. field.

Phil Thompson, Strand, Edmonton, Ky., who has been confined to St. Joseph's Hospital, Louisville, Ky., for observation, is recuperating at home. . . . Leota King, head inspectress, RKO, returned to her post after a 90-day rest because of poor health. . . . The Allied Theatre Owners of Indiana, Inc., held its regular monthly meeting of the board of directors.

State open-air theatres including the Sky-Line, Madison; Tri-Hi, Garrett, and Linton Drive-In, closed for the season. The East 30-Drive-In and the Sunset, both operated by Carl H. Schwyn Theatres, Inc., Fort Wayne, Ind., announced their closing. . . . Bernard Brager, Republic manager, spent the week in the northern territory and Chicago. . . . Ralph Gatrost, Victory, Pine Grove, Ky., erected a new marquee over his entrance.

The RCA direct screen television at the Indiana is scheduled to be ready in 30 days. The wiring is practically completed, and measurements for the large screen have been taken according to Charles Clickner, Mid-West Theatre Supply, installing the equipment. . . . Jack Platt, RCA district manager, and H. B. Snook visited the branch. . . . Dave Cockrell, Denver head, Greater Indianapolis Amusement Company, was a business visitor.

George Mallers, head, Mallers Circuit, Fort Wayne, Ind., was the principal speaker at the Rotary Club luncheon at Angola, Ind. "Movietime, U.S.A." was his topic.

Mallers Circuit, operating the Wayne, Fort Wayne, Ind., awarded a contract for a new marquee on the house, remodeling the front, the interior, and improvements in the lobby. . . . Roger Scherer was a business visitor at the Mallers Circuit office. Scherer has charge of the Lans, Lansing, Mich., and the Mallers family have an interest in the house. . . . Jane West is the new cashier clerk at U-I.

William Brower, former booker at U-I, then transferred to the sales organization at Cincinnati, and from there to the armed forces in Korea, joined the sales group at Atlanta. . . . "Norman Moray Week" is reported by manager Claude

McKean, Warners, as going over 100 per cent.

"Bookers' Night" at the Variety Club, had a full house. A \$50 award was presented Sam Caplin, associate member. In charge of the affair were Neal Wylde, Virgil Jones, and Phil Sherman. . . . Realart announced the following acquisitions, 25 films originally distributed by United Artists, 13 "Hopalong Cassidy" western features, three Richard Arlen features, and several other features.

Visiting Film Row were: J. Griffis, Boswell, Boswell, Ind.; William Studebaker, Logan, Logansport, Ind.; Walter Weil, Weil, Greenfield, Ind.; Forrest Songer, Drive-In, Veedersburg, Ind.; Robert L. Hudson, Hudson Circuit, Richmond, Ind.; Al Borkenstein, Wells, Fort Wayne, Ind.; Bruce Kixmiller, Colonial-Indiana, Bicknell, Ind.; Al Blankenbaker, Pastime, Richmond, Ind., and Matt Scheidler, Orpheum, Hartford City, Ind.

The Indianapolis branch of 20th-Fox has been challenged by the Chicago office, saying that it will make the local branch look like a second rate team during the "Ray Moon Month," Dec. 1-30. Manager Tom McCleaster accepted the challenge, and is on the job soliciting every date. He is urging exhibitors to send in dates for "Cartoon Carnivals," "The March of Time," "Terrytoons," shorts, and features.

Pittsburgh

Arthur Canton, handling a special assignment with MGM on the New York premieres of "Quo Vadis," was in to join J. E. Watson on the Smoky City premiere. From Pittsburgh he will head for St. Louis and meet Bernie Evens for the Loew premiere.

Morris Finkel, National Allied board director, gave a full report of the happenings at the national board fall meeting and of the 1951 annual convention when the local board met at its regular monthly meeting. Plans for the forthcoming local convention, to be held on Nov. 26-27, were discussed by chairman David Hadburg.

The wife of Dave Silverman, RKO branch manager, is up and around again following a minor operation. . . . The Variety Club hosted the group of Korean war veterans at an open house. . . . November 29 has been set as the date for the testimonial for Hotel William Penn manager Tom Troy. He is leaving to become manager, Statler, New York. Troy has been very active in Variety Club affairs, and has been a member of the board for several years.

The New York COMPO office advised the local committee that it will send additional stars for a "Movietime, U.S.A." tour so that the larger towns which couldn't be served may get the benefit of the tremendous publicity resulting from the appearance of Hollywood personalities in the many towns in this area.

Sam Spiranza, Warner Theatres circuit booker, is back after a visit to New York. . . . The cold weather and snow were enough to cause all drive-ins but two or three to close for the season. . . . Andy Battiston reports excellent business for his roadshow attractions, "Cocaine, The Thrill That Kills" and "Call of the Blood." . . . Dave Fineman, now an insurance salesman, is assisting the Allied convention committee in soliciting ads for the program.

Lou Kaufman leased his Metropolitan to George Mandras. Lou Hanna, owner of a booking and buying office, had been operating it for the past year. Mandras formerly was manager, Capitol, for Morris Finkel.

Plato Panagatocas, Park, Johnstown, Pa., is planning to sell the property for commercial purposes. He is considering several offers. . . . The Harmar Drive-In, Harmarville, Pa., twice the victim of holdups, had another attempted robbery but the driver of the film delivery truck drove up, and scared the thug away.

George C. Wilson, at one time an independent film distributor, passed away while attending a football game at Tyrone, Pa. . . . Jack Ellstrom, booker and salesman, 20th-Fox, left to join Republic as West Virginia salesman. He replaces Jack Scarry, resigned. . . . Bill Graner's daughter, he's the Monogram office manager, is now Mrs. Frank R. Wilson. She resigned her job in the Harris Circuit office.

Bill Basle, Basle and Route 19 Drive-In, Washington, Pa., was in an auto accident recently but escaped without a scratch. . . . The television sets installed in the Fulton and Stanley are unused because of the lack of suitable attractions.

Mrs. Perry Nathan, wife of the National Screen Service manager, returned from a visit to her son and family in Larchmont, N. Y. . . . Maurice Gordon, supervising manager, Allied Ohio Drive-In Circuit, was in on a booking tour, substituting for Tony Stern, regular booker, who was ill. . . . Loew's Penn raised admission prices slightly for "An American In Paris." . . . Bill Thompson, projectionists' union business manager, is recuperating from a heart attack. . . . Joe Murdock, former manager in Uniontown, Pa., is now managing Bert Stearn's Syracuse, N. Y., Astor. . . . Harry Elwell has been named assistant manager to Bill Elder, Loew's Penn. Bill Perlinger has been named Elwell's successor at Loew's Ritz.

Another price raise to add to theatre-men's overhead is effective now. A 10 per cent electric power rate was put into effect by the West Penn Power Company. . . . The Ben Whites', White-Way Drive-In, Warren, Pa., left for Florida for the winter. They plan to put their son in school there. . . . Jack Tiernan, manager, Manos, Jeannette, Pa., resigned. Bernard Buchheit, Manos Circuit general manager, is filling in until a replacement can be found.

NEWS OF THE

Territory

**Boston
Crosstown**

Broderick Crawford, on tour in the interests of Columbia's "The Mob," spent time in Boston and vicinity, visiting Haverhill, Mass., New Bedford, Mass., and Fall River, Mass.

The New England area, including upper New York State, will be the jump-off section for the reissue of Walt Disney's "Snow White and the Seven Dwarfs" in February. About 100 theatres will be included in the opening, tied into a gigantic promotion planned by Terry Turner, RKO director of exploitation. RKO eastern division sales manager Nat Levy will travel with Turner in the near future to discuss the plans with circuit officials and exhibitors.

Members of the 3rd Armored Division were guests of the Paramount, where they saw themselves glorified via WB's "The Tanks are Coming." A plaque in appreciation of Warners' "Break-through," "Force of Arms," and "Tanks," signed by Speaker of the House, John McCormick, was presented by Colonel Herald Lewis to branch manager Bill Horan.

Interstate signed with the Roy E. Heffner Company to install "Bank Night" in four of the circuit's New Hampshire situations, the Plymouth, Plymouth; Coniston, Newport; Scenic, Rochester, and Bristol, Bristol.

The Universal, Fitchburg, Mass., formerly of the E. M. Loew Circuit, is slated to reopen shortly on a first-run policy. It has been taken over by Sam Feldman, who also operates the Gem, Fitchburg; Strand, Wilmington; Royal, Lowell, and Capitol, Winchendon, all in Massachusetts.

Carl Nilman, Shelburne Falls, Mass., and Northfield, Mass., drive-ins, has taken off for a short trip to Florida. He expects to return about Dec. 1 to reopen his indoor theatre, the Memorial, Shelburne Falls.

Nathan Yamins, Yamins Circuit, has been appointed theatre division chairman for the Greater Boston Combined Jewish Appeal for 1951. Larry Laskey, E. M. Loew, is head of the public relations committee. Serving on the working committee are: Louis Gordon, Phil Smith, Edward Canter, Ted Fleisher, Benn Rosenwald, Harry Rogovin, E. Myer Feltman, Max Levenson, and Max Nayor.

Dan Finn, Sam Seletsky, and Arnold Eisen, B and Q execs, and Lou Krasna, manager, Astor, attended the funeral of Don Jacocks in New Haven. Prior to his leaving Boston to operate circuits in New Jersey and Florida, Jacocks was one of the founders and general manager of the B and Q Circuit, and conceived the idea

of completely renovating the old Tremont into the deluxe first-run Astor.

Lou Gordon, Lockwood and Gordon, was on a trip to California. . . . Leon Task, Ideal, Milford, Mass., was sojourning in Florida.

Edward Lider has taken over the post vacated by Ernest Israel at Yamins Enterprises. . . . The Olympia, Woonsocket, R. I., closed for about two years, is slated to reopen under the banner of Don Walker.

The Idle Hour, Three Rivers, Mass., closed for nearly three years, is being readied for reopening. It will be operated by M. J. Levine, a newcomer.

The Centre, Stowe, U-I, operated by John Flint, closed. . . . Mr. and Mrs. Sam Haase celebrated their 30th anniversary with a slightly delayed family party. Reason for the delay was that he was in New York on business on the actual date.

Bob McNulty, Warwick, Marblehead, Mass., entertained Harold Kress and his staff, in the city for filming of "Sometimes I Love You," at a cocktail party. McNulty and his wife each had walkon parts in the film.

Arthur Rosenbush, formerly of the Palace, Lowell, Mass., has been appointed manager, Park, Nashua, N. H., recently taken over by Jed Prouty and Ken Garland.

The Ralph Snider Circuit is reopening the Orient Palace, East Boston, which will be under the supervision of Irving Alexander. The theatre has been completely repainted and redecorated, and equipped with Altec sound. Joe Cifre installed a new screen.

Domenic Truturro, Elms, Milbury, Mass., has been elected Kiwanis president. Formerly vice-president, he has many times been chairman of the entertainment committee.

Charles Brooks, owner, Braden, Presque Isle, Me.; his teen-age daughter, Helen, and several guests trekked to Boston to attend Gene Autry's Rodeo at the Boston Garden. He discussed the fact he's considering building a new ozoner on property about five miles from Presque Isle.

The Colonial, Natick, Mass., carried President Truman's speech on its Theatre-Vue TV. . . . Boston playgoers have been afforded plenty of opportunity to see film stars recently. Among those here in less than two weeks were Edward G. Robinson, "Darkness at Noon"; Charles Laughton, Cedric Hardwicke, Charles Boyer and Agnes Moorhead, "First Drama Quartette"; Gloria Swanson and David Niven, "Nina"; Henry Fonda, Phyllis Kirk, and John Cromwell, "Point of No Return," Ronald Howard, son of Leslie, "To Dorothy, a Son," and Gene Autry, in the Rodeo.

Film District

The E. M. Loew Circuit moved its headquarters from the sixth floor of 216 Tremont Street to the Strand build-

New England Bowling

Boston Theatrical League

OCTOBER 30 RESULTS

Kenmore 3	Independents 3
Legion 1	MGM 1
Harry's 3	RKO 3
NE 1	Affiliated 1

Standings	Won	Lost
MacAulay Post	20	8
Harry's Snack Bar	18	10
Kenmore	17	11
Independents	16	12
Affiliated Theatres	9	15
MGM	5	11
NE Theatres	6	14
RKO	5	15

TEAM AVERAGES

Harry's 456	Legion 417
Independents 441	Affiliated 413
NE 432	RKO 411
Kenmore 429	MGM 410

High single scores: Serra-134-102; Grover-109-106; Levin-107-106-101; Morton-106-106-104. High three strings: Serra-318; Morton-316; Levin-314; Grover-306. High single-season: Serra-134. High three single-season: Freeman-326. Team single-season: Independents-504. Team three-season: Independents-1417.

INDIVIDUAL AVERAGES

Freeman, HSB . . . 97.5	Jennings, NE . . . 86.4
Serra, Ind. 94.3	McGerigle, RKO . . 86.3
Hill, Ind. 93.3	Leahy, Ken. 85.9
Cooney, HSB . . . 92.9	McGowan, MGM . . 85.7
Plunkett, NE . . . 92.8	Larson, HSB 85.6
Kelly, Leg. 91.5	Sandler, Ken. . . . 85.2
Morton, HSB . . . 91.5	Goldman, Aff. . . . 84.1
Burlone, NE . . . 90.1	Rathgeb, MGM . . . 83.9
Alizio, HSB 89.4	Fahlbusch, NE . . . 83.5
Arsenault, NE . . 89.3	Spingler, Leg. . . . 83.4
Farrington, Aff. . 88.3	Owens, Ind. 82.7
Chase, HSB 88.1	Rahilly, Ken. . . . 81.3
Field, Aff. 88.0	Hochberg, Aff. . . . 80.9
Abramo, Ken. . . . 87.6	O'Hara, RKO 80.3
Heher, Ken. 87.3	Dooley, Leg. 78.5
Young, Ind. 87.0	Lynde, Leg. 78.5
Smythe, RKO . . . 87.0	Rowe, Aff. 77.5
Vieira, Leg. 86.9	

ing, 175 Huntington Avenue. Mrs. Lawrence Laskey supervised the furnishing and redecorating of the new offices, which formerly served as headquarters for the Boston Elks. Following a facelifting job, Interstate Theatres, now on the ninth floor at 216 Tremont, will take over the space vacated by Loew's.

Pat White, formerly switchboard operator at Republic, was promoted to sergeant in the Women's Air Force. She recently rounded out her first year in the outfit.

American Theatre Supply has been New England distributor for the Theatre-Vue Television, produced by Air Marshall Corporation.

Robert Folliard, eastern division manager, RKO, was in for sales conferences with branch manager Hatton Taylor. While here, he attended the sneak preview of "I Want You" at the Astor.

Gordon Bradley, shipper at Metro, was passing out the cigars on the birth of a son, George Christopher, at Booth Memorial Hospital, Brookline, Mass. . . . Joe McConville, formerly with Columbia here, but now foreign representative, was off for a visit to the Far East.

Larry Craig, New England zone manager for Hallmark, spent several days working on "Why Men Leave Home." . . . Charles Kurtzman, Loew's north-eastern division manager, returned from a business trip to Los Angeles and San Francisco.

Of interest to Film Rowites are the Barbara Anne Feeney-Henry T. Scully nuptials, slated for Nov. 17 at St. James

Church, Medford, Mass., Miss Feeney is employed at Paramount exchange, and is a sister of Florence, at Metro. Scully is a salesman at 20th-Fox and a nephew of John J. Scully, district manager, U-I.

New Haven

Crosstown

Whalley and Whitney had gala Hallowe'en parties. . . . I. Hillman is now in the acting manager's position at the Roger Sherman. He's from the Danbury Warner house. . . . Morris Rosenthal and his associates worked out a nice campaign for "An American in Paris." . . . Paul Klinger has been busy with angles at the Bijou.

Frank Ferguson, Bailey Theatres, became the proud father of a baby girl, Margaret Alice. . . . A daughter was born to the wife of Ed Canellis, Republic. Mrs. Canellis formerly was employed by 20th-Fox.

Meadow Street

Drive-ins were changing their policy because of the waning fall season and the approaching winter. . . . The Pike Drive-In was down to Friday-Saturday-Sunday operation with change of program on Friday and Sunday. . . . The Waterford Drive-In also was on weekend operation from Friday through Sunday night. . . . E. M. Loew's Farmington Drive-In had its last performances of the season. . . . The Lake Drive-In is presently closed midweek. . . . A horror show was set at Warner houses. . . . In connection with the premiere of "The Lady Pays Off," E. M. Loew's, Hartford, had "Miss Atlantic" in person. Miss Fairfax Mason of Bridgeport, "Miss Connecticut of 1948," and Joe Girand, WHTT, handled the chores of the audience participation competition. . . . The Newington, Newington, gave the first 300 kiddies at a Saturday matinee free masks. . . . The Bridgeport projectionists should be congratulated for their offer to donate blood to the Red Cross. . . . Projectionist Ray Gilbert, American, Bridgeport, and his dad, Ernest Gilbert, Majestic, Bridgeport, were recent visitors to Saratoga Springs, N. Y. . . . Ben Simon, 20th Century-Fox branch manager, is on leave of absence due to dental surgery. John Feloney, Boston, is reported acting branch manager in Simon's absence.

20th-Fox executives who were recent visitors to the New Haven branch included: Arthur Silverstone, eastern sales manager; Jack Bloom, New York 20th-Fox home office; E. X. Callahan, Atlantic division manager, and J. M. Connolly, Boston branch manager. . . . Ed Lord, Lord Theatres, was in at some of the branch offices, and gave Christmas wrapping paper, etc., to the girls in the offices.

Film bookings for the Stamford and Avon, Stamford, are negotiated in Sam Weiss' office, Stamford, instead of through Harold Eskin, New York, as heretofore. . . . Gabby Hayes made a tour of the nearby Peter Paul candy plant in Naugatuck. . . . The 20th Century-Fox Family Club had a meeting

to discuss social activities. Charles Doll is the president.

Variety Club

Tent 31, New Haven

The election of officers was held, and the new Variety Club leaders are: Bob Elliano, Chief Barker; John Pavone, First Assistant; Morris Jacobson, Second Assistant; Sam Germaine, Dough Guy, and George Weber, Property Master. Installation will be on Dec. 1.

Connecticut

Danbury

Jack Harvey, manager, Warner, had an extensive promotion in the interests of "Painting the Clouds With Sunshine" in conjunction with a local auto dealer.

Hartford

The National Production Authority turned down the application of Bowl Outdoor Theatre Company for authority to construct \$26,000 drive-in at West Haven.

Hettie Gray Baker, censor representative, 20th-Fox, and well-known author of works dealing with the care and training of cats, made a special appearance on the "Floyd Betty Pattee" radio program emanating from here.

South Norwalk

During the recent engagement of Hallmark's "The Prince of Peace" at the Palace, an elderly lady bought a ticket, and asked the cashier if there would be a pianist to accompany the picture. She hadn't been to the movies since 1925.

Waterbury

Another civil action based on an explosion on Oct. 22, 1950, at the Ville was instituted. Theresa, Vincent, and Janet Mitchell, all of Waterbury, seek damages of \$10,000 in a Superior Court action against the Ken-Mike Theatre, Inc., Waterbury, owner. Earlier, a \$2,000 suit was filed in Common Pleas Court by Harry H. Orent, Waterbury, as a result of the same incident. The Mitchells, patrons at the theatre, claim they were injured by "an exploding bomb or other exploding substance."

Massachusetts

Fall River

William S. Canning, Yamins Theatre Circuit, resigned as active volunteer leader, savings bond committee. . . . Two theatres resumed kiddie show features for Saturday mornings, William Purcell's Embassy and Paul Slayer's Durfee.

Springfield

Nathan Goldstein, owner-operator, Arcade, invited all children in costume to a Hallowe'en show free of charge accompanied by an adult.

Broderick Crawford flew in from New York with Milt Young for "The Mob." . . . For "The Man from Planet X," Loew's Poli, George E. Freeman had a

man dressed in a space suit touring the downtown area.

New Hampshire

Dover

The Star-Way Drive-In, Somersworth, N. H., featured a free Hallowe'en show and a free treat at the refreshment stand.

Penacook

The Palace lost \$45 in a theft. Loss of the money was discovered by Mrs. Helen L. Irwin, who owns the theatre.

Rhode Island

Providence

Rhode Island donations to the Boston Variety Club's "Jimmy Fund" totalled \$35,780.80 this year, with \$19,853.43 coming from theatre collections, according to Edward M. Fay, C and F Theatres, state chairman. The donations fell short of last year's total of \$38,983. Of this year's total, \$3310.22 came from a radio marathon staged by Mowry Lowe on WEAN, \$5000.36 from sports activities, \$4915.02 from outside theatre activities, \$1445.87 from tag days, \$517.03 from the Narragansett Brewing Company, \$370.50 from the Rhode Island Police Chief's Association, and \$368.37 from miscellaneous. The theatre collections were as follows: Providence—RKO Albee, \$2045; Avon Cinema, \$403.74; E. M. Loew's Capitol, \$48.68; Carlton, \$539.86; Elmwood, \$251; Hope, \$404.32; Liberty, \$215.73; E. M. Loew's Drive-In, \$171.25; Loew's State, \$317.83; Majestic, \$1283.11; Metropolitan, \$1989.66; Strand, \$1548.60; Uptown, \$165.83; Pawtucket—Broadway, \$19.57; Center, \$58.94; Darlton, \$68.61; Leroy, \$708.34; Strand, \$501.79; Woonsocket—Bijou, \$512.36; Laurier, \$147.41; Stadium, \$517.10; Cranston—Auto Theatre, \$451.81; Palace, \$223.72; Park, \$311.02; Newport—Opera House, \$560.32; Paramount, \$531.84; Strand, \$788.71; Others—Bellingham Auto Theatre, \$113.72; Empire, Block Island, \$110; Pastime, Bristol, \$146.50; Community, Centerdale, \$214.87; Bellevue, Center Falls, \$71.31; Lafayette, Central Falls, \$191.20; Greenwich and Kent, East Greenwich, \$430.79; Hollywood, East Providence, \$113.10; Central, Manville, \$25.78; Midway, Oakland Beach, \$51.81; Olympia, Olneyville, \$22.80; Star, Pascoag, \$79.92; Casino, Narragansett Pier, \$850.50; Jones' Theatre-by-the-Sea, Matunuck, \$39.22; Lyric, Riverside, \$72.55; Somerset Drive-In, \$238.41; Community, Wakefield, \$457.65; Lyric, Warren, \$156.01; Palace, Jamestown, \$59; Johnston, Johnston, \$28.10; Pike Drive-In, Johnston, \$575; Central and United, Westerly, \$319.40; Drive-In, Westerly, \$224.25, and Palace, Arctic, and Thornton, West Warwick, \$478.39.

Charles Darby has been promoted from manager, Avon Cinema, to district manager, Lockwood and Gordon, taking over his new position at the end of the run of "Tales of Hoffmann." The managerial post is being filled by Seymour Ladd, who resigned as assistant manager, RKO Albee, after eight years.

NEWS OF THE

Territory

New York City

Crosstown

Dorothy Gonner, 20th-Fox International publicity department, announced her engagement to J. Harold Rosenblatt.

Mrs. Terry O'Neill, wife of the assistant to Monogram's supervisor of exchange operations, became the mother of twin daughters, Peggy and Pamela.

Anthony Z. Landi, recently with I. G. Goldsmith's Gloria Productions and now with Meredith Productions as associate producer, was in conferring with John Nasht, head, Meredith Productions, on their first film venture.

The Variety Club will announce the winners of the 1951 welfare awards at a mammoth carnival-bazaar, on Nov. 29 on the Hotel Astor Roof. The entire facilities of the roof, including the Belvedere Room, will be turned into a colorful panorama of booths, sideshows, spinning wheels, and games of skill. Focal point will be the major prizes, including the three automobiles, of the current awards. However, other events scheduled for the affair come close to eclipsing this highlight. Music for dancing will be furnished by Enoch Light and his band. The bazaar committee includes: Max Wolff, Edward Lachman, Ira Meinhardt, Morris Sanders, Cy Seymour, Martin Kornbluth, Harold H. Newman, Jerome J. Cohen, Ira Simmons, Lee Koken, George Waldman, and Saul Trauner.

The Home Office Employees Union, Local H-63, IATSE, won out in elections held at RKO Radio home office and UA exchange, with District 65 withdrawing from the ballot.

The Theatrical Unions of the AFL honored Judy Garland at a luncheon in the Hotel Astor. Solly Pernick was chairman for the seven-represented unions. Pernick, business manager, Theatrical Protective Union Local 1, IATSE, said that the luncheon was in recognition of her successful engagement at the Palace. The seven groups sponsoring the luncheon were American Guild of Variety Artists, Association of Musicians of Greater New York, Local 802; Theatrical Teamsters, Local 817; Theatrical Protective Union, Local 1; Treasurers and Ticket Sellers Union, Local 751; Sign and Pictorial and Display, Local 230, and the Theatrical Amusement and Service Employees, Local 54.

E. K. O'Shea, vice-president, Paramount Film Distributing Corporation, was in on his current sales trip.

20th-Fox's "Fixed Bayonets!" will have a gala public premiere at the Rivoli on Nov. 20.

David A. Lipton, U-I vice-president in charge of advertising and publicity,

arrived from California for 10 days of conferences with home office executives, sales, and promotion heads.

Cue magazine's current issue is largely devoted to an extended survey and appraisal of the industry, with emphasis upon production and exhibition.

Service men will be among the guests of industry contributors to the Foundation of Motion Picture Pioneers at its all-star benefit, midnight frolic show, to be held at the Roxy on Nov. 16 at midnight.

Don Hartman, supervisor of production, Paramount studio, arrived to participate in home office production conferences. . . . Samuel Fuller, writer-director, 20th-Fox's "Fixed Bayonets!", came in from Hollywood to participate in activities preceding the premiere at the Rivoli on Nov. 20. . . . Ben Katz, U-I midwest advertising and publicity representative, arrived from Chicago to participate in the home office conferences held by David A. Lipton, vice-president in charge of advertising and publicity. . . . Farley Granger, star of Samuel Goldwyn's RKO release, "I Want You," came in from Paris after a three-month tour of Europe. . . . Berk and Krungold, in association with John W. Real, Mt. Vernon, announced that they had sold for Harry Brandt, head, Brandt Theatres, Inc., the Embassy and property in Mt. Vernon, to Louis Rubinstein. The brokers consummated a 21 year lease between the new owners and Brandt, who will continue the operation of the 1500-seat theatre.

John Barrymore, Jr., star of "The Big Night," arrived by plane from Kansas City on the second stop of a nationwide tour.

A group from the Board of Education and other leading educators were guests of the Organization of the Motion Picture Industry at a dinner and round table discussion concerning the relationship between the schools and motion pictures. Projects discussed included one to formulate a motion picture course for teachers, with Hollywood writers, directors, producers, and stars making guest lecture appearances.

Richard Gordon, president, Renown Pictures, left for a European business trip.

**New Jersey
Asbury Park**

Paul Petersen, supervisor of drive-in operations for the Walter Reade Theatres for the past three years, is the new city manager of Walter Reade Theatres here. He succeeds Guy Hevia, who held the post for nearly three years, and who resigned to become a division manager in Ohio for the Schine Circuit. Petersen will have direct supervision of all six Walter Reade theatres, as well as, for the time being, continue to coordinate drive-in activities.

Newark

Edward Molteni, manager Regent, Paterson, N. J., has been shifted to the Rivoli, Paterson, N. J., with the resigna-

NEVER AGAIN!

★ N.C. started as an assistant theatre manager and eventually ★
★ operated his own theatre in his home neighborhood. His ★
★ position was respected and his business sought after. Ill ★
★ health and a series of mishaps destroyed this lifetime of ★
★ effort. Even food and shelter fell beyond his reach. ★

★ THIS MUST NOT HAPPEN AGAIN IN OUR INDUSTRY. ★
★ ALWAYS THE FIRST TO HELP OTHERS, IT'S TIME TO ★
★ HELP OUR OWN. DO YOUR SHARE BY BUYING TICKETS TO ★

★ ★ ★ **MIDNIGHT FROLIC** ★ ★ ★

THE GREATEST ALL-STAR SHOW OF ALL TIME!

Proceeds to
The Foundation of the
Motion Picture Pioneers.
Tax Deductible.

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Tickets \$5. to \$25
available at
Room 170
Hotel Astor

tion of Harold Gerhardt. . . . New manager of the Regent, Paterson, N. J., is Herman Jacobson, who for many years was a manager in an out-of-town circuit. . . . Al Barber, Warner Brothers contact department, who was quite ill, is recuperating at home.

Frank Hall, manager, Capitol, Passaic, N. J. is out of the hospital.

To exploit "Bride of the Gorilla," the Capitol, Passaic, N. J., had a man dressed in a gorilla suit in front of the house. . . . E. Kane, manager, Regent, Elizabeth, N. J., tied in with local dress shops in giving away women's dresses.

During November the following will give away turkeys, the Millburn, Millburn, N. J.; Royal, Bloomfield, N. J.; Union, Union, N. J., and, Warner, Ridgewood, N. J.

Bill Weiss, manager, Montauk, Passaic, N. J., showed pictures of the groundbreaking of the new Beth Israel Hospital. . . . Clem Murphy, Ritz, Elizabeth, N. J., tied in with the Police Athletic League for a series of kiddie boxing bouts on stage.

New York State Albany

Articles of incorporation were filed for Ditmars Theatre, Inc. Directors are: Frank Moscato, Minnie Zahn, and Jennie Suozzo.

The U-I staff entertained Gene Vogel, branch manager, who resigned, at a farewell dinner at Keeler's Restaurant. . . . Perlmutter Booking Service, Inc., has been formed, with Jules Perlmutter as president. . . . Diana Reis, Monogram secretary, returned after a vacation. . . . Condolences go to Max Friedman, Warner Theatres' film buyer, upon the sudden death of his brother-in-law, Dr. Lewis Kraskin. . . . George Laurey, manager, Avon, Utica, resigned to enter the real estate business. Al Swett, manager, Madison, has been transferred to Utica to take charge of the Avon and Utica. . . . Condolences go to Marion MacAllister, long time cashier at the Lincoln, Troy, upon the recent death of her mother. . . . Ruth Adriel, Warners, will be married to Corporal Jack Stangle on Dec. 1, and will live in Cherry Point, N. C., where Corporal Stangle is stationed. . . . Nancy Wagner, Warners' contract clerk, was on the sick list. . . . Paul Wilson, Warner cashier, who resigned to join the locomotive works, was feted at a farewell party.

Daniel R. Houlihan is the new Paramount branch manager, succeeding Ed Maloney.

—M. E. B.

Buffalo

A whirlwind one-day tour of schools by three members of the Harlem Globetrotters basketball team helped promote Columbia's "The Harlem Globetrotters" at Basil's Lafayette. Abe Saperstein, owner of the world famous comedy basketball team, arranged for the players to make the visits. Bill Brereton, publicist, Lafayette, arranged a tight

schedule with the city and suburban high schools.

Mrs. Herbert Witherspoon, executive director, Metropolitan Guild, was working with Vincent R. McFaul, general manager, Shea Theatres; Carl Rindcen, manager, and Eddie Meade, publicity director, on arrangements for "Fledermaus," Shea's Buffalo.

Jack Mundstuk, MGM branch manager, and staff held a cocktail party celebrating the return of Francis Tate from Hollywood in his Model T Ford, 1915 vintage. Tate, who operates the Phelps, Phelps, and Wilson, Wilson, completed the trip in 19 days, 11 days out and eight days back. At MGM studios, he received a royal reception, and met a number of the MGM stars.

A pre-election stag cocktail party was held at the Variety Club in honor of Elmer Lux, Council presidential candidate.

Rose Mary Johnson has been appointed manager, Kenmore.

Abe Harris, MGM Rochester salesman, was in the Rochester General Hospital, for a check-up. . . . Eddie Susse, MGM Buffalo sales representative, was confined to his home. . . . Sally Bonin, MGM biller, and Joyce Albert, MGM staff, took the bird route to New York. . . . It is rumored that Dick Carroll will take over the managerial reins of the Commodore when it reopens under the Brett-Rosenow banner.

Eileen Shea Metz resigned from United Artists to prepare a nursery. She was former bookers' stenographer and contract clerk. Pricella Warner succeeds. . . . George Gammel, Gammel Circuit, put on a natural mask of President Truman and startled his pal, Menno Dykstra, when he appeared at the box-office of his Glen, Williamsville, requesting a ticket.

Paramount's "When Worlds Collide" had its American premiere at the Paramount with Mayor Joseph Murk heading the list of city officials, and producer George Pal representing Paramount.

Edmund C. DeBerry is the new Paramount branch head, succeeding John W. Brown, transferred to Boston as special representative.

—M. G.

Rochester

Thor Heyerdahl received a Camera Achievement Award for outstanding contribution to motion pictures through "Kon-Tiki" at a ceremony attended by more than 200 leaders of the photographic industry and profession in the Rochester Club. The award to Heyerdahl was the first to be presented to other than an American.

Syracuse

(Jack Schuyler, who writes this column, has been in Hospital of the Good Shepherd, where he underwent surgery. At this writing, he was coming along nicely, and, from the looks of the flowers in the office, the news certainly got around.—Ed.)

EYEING THE

Exchanges

NEW YORK—Since the folks at Monogram have been informed that the week of Feb. 10-16 has been selected as "National Monogram Week," they are preparing to make it a real smash hit.

MGM—Gerard Lee, head shipper, was on vacation. . . . Martin Workman, booking department, passed his army physical, and went hunting. . . . Head biller Shirley Gottlieb finally mastered that billing machine. . . . Sidney Stockton, office manager, was ill. . . . A group of the boys and girls organized a theatre-dinner party. . . . Latest mystery is the source of office boy Arnold Ganz's countless passes.

MONOGRAM—Bookers Etta V. Segall and Hank Feinstein were kept busy performing their duties in addition to those of the honeymooning Jack Graver. . . . Larry Downes, now serving with Uncle Sam, was in on furlough.

RKO—Loretta Cohen, typist-clerk resigned. . . . Biller Sonny Packard was ill. . . . Charles Raffanello, New Jersey salesman, was away on vacation. . . . Jack DeWaal, travelling auditor, was in. . . . Irving Michaels, Plaza, Brooklyn, really broke up switchboard operator June Jacobson when he called her his pin up, pin down, and pin in girl. . . . Brooklyn booker, Fred Trauner, is back after his respite. . . . Rose Hamberger, typist-clerk, is pleased about becoming an aunt.

UNITED ARTISTS—With the sales drive ending on Dec. 1, that first place money is starting to look like a sure thing. . . . Helen Stern, secretary to booker Carl Harte, raises dogs as a hobby.

20TH CENTURY-FOX—Joyce Schwarz had her engagement party at the Hotel Warwick. . . . Former employee Martha Goode was around telling everyone about her new apartment. . . . The Fox Family Club selected the Areles Restaurant for the Thanksgiving party on Nov. 20.

RAMBLIN' 'ROUND—The Motion Picture Bookers Club is getting ready for an election in December. . . . Fred Mayer, head booker, U-International, is busy organizing a Family Hobby Show as part of his work with a youth group in Queens, the 110th precinct Coordinating Council. . . . At Paramount, the "Confidence Parade" sales drive ends on Dec. 1. . . . At Favorite, shipper Benjamin Krakower and wife celebrated 10 years of wedded bliss. . . . Favorite branch manager Irving Wernike reports that "Spirit of Notre Dame" is getting heavy bookings. . . . At Bonded, shipper Johnny Hogan was off because of illness. So was film inspector Arthur Matola. . . . Pearl Ellson was one of the winners at an award held by the Bookers Club.

Herb Gillis Named Philly MPA President

PHILADELPHIA—At the annual election of Motion Picture Associates in RKO screening room, Herbert Gillis, Paramount, was named president; John Turner, UA, vice-president; Harry Brillman, Lippert, treasurer, and Joe Farrow, RKO, unanimously reelected secretary.

Named to the board were Jack Engel, Lippert; Sieg Horowitz, Columbia; Lou Formato, MGM; David Supowitz, architect; Norman Silverman, Republic; Meyer Adelman, New Jersey Messenger Service; Joseph Schaeffer, Republic, and Lester Wurtele, Columbia.

The MPA has spent over \$10,000 in charities in the past several years. The annual drive for funds is now on, and the support of all in the industry is a necessity.

The MPA has eliminated the necessity of taking up collections in every instance when a deserving industryite became financially strapped, or helpless due to illness or other causes.

This is now all taken care of by MPA without a word of publicity.

NEWS OF THE

Territory

Philadelphia Crosstown

Thieves broke into the S-W Logan. Manager Jacob Minsky said the safe combination had been broken and the hinge pins removed but the door was unopened.

Burt Stanley, formerly a local manager, is now in the Montgomery County Home, Box 300, Royersford, Pa., and would like to hear from friends. He had a stroke but is recovering slowly.

The Fox held a preview of 20th-Fox's "Anne Of The Indies," and the Goldman held a preview of UA's "The Lady Says No."

Columbia offers to pay \$10,000 to anyone who can authentically disprove the "amazing facts" contained in "The Magic Face," S-W Stanton, and the bill arrived last week, guarded at all times by two Pinkerton men. Ed Rosenbaum, Columbia exploiter, was also around handling details, but the Pinkerton men certainly were watching him.

The long closed S-W Elite has become an auction house.

Vine Street

Nat Fleischer, the well-known chair man, was confined to his home. . . . Dave Law, Warner cashier; Betty Higgins, Warner telephone operator, and Leila Rafter, Warner inspectress, were on the sick list. . . . Annette Tarlow, National Theatre Supply, was rushed to the

Drive Highlights S-W General Meeting

PHILADELPHIA—A drive for better business highlighted the first Stanley-Warner Philadelphia zone general managers' meeting in nine years at the Bellevue-Stratford Hotel.

Presiding was Ted Schlanger, zone manager over eastern Pennsylvania, southern New Jersey, and Delaware, and present were the managers of all Stanley-Warner theatres as well as various department heads and film bookers.

Harry Kalmine, president of the theatre company; W. Stewart McDonald, assistant treasurer, Warners; Harry Goldberg, director of theatre advertising, publicity, and exploitation; Ben Wirth, in charge of real estate, and Nat Fellman, coordinator of film buying, addressed the meeting.

Kalmine stressed the belief that he has in the future of the industry, the security of the men in their jobs, and the necessity for all-out exploitation and merchandising.

On the second day of the meet addresses were made by Schlanger, Robert L. Mills, local engineering chief; William J. Charles, head, sound department; Herman Levine, head, real estate department; David M. Stadler, his assistant; J. Ellis Shipman, contact head; district managers Jack Flynn, Morton Levine, John Roach, and Paul Castello, A. J. Vanni, Lester Grieger, administrative assistant to Schlanger; Ted Minsky, chief film buyer-booker; Dan Triester, his assistant; Everett Callow, advertising and exploitation director, and Irving Blumberg, his assistant.

The two-day meeting closed with Schlanger announcing the 12-month drive, to be conducted locally, and called "Warner Brothers Philadelphia Zone Showman's Attack To Bring 'Em Back in 1952," based on a point system for various categories for promotion, exploitation, service, housekeeping, kiddie activities, and concessions, for which outstanding managers would receive a total in excess of \$5,000 plus a personal prize to the winner from Kalmine and a special district managers' prize for the district manager whose men accumulated the greatest number of points during the drive.

hospital when a section of plaster hit her on the head.

Jean Gavetti, UA assistant cashier, announced her engagement to Alfred Lewis. . . . Mae Miller, biller at Columbia for 14 years, resigned to live in New York City. . . . Mrs. Mae Zembrodt, Columbia inspectress, is recuperating after a major operation at Misericordia Hospital. . . . Gloria Cohen, Columbia clerk, is recuperating following an emergency appendectomy.

Mrs. Virginia Raynor Caldwell, Columbia assistant cashier, returned following her honeymoon. . . . Mrs. Edna Greiner is the new general clerk at Columbia. . . . Mrs. Ann Cortesse, Columbia inspectress, is back in St. Agnes' Hospital

THEATRE OWNERS AND MANAGER

It is IMPORTANT that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

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following a relapse. . . . Viola Honig, Lippert cashier, was expected back following illness.

The boys on the street will be glad to hear that veteran Leon Behal is back home much improved. . . . Miriam Goodwin, sister of Alvin Goodwin, general manager, Quality Premium Distributors, is now office manager for A. M. Ellis Theatres Company.

Andrew B. "Bud" Freeman is now general sales manager for ABC Appliance Company. . . . Most of the exchanges closed early on Election Day so employees would have plenty of time to vote. . . . Mort Magill, UA salesman, was happy over so many UA pictures playing first-run. In fact, so were branch manager John Turner and the rest of the branch personnel, since there is a sales drive on.

Ben Harris, American, revealed that he has several features available for kiddie matinees as well as a large assortment of single reels, two reelers, cartoons, etc., all at bargain prices.

Max Bronow and Oscar Foreman have sold their tap room, Ozzie's, and Bronow says he is now available. Well-known in the industry, he was last a booker with the former ELC. His telephone number is TR 7-6493.

(Although a caption in the last issue of EXHIBITOR said that Charles Zagrans is area distributor chairman of the Will Rogers Memorial Hospital "Christmas

Salute" campaign, the truth is that Norman Silverman, Republic branch head, is, and wants the trade to do its best to make the drive a big success.—Ed.)

District of Columbia Washington

A kiddies' Hallowe'en party and a midnight Hallowe'en jamboree, both of which went over big, were the latest business building stunts pulled by Douglas W. Mellott, manager, K-B Naylor. For the kids' affair, he promoted gifts from five cooperating merchants, and awarded 20 prizes for best costumes. For the midnight performance, he had a "horror show."

Kogod and Burka opened their seventh theatre in the city, the Ontario. Constructed at a cost of nearly \$600,000, designed by John J. Zink, the house seats 1400. American Bodyform push-back chairs, with self rising seats were installed, and decorating was by David Brodsky Associates, Philadelphia, in a green and gold motif. The carpet was especially designed and woven by the Philadelphia Carpet Company. On opening day, through the courtesy of Pepsi-Cola, Faye Emerson and Skitch Henderson were guests, as was Horace McMahon, Paramount star. Miss Emerson received the key to the city from Commissioner John Russell Young, entertained the press, radio, and TV people in her suite, and appeared at the opening of the theatre and dedicated the Pepsi-Cola bar in the lobby. Opening film was "Rhubarb."

Dore Schary, vice-president, MGM, in charge of production, was in for a few days, and spoke before the National Jewish Welfare Board luncheon at the Statler Hotel. He also visited President Truman at the White House. Among other events on Schary's schedule was a luncheon held in his honor at the Pentagon. Clayton Fritchey, Director of Public Information, was host. Schary also received an Award of Merit from the Veterans of Foreign Wars for "Go For Broke." Orville Crouch, MGM Washington studio representative, handled all arrangements for Schary's visit.

Douglas Fairbanks was in to speak on behalf of the "Clothing for Korea" drive of which he is national president. . . . Morgan Hudgins gave an illustrated lecture on the making of MGM's "Quo Vadis" to the Motion Picture Council and the Washington Advertising Club.

Loew's Capitol is installing a big TV screen, according to reports. . . . E. M. Loew's Open Air Drive-In is going to show three nights of burlesque films each week.

Horace McMahon was a visitor in connection with "Detective Story," coming to Loew's Palace. . . . Broderick Crawford was in to make two personal appearances at the Warner for Columbia's "The Mob." He spent a busy day under the guidance of Sid Zines, Columbia exploiteer, making TV and radio appearances, and holding press confer-

Adams Chosen D. C. Variety Chief Barker

WASHINGTON—Jerome A. Adams, resident manager, MGM, was last week elected Chief Barker, Variety Club, Tent 11. Others chosen were: First Assistant Chief Barker, Victor J. Orsinger, general manager, Lopert Washington Theatres; Second Assistant Chief Barker, Gerald P. Price, general manager, Glen Echo Amusement Park; Property Master, Jack Fruchtmann, vice-president and general manager, St. Mary's Theatres, Inc., and Lexington Park Theatre Company, Inc., and Dough Guy, Sam A. Galanty, mid-east division manager, Columbia.

The following members were elected to the board: Fred S. Kogod, Alvin Q. Ehrlich, J. E. Fontaine, Rudolph Berger, Sidney Lust, and George Crouch. In addition to the five officers and the six additional men on the board, the five past Chief Barkers will serve in 1952, Morton Gerber, Wade Pearson, Jake Flax, Frank M. Boucher, and Nathan D. Golden.

Delegates and alternates to the international convention are Golden, Flax, with alternates Boucher and Pearson. The International canvasser for 1952 is Gerber.

Reservations are now being taken for its 16th annual dinner dance at the Hotel Statler, on Nov. 17. Tickets are \$12.50 single and \$25 per couple.

ences. . . . L. Steddard Taylor, 85, for many years manager, Belasco, passed away in Florida.

MGM—Hazel McCarthy's nephew, William Eslin, returned from three years in Japan and Korea. . . . Ida Barezofsky met Dore Schary. . . . Rose Franks' son, Sidney, is now a student at Maryland University.

RKO—Elbert Grover is sporting a new Plymouth. . . . Visitors were exhibitors Wilbur Brizendine, Jack Whittle, A. Seidner, and J. C. Caldwell. . . . Bob Folliard, eastern district manager, was in.

MONOGRAM—Judy Glickman is going to night school taking shorthand.

UNITED ARTISTS—Virginia Greenway was on vacation.

NATIONAL SCREEN SERVICE—Betty Richardson birthdayer.

REPUBLIC—Ann Dinkel birthdayer. . . . J. V. O'Gara, district manager, visited. . . . The new inspectress is Mary Megee. . . . Myron Mills and wife were the guests of Elmer Hines, Roanoke, Va., at the Notre Dame-Navy football game.

KAY—Morris Flax, Lincoln and Roosevelt, Baltimore, Md., was in visiting. So was Harry Vogelstein.

U-I—All the salesmen and bookers went to the Notre Dame football game. . . . U-I won two games at the last bowling meet.

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WARNERS—Florence Ridsen was off to Florida for a vacation.

COLUMBIA—Jack J. Hollischer, new office manager, was formerly auditor out of Seattle.

SANDY—Fred Sandy was in New York City for a week. . . . Sylvester Sandy went to Charlotte for a few days.

At the Playhouse, Jean Imhoff was on a vacation to New York City.

LIPPERT—Office manager Sam Jenkins' wife, in the hospital for 16 months, is now home. . . . Bill Michalson and Elmer McKinley went to Baltimore, Md., to attend the opening of Milton Schwabers' new art theatre, the Playhouse. . . . Jerry Murphy ill for a week, is back selling in the Virginia territory.

PEERLESS—Teddy Shull went to New York City on business.

—RICK LAFALCE

Delaware Wilmington

Clinton Jefferson, Hopkins, became the father of a son, the first child for the Jeffersons. . . . Ben Shindler, manager, Ace, said a snowstorm delayed the Saturday morning Hallowe'en party. . . . Exhibitors from all sections of Delaware attended a meeting at the Dinner Bell Inn, Dover, Del., to discuss results of the "Movietime, U.S.A." drive, and to formulate plans for the future. The luncheon meeting was called by Muriel Schwartz, Capitol, Dover, "Movietime" state chairman. . . . The world premiere of "Quo Vadis" in New York forced Morgan Hudgins to curtail his Wilmington visit. He had to eliminate from his schedule an evening appearance before the Christiana Business and Professional Women's Club, but offered to return to deliver his illustrated talk to the group. Robert E. Diem, assistant manager, Loew's Aldine, arranged two appearances for Hudgins. The Wilmington Junior Chamber of Commerce, of which Diem is entertainment chairman for November, included in its monthly mailing pieces to all members a simulated engraved invitation to hear Hudgins at the JayCee luncheon. Hudgins was accompanied by Tom Wood Baldrige, MGM exploiter.

Showing of a Disabled American Veterans trailer narrated by Gene Tierney resulted in good publicity for Loew's Aldine. . . . For the "American in Paris" campaign, Edgar J. Doob, manager, Loew's Aldine, included a "scrambled song contest" in The Wilmington Record, featuring songs from the picture.

—H. L. S.

Maryland Baltimore

A gala preview preceded the opening of Baltimore's new art theatre, named The Playhouse. Guests included William L. Snyder, president, Rembrandt Films, Inc., New York, and a former Baltimorean; William Michaelson, Lippert; Howard Savitz, National Screen Service; Oscar Kantor, Warner salesman, and

Samson Pike, Equity. Milton Schwaber is owner, and H. Ted Routson, formerly of the Rappaport interests, is manager.

Norman Clark, film critic, The Baltimore News-Post, was in New York seeing Broadway shows, and attended the opening of "Quo Vadis." . . . For the first time in over nine years, Herman Parrish, manager, Westport, was away from work because of illness, confied to his home with pneumonia.

The Variety Club is forming a Ladies Auxiliary. A luncheon at club headquarters included plans for the new organization. Julie Haydon was guest of honor.

Nominations of officers for Local 181, present, without opposition, the following slate: Samuel Isaacson, president; Louis Sieber, George Matthews, and Wilbur George, first, second and third vice-presidents, respectively; Thomas P. Finn, financial secretary; Chester Towers, recording secretary; Carroll G. Bayne, business agent; and Charles Grauling, F. W. Fadum, and William Lange, Jr., trustees. . . . Joe Brody, former owner, Brody and Beacon, now retired, returned from a Florida vacation.

Hagerstown

The Hancock, Md., Drive-In furnished free popcorn and ice cream to children participants in a Hallowe'en parade. The parade disbanded at the theatre, where Irvin Linebaugh is manager. . . . Joseph Cumiskey, former manager, Academy, is now employed by a household appliance

firm. . . . George N. Payette, III, son of George N. Payette, Jr., Warner theatres city manager, reentered Shepherd College, Shepherdstown, W. Va.

—L. Mc W.

Leonardtowntown

St. Mary's, now closed, is expected to reopen in January. . . . Eddie Robinson, Chicago White Sox' first baseman, was to make personal appearances at the New during "Angels In The Outfield." . . . Manager Thomas Bradburn, Plaza, Lexington Park, Md., had a projecture-graph set up in a store window for "Lost Continent." . . . Mrs. Wilmer Young is the new Plaza aide. . . . The Calvert County Lions' Club is to sponsor a benefit at the D. and L., Solomon's Island, Md., with the money raised going to finance the annual arrival of Santa Claus at the Calvert County High School. . . . Mrs. Masie Evans, Evans' Pier, Solomon's Island, Md., is the new recording secretary of the Calvert County Garden Club. . . . George Morgan Knight, Jr., EXHIBITOR area correspondent, has been awarded his fourth prize from Studio News, Friend, Neb., for his lyrical verse, "October."

New Jersey Trenton

RKO Theatres gained publicity for "The Magic Face" at the Trent by the exhibition in a store window of a \$10,000 bill offered as reward to the first person to disprove an impersonation in the picture.

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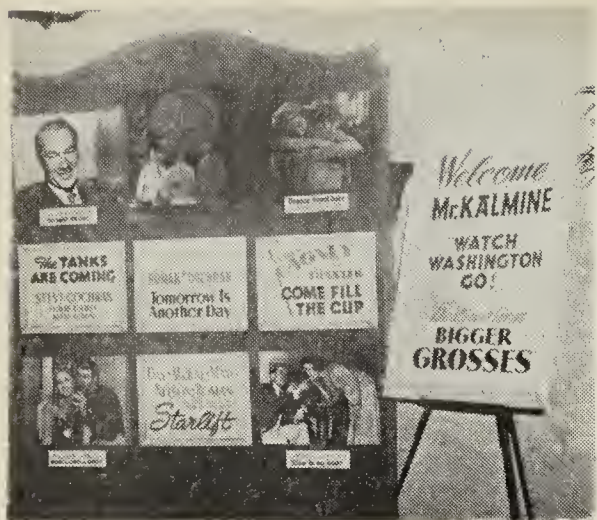
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This is a part of the display which recently welcomed Harry Kalmine, general manager, Warner Theatres, when he and other home office officials attended Washington, D. C., managers' meeting.

J. Norris Dakin, 56, projectionist, RKO Capitol, died of a heart attack while at work in the booth. He had worked in various theatres the past 40 years as a projectionist, and was a member of Local 359.

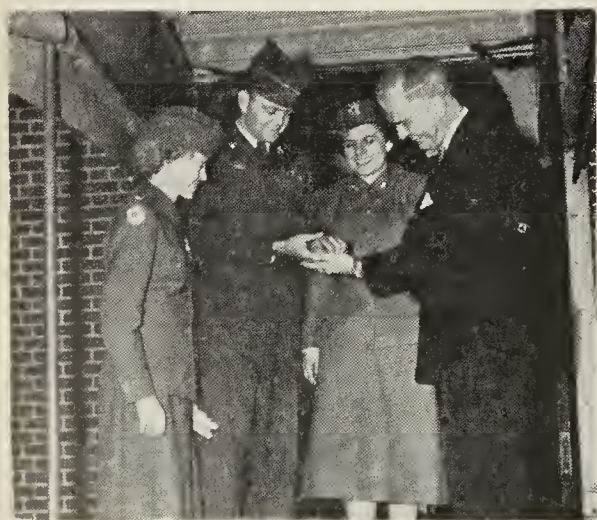
Pennsylvania Harrisburg

Earl Rexroth is the new assistant manager, Uptown. . . . Jack O'Rear, manager, Colonial, conducted a big newspaper and radio campaign for "A Streetcar Named Desire."

Nick Todorov, circuit manager, Mark Rubinsky Theatres, truly earned the "good neighbor" title recently when he went to the rescue of a locked-out neighbor by scaling the front porch roof to get inside the house.

Daniel Peters is serving as assistant manager, Senate, under B. J. Bispeck. The latter reports having difficulty finding a place to live, and is anxious to bring his wife and child on from Ohio. Assistant manager Peters is a veteran with seven years' service with the 20th Air Force in the Pacific.

Edward Warner, manager, Rubinsky, Dallastown, Pa., recently ran a promotion giving away sets of venetian blinds for two rooms.



Manager Fred McMillan, Warner, Washington, D. C., recently presented \$400 worth of rings to Corporal Grant Curd because his fiancee won an essay contest held in connection with Paramount's "Here Comes The Groom." Looking on is Lieutenant-Colonel Annie Gardner, WAC commandant, Washington Military District. The contest was arranged by Frank LaFalce, publicity and advertising director, assisted by Florenz Hinz, assistant.

Joanne Haas and Kay Lehue, Uptown, went home to Johnstown, Pa., to vote. . . . Doris Corl is new at the Uptown. . . . Martin Shertzer is now employed regularly at the Elton, Steelton, Pa.

Voters in Franklin and Oxford Townships approved Sunday movies. Franklin and Oxford are the townships in which Adams County's two drive-ins are located. For the last two seasons, proprietors of these spots have been paying weekly fines for holding Sunday shows in their places of amusement.

Lebanon

George W. Eckert 3rd, manager, State, got big publicity in The Lebanon News on the \$10,000 greenback that figures in "The Magic Face."

Reading

Manager Larry Levy, Loew's, placed a three-column art advertisement showing Gene Kelly and a dancer in pictorial outlines, to be colored by entrants in an "American in Paris" cash prize contest.

Projectors, the kind used in private homes, must have slumped somewhat on the market. A man was arrested for stealing a \$75 machine from the home of his landlord, and told police he pawned it in New York City for \$5.

Larry Levy, manager, Loew's, moved up his price schedule for "An American in Paris." Daily price range was 65 cents to 90 cents, including Saturday, and Sunday rates 74 cents to 90. Children's tickets were 30 cents all times.

Virginia

Newport News

The Theatre Association of The Peninsula held its regular monthly meeting. Present were: president Leonard Gordon, vice-president James Booth, Jerry Gordon, Gene Spaugh, Herbie Morewitz, Leo Greenwood, George Shackelford, Fred Culler, Johnnie Bateman, Ray Vossler, Bill Jasper, and Harry Fekas. Dave Garvin was sick. . . . Francis Finch, former manager, Village, is the proud mother of a girl. Ray Vossler was filling in while she was out.

The Universal-International troupe arrived, and started shooting "The Red Ball Express" at Fort Eustis, Va. The troupe requested 18 men from Local 264. Business agent J. W. "Pop" Garrison went on the set to guarantee satisfaction.

Dave Garvin, Jr., put on a very successful Hallowe'en show at the Pep Club.

Richmond

Morgan Hudgins, the "Quo Vadis" man, was in talking to the drama department at RPI, doing radio interviews, visiting the University of Richmond, and lecturing before the Richmond Film Society. By a strange coincidence Tom Baldrige, MGM exploiter, was in at the same time. . . . Carrington Waddell, on leave of absence from South Boston after his recent illness, was in to see his daughter, Ann Waddell, a student at Richmond Professional Institute. Waddell was here the same day the circus came to town, and left for visits to Norfolk and Georgia.

TRADE SCREENINGS

PHILADELPHIA

MGM—(1233 Summer) Nov. 15, 11, "Westward the Women" (Robert Taylor, Denise Darcel, Hope Emerson, John McIntire); 16, 11, "It's A Big Country" (Ethel Barrymore, Van Johnson, Frederic March, William Powell, Gary Cooper).

Folks are still taking vacations. Gertrude Peace, Venus assistant, visited Portsmouth and the Peninsula. Joyce Green and Ann Fisher, NTI office, were away. Bernice Alley, State boxoffice staff, went to the mountains. . . . Jack Stone booked "Oliver Twist" in the WRVA Theatre. . . . Glen Norris, 20th-Fox manager, was in town conferring with Sam Bendheim, Jr. So were Ben Caplon and Norman Jackter, Columbia manager and salesman, respectively.

Dave Kamsky and Morton G. Thalheimer, Jr., attended the Allied convention in New York. . . . Syd Zins was working on Columbia's "Pick-up," National. . . . James Cofer, Lee, was vacationing, Bernard McCann subbing. . . . Charles Jackson, State staffer, celebrated his 89th birthday on Nov. 7. . . . Bob Coulter, Byrd manager, has been sick. . . . The Richmond Showman's Club held its first fall meeting at the National, but with midnight shows and sickness, there were only a few on hand, Frances Neenan, Ober Boyd, Ward Covington, Gordon Culley, Stewart Tucker, Bob Eagan, and Bobby Hatcher.

Tommy Ford, son of Leroy Ford, veteran Byrd projectionist, has been playing a fine game for the University of Virginia football team. . . . Don "Red" Barry, cowboy star, made personal appearances at the Venus. . . . The Robinson was robbed again. . . . Sympathy is extended to Arthur B. Holmes, maintenance engineer, Fabian's Colonial, who lost his wife after a long illness. . . . Stewart Tucker, State manager, handled the reserved seat sale at the Capitol for "Tales of Hoffmann."

—S. T.

Williamsburg

"Williamsburg Restored," a new 44-minute, 16mm. documentary film in color, has just been released by Colonial Williamsburg depicting the history and restoration of this significant colonial capital city. Designed for use by adult groups, organizations, and schools, the new motion picture made for Colonial Williamsburg by the Julien Bryan International Film Foundation is the first of a projected series of films on this old city and the 18th century life here which developed many of our earliest leaders. It will be made available through the new Film Distribution Section of Colonial Williamsburg.

Variety Club

Tent 13, Philadelphia

"When Worlds Collide" and "Detective Story" were screened by courtesy of Paramount.

Allied Artists

DISC JOCKEY—MU— Ginny Simms, Michael O'Shea, Jane Nigh—Exploitation show has the angles for the teen-agers—77m.—see Sept. 12 issue—(AA-21).

HIGHWAYMAN, THE—COSMD— Charles Coburn, Wanda Hendrix, Philip Friend—Picturization of famous poem has the angles for selling—83m.—see Sept. 12 issue—(Cinecolor)—(AA-20).

Columbia

(1950-51 releases from 301 up)

(1951-52 releases from 401 up)

BAREFOOT MAILMAN, THE—MD— Robert Cummings, Terry Moore, Jerome Courtland—Interesting programmer for the duallers—83m.—see Nov. 21 issue—(404).

BIG GUSHER, THE—OMD— Wayne Morris, Preston Foster, Dorothy Patrick—For the lower half—68m.—see July 4 issue—(306).

BONANZA TOWN—W— Charles Starrett, Smiley Burnette, Fred F. Sears—Okeh series entry—56m.—see July 18 issue—(367).

BRAVE BULLS, THE—D— Mel Ferrer, Miroslava, Anthony Quinn—Well-made bull fighting film will have best appeal in class spots—108m.—see Apr. 25 issue—(321).

CHAIN OF CIRCUMSTANCE—MD— Richard Grayson, Margaret Field, Maria Mitrovich—For the lower half—68m.—see Aug. 29 issue—Leg.: B—(309).

CHINA CORSAIR—ACD— Jon Hall, Lisa Ferraday, Ron Randall—Average supporting fare—67m.—see June 6 issue—(316).

CLOUDED YELLOW, THE—MYMD— Jeon Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—87 1/2m.—see Oct. 24 issue—(English-made).

CORKY OF GASOLINE ALLEY—CD— Scotty Beckett, Jimmy Lydon, Patti Brady—Okeh for the lower half—77m.—see Sept. 12 issue—(302).

CRIMINAL LAWYER—MD— Pat O'Brien, Jane Wyatt, Carl Benton Reid—Okeh programmer for the duallers—74m.—see Aug. 29 issue—(412).

CYCLONE FURY—W— Charles Starrett, Smiley Burnette, Fred Sears—Average Starrett—54m.—see Aug. 15 issue—(368).

FAMILY SECRET, THE—D— John Derek, Lee J. Cobb, Jody Lowrance—Dramatic entry will need plenty of push—85m.—see Nov. 7 issue.

FIVE—D— William Phipps, Susan Douglas, James Anderson—Different type offering will need plenty of push—91m.—see Apr. 25 issue—(371).

HARLEM GLOBETROTTERS, THE—NOV— Thomas Gomez, Dorothy Dandridge, William Brown—Good sports show for the duallers—80m.—see Nov. 7 issue—(345).

HER FIRST ROMANCE—CD— Margaret O'Brien, Allen Martin, Jr., Jimmy Hunt—Okeh entry for the duallers—73m.—see May 9 issue—(358).

HILLS OF UTAH—WMU— Gene Autry, Pat Buttram, Elaine Riley—Good Autry—70m.—see Sept. 26 issue—(356).

HURRICANE ISLAND—AD— Jon Hall, Marie Windsor, Marc Lawrence—Okeh lower half entry—72m.—see July 18 issue—(Supercinecolor)—(349).

JUNGLE MANHUNT—MD— Johnny Weissmuller, Bob Waterfield, Sheila Ryan—Average programmer for the lower half—66m.—see Oct. 10 issue—(411).

KID FROM AMARILLO, THE—W— Charles Starrett, Smiley Burnette, Harry Lauter—Better than average "Durango Kid"—56m.—see Oct. 24 issue—(488).

LADY AND THE BANDIT, THE—ACD— Louis Hayward, Patricia Medina, Suzanne Dalton—Okeh action drama for the duallers—79m.—see Aug. 15 issue—(337).

LORNA DOONE—ACD— Barbara Hale, Richard Greene, Carl Benton Reid—Interesting action drama can be sold—84m.—see June 6 issue—(Technicolor)—(336).

MAGIC CARPET, THE—AD— Lucille Ball, John Agar, Patricia Medina—Names should help interesting adventure yarn—84m.—see Oct. 10 issue—(Supercinecolor)—(410).

MAGIC FACE, THE—D— Luther Adler, Patricia Knight, William Shrier—Unusual entry should appeal to class and art spots—89m.—see Aug. 15 issue—Leg.: B—(Made in Vienna)—(408).

MASK OF THE AVENGER—AD— John Derek, Jody Lawrence, Anthony Quinn—Adventure yarn has the angles—83m.—see July 4 issue—(Technicolor)—(359).

MOB, THE—MD— Broderick Crawford, Betty Buehler, Richard Kiley—Good melodrama—87m.—see Sept. 12 issue—(407).

NEVER TRUST A GAMBLER—MD— Dane Clark, Cathy O'Donnell, Tom Drake—Moderate program meller—79m.—see July 18 issue—(326).

PICKUP—D— Hugo Haas, Beverly Michaels, Allan Nixon—Interesting offering will have best appeal for class, art spots—78m.—see July 18 issue—Leg.: B—(357).

SANTA FE—OMD— Randolph Scott, Janis Carter, Jerome Courtland—Good outdoor show—89m.—see May 9 issue—(Technicolor)—(330).

SATURDAY'S HERO—D— John Derek, Donna Reed, Sidney Blackmer—High rating football entry—111m.—see Aug. 29 issue—(401).

SILVER CANYON—W— Gene Autry, Gail Davis, Jim Davis—Standard Autry—70m.—see June 20 issue—(355).

SIROCCO—MD— Humphrey Bogart, Maria Toren, Lee J. Cobb—Bogart draw will make the difference—98m.—Leg.: B—see June 6 issue—(348).

SMUGGLER'S GOLD—MD— Cameron Mitchell, Amanda Blake, Carl Benton Reid—For the lower half—63m.—see May 9 issue—(315).

SNAKE RIVER DESPERADOES—W— Charles Starrett, Smiley Burnette, Tommy Ivo—Fair series entry—55m.—see May 23 issue—(336).

SON OF DR. JEKYLL, THE—MD— Louis Hayward, Jody Lawrence, Alexander Knox—Okeh programmer for the duallers—78m.—see Nov. 7 issue—(409).

SUNNY SIDE OF THE STREET—MU— Frankie Laine, Billy Daniels, Terry Moore—Pleasing programmer for the duallers—72m.—see Sept. 12 issue—(Supercinecolor)—(408).

TEN TALL MEN—AMD— Burt Lancaster, Jody Lawrence, Gilbert Roland—Good adventure yarn—97m.—see Nov. 7 issue—Leg.: B—(Technicolor).

EXHIBITOR

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SECTION 2
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NOVEMBER 14, 1951

TEXAS RANGERS, THE—W— George Montgomery, Gale Storm, Jerome Courtland—Good western—74m.—see June 6 issue—(Supercinecolor)—(325).

TWO OF A KIND—MD— Edmond O'Brien, Elizabeth Scott, Terry Moore—Names may help fast-moving meller—75m.—see June 20 issue—Leg.: B—(350).

WHEN THE REDSKINS RODE—MD— Jon Hall, Mary Castle, James Seay—For the duallers—78m.—see May 23 issue—(Supercinecolor)—(339).

WHISTLE AT EATON FALLS, THE—DOCD— Lloyd Bridges, Dorothy Gish, Carleton Carpenter—Interesting drama has the angles—96m.—see Aug. 1 issue—(322).

TO BE REVIEWED OR IN PRODUCTION

BLAZING SUN, THE— Gene Autry, Lynne Roberts, Pat Buttram.

BOOTS MALONE— William Holden, Johnny Stewart, Stanley Clements.

BRAVE WARRIOR— Jon Hall, Christine Lارسen, Joy Silverheels—(Technicolor).

BRIGAND, THE— Anthony Dexter, Jody Lawrence, Anthony Quinn—(Technicolor).

CALIFORNIA CONQUEST— Cornel Wilde, Tereso Wright, John Dehner—(Technicolor).

CAPTAIN BLOOD, FUGITIVE— Louis Hayward, Patricia Medina, John Sutton—(Technicolor).

CRIPPLE CREEK— George Montgomery, Korin Booth, Jerome Courtland—(Technicolor).

DARK PAGE, THE— Broderick Crawford, John Derek, Donna Reed.

DEATH OF A SALESMAN— Fredric March, Mildred Dunoock, Cameron Mitchell.

FIRST TIME, THE— Robert Cummings, Barbara Hale, Jeff Donnell.

FOUR POSTER, THE— Rex Harrison, Lilli Palmer.

GOLDEN HAWK— Rhonda Fleming, Sterling Hayden, John Sutton.

HAREM GIRL, THE— Joon Davls, Arthur Blake, Peggy Castle.

HAWK OF WILD RIVER, THE— Charles Starrett, Smiley Burnette, Jack Maloney.

JUNGLE JIM IN THE FORBIDDEN LAND— Johnny Weissmuller, Angela Greene.

LARAMIE MOUNTAINS— Charles Starrett, Smiley Burnette, Man in the Saddle—Randolph Scott, Joan Leslie, Alexander Knox—(Technicolor).

MARRYING KIND, THE— Judy Holliday, John Harrison, Madge Kennedy.

MONTANA TERRITORY— Lon McCollister, Wanda Hendrix, Preston Foster.

MOTHER, THE— Loretta Young, Kent Smith, Alexander Knox.

MY SIX CONVICTS— John Beal, Millard Mitchell, Gilbert Roland.

OKINAWA— Pat O'Brien, Rhys Williams, Richard Denning.

OLD WEST, THE— Gene Autry, Gail Davis, Pat Buttram.

OUTLAW TAMER, THE— Charles Starrett, Smiley Burnette, Nancy Saunders.

PECOS RIVER— Charles Starrett, Smiley Burnette—(484).

PURPLE HEART DIARY— Frances Langford, Judd Haidren, Tony Romano.

SMOKY CANYON— Charles Starrett, Stanley Burnette, Jack Mahoney.

SNIPER, THE— Adolphe Menjou, Arthur Franz, Morle Windsor.

STORM OVER TIBET— Rex Reason, Diana Douglas.

SOUND OFF— Mickey Rooney, Dolores Sidener, Sammy White.

THIEF OF DAMASCUS, THE— Paul Henreid, John Sutton, Elena Verdugo—(Technicolor).

VALLEY OF FIRE— Gene Autry, Pat Buttram, Russ Hayden—(353).

WALK EAST ON BEACON— George Murphy, Virgilio Gilmore, Finlay Currie.

WAR CRY— George Montgomery, Audrey Long, Howard St. John—(Cinecolor).

WOMAN IN QUESTION, THE— Jean Kent, John McCallum, Susan Shaw—(English-made).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. Abbreviations following titles indicate type of picture.

ACD—Action drama	MUCD—Musical comedy drama
AD—Adventure drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	ROMC—Romantic comedy
DFAN—Drama fantasy	ROMCMU—Romantic comedy musical
DMU—Dramatic musical	ROMD—Romantic drama
DOC—Documentary	ROMDMU—Romantic drama with music
DOCD—Documentary drama	SAT—Satire
DOCMD—Documentary melodrama	SCD—Sex comedy drama
ED—Educational feature	TRAV—Travelogue
F—Farce	W—Western
FAN—Fantasy	WC—Western comedy
FANMU—Fantasy musical	WCMU—Western comedy musical
FMU—Farce musical	WD—Western drama
HISD—Historical drama	WMD—Western melodrama
MDMU—Melodrama musical	WMDMU—Western melodrama musical
MD—Melodrama	WMU—Western musical
MUC—Musical comedy	

Hallmark

BEST IS YET TO COME, THE— see One Too Many
ONE TOO MANY (The Best Is Yet To Come)—D—Ruth Worrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue.

TO BE REVIEWED OR IN PRODUCTION

SHE SHOULDA SAID NO— Lila Leeds, Alan Baxter, Lyle Talbot—85m.—Leg.: C.

WHY MEN LEAVE HOME— Julie Bishop, Richard Denning, Ern Westmore.

Lippert

(1950-51 releases from 5001 up)

AS YOU WERE—C—Joe Sawyer, William Tracy, Russell Hicks—Service comedy will fit into the lower half—58m.—see Nov. 7 issue—(5023).

DANGER ZONE—MD—Hugh Beaumont, Edward Brophy, Pamela Blake—For the lower half—56m.—see May 9 issue—Leg.: B—(5017).

FBI GIRL—MD—Cesar Romero, George Brent, Audrey Totter—Names should help action-packed melodrama—76m.—see Nov. 7 issue—(5002).

G.I. JANE—CMU—Jean Porter, Tom Neal, Irls Adrlon—Pleasing entry for the lower half—64m.—see July 4 issue—(5012).

HIGHLY DANGEROUS—MD—Dane Clark, Margaret Lockwood, Marlis Goring—Routine British spy meller for the lower half—80m.—see Nov. 7 issue—(English-made)—(5029).

KENTUCKY JUBILEE—CMU—Jerry Colonna, Jean Porter, James Ellison—Pleasing entry for the lower half—70m.—see June 20 issue—(5007).

LEAVE IT TO THE MARINES—C—Sid Melton, Maro Lynn, Gregg Martell—Service comedy will fit into the lower half—66m.—see Nov. 7 issue—(5005).

LITTLE BIG HORN—OD—Lloyd Bridges, John Ireland, Marie Windsor—Outdoor show has plenty of selling angles—85m.—see June 6 issue—(5003).
 LOST CONTINENT—MD—Cesar Romero, Hillary Brooke, Chick Chandler—Good exploitation entry—86m.—see Aug. 29 issue—(5004).
 PIER 23—MD—Hugh Beaumont, Ann Savage, Edward Brophy—For the lower half—57m.—see May 23 issue—Leg.: B—(5018).
 ROARING CITY—MD—Hugh Beaumont, Edward Brophy, Joan Valerie—For the lower half—61m.—see May 23 issue—Leg.: B—(5016).
 SAVAGE DRUMS—ACD—Sobu, Dita Baron, Sid Melton—For the duallers—72m.—see June 20 issue—(5001).
 STOP THAT CAB—C—Sid Melton, Iris Adrian, Tom Neal—For the lower half—56m.—see Apr. 25 issue—(5014).
 UNKNOWN WORLD—FANMD—Victor Kilian, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).
 VARIETIES ON PARADE—NOV—Jackie Coogan, Eddie Garr, Iris Adrian—For the lower half—55m.—see Sept. 12 issue—(5020).
 YES SIR, MR. BONES—MU—Cast of minstrel and vaudeville people—Pleasing filler for the lower half—54m.—see Aug. 15 issue—(5019).

TO BE REVIEWED OR IN PRODUCTION

GREAT ADVENTURE, THE—Dennis Price, Jack Hawkins—(English-made)—(Made in Africa)—(5104).
 MAN BAIT—George Brent, Marguerite Chapman—English-made).
 NAVAJO—Navajo Indian cast.
 SKY HIGH—Sid Melton, Mara Lynn—(5024).
 SUPERMAN AND THE MOLE MEN—George Reeves, Phyllis Coates—(5030).
 TALES OF ROBIN HOOD—Robert Clarke, Mary Hatcher, Ben Weldon—(5008).

Metro

(1950-51 releases from 101 up)
 (1951-52 releases from 201 up)

ACROSS THE WIDE MISSOURI—OMD—Clark Gable, Ricardo Montalban, Maria Elena Marques—Name draw should be patent factor in the selling—78m.—see Sept. 26 issue—(Technicolor)—(208).
 AMERICAN IN PARIS, AN—MU—Gene Kelly, Leslie Caron, Oscar Levant—Topnotch entertainment—113m.—see Sept. 12 issue—(Technicolor)—(209).
 ANGELS IN THE OUTFIELD—CFAN—Paul Douglas, Janet Leigh, Keenan Wynn—Good programmer deserves the best selling support—99m.—see Sept. 12 issue—(202).
 BANNERLINE—D—Keefe Brasselle, Sally Forrest, Lionel Barrymore—For the duallers—88m.—see Sept. 26 issue—(206).
 CALLING BULLDOG DRUMMOND—MD—Walter Pidgeon, Margaret Leighton, Robert Beatty—Routine series effort for the duallers—80m.—(Made in England)—see Oct. 24 issue—(213).
 EXCUSE MY DUST—CMU—Red Skelton, Sally Forrest, Macdonald Carey—Skelton draw should help pleasant musical—82m.—see June 6 issue—(Technicolor)—(133).
 GREAT CARUSO, THE—DMU—Maria Lanza, Ann Blyth, Jarmila Novotna—High rating—109m.—see Apr. 25 issue—(Technicolor)—(127).
 HOME TOWN STORY—D—Jeffrey Lynn, Marjorie Reynolds, Alan Hale, Jr.—Routine lower half offering—61m.—see May 9 issue—(128).
 KIND LADY—MD—Ethel Barrymore, Maurice Evans, Angela Lansbury—Suspensive meller has the angles—78m.—see July 4 issue—(134).
 LAW AND THE LADY, THE—CD—Greer Garson, Michael Wilding, Marjorie Main—Pleasing comedy will depend on name draw—104m.—see July 18 issue—(136).
 LIGHT TOUCH, THE—D—Stewart Granger, Pier Angeli, George Sanders—Interesting programmer has the angles—107m.—see Nov. 7 issue—(Made in Italy)—(212).
 MAN WITH A CLOAK, THE—D—Joseph Cotten, Barbara Stanwyck, Leslie Caron—Program meller will need plenty of help—80m.—see Oct. 10 issue—Leg.: B—(207).
 MR. IMPERIUM—ROMDMU—Lana Turner, Ezio Pinza, Marjorie Main—Names will make the difference—87m.—see May 23 issue—(Technicolor)—(203).
 NIGHT INTO MORNING—D—Ray Milland, John Hodiak, Nancy Davis—Interesting programmer has the angles—86m.—see May 23 issue—(130).
 NO QUESTIONS ASKED—MD—Barry Sullivan, Arlene Dahl, George Murphy—Fast moving programmer—81m.—see June 20 issue—Leg.: B—(132).
 PANDORA AND THE FLYING DUTCHMAN—FAN—James Mason, Ava Gardner, Nigel Patrick—Artistic production should appeal to class and art spots—123m.—see Oct. 10 issue—Leg.: B—(Made in Europe)—(Technicolor).
 PEOPLE AGAINST O'HARA, THE—MD—Spencer Tracy, Pat O'Brien, Diana Lynn—Good meller—102m.—see Aug. 29 issue—(201).
 RED BADGE OF COURAGE, THE—MD—Audie Murphy, Bill Mouldin, John Dierkes—Meritorious film will need plenty of help—68m.—see Aug. 29 issue—(204).
 RICH, YOUNG AND PRETTY—CMU—Jane Powell, Danielle Darrieux, Wendell Corey—Good musical—95m.—see July 18 issue—(Technicolor)—(138).
 SHOW BOAT—MUD—Kathryn Grayson, Ava Gardner, Howard Keel—High rating—107m.—see June 20 issue—(Technicolor)—(135).
 STRICTLY DISHONORABLE—CMU—Ezio Pinza, Janet Leigh, Millard Mitchell—Pleasing comedy has names to help—94m.—see July 4 issue—Leg.: B—(131).
 STRIP, THE—MDMU—Mickey Rooney, Sally Forrest, William Demarest—Interesting programmer has the names and the angles—85m.—see Aug. 15 issue—(140).
 TALL TARGET, THE—MD—Dick Powell, Paula Raymond, Adolphe Menjou—Historical meller has names to help—78m.—see Aug. 15 issue—(139).
 TEXAS CARNIVAL—CMU—Esther Williams, Red Skelton, Howard Keel—Name draw should help pleasant musical—77m.—see Sept. 26 issue—(Technicolor)—(205).
 TOO YOUNG TO KISS—C—June Allyson, Van Johnson, Gig Young—Good comedy—89m.—see Nov. 7 issue—(211).

UNKNOWN MAN, THE—D—Walter Pigeon, Ann Harding, Barry Sullivan—Interesting drama for the duallers—86m.—see Oct. 24 issue—Leg.: B—(210).

TO BE REVIEWED OR IN PRODUCTION

BELLE OF NEW YORK—Fred Astaire, Vera-Ellen, Keenan Wynn—(Technicolor).
 CALLAWAY WENT THATAWAY—Fred MacMurray, Dorothy McGuire, Howard Keel—(214).
 GIRL IN WHITE, THE—June Allyson, Arthur Kennedy, Mildred Dunnock.
 HOUSE OF THIRTEEN, THE—Peter Lawford, Dawn Addams—(Made in England).
 IT'S A BIG COUNTRY—Ethel Barrymore, Van Johnson, Frederic March, William Powell, Gary Cooper.
 INVITATION, THE—Van Johnson, Dorothy McGuire, Louis Calhern.
 IVANHOE—Robert Taylor, Elizabeth Taylor, Joan Fontaine—(Technicolor)—(Made in England).
 JUST THIS ONCE—Janet Leigh, Peter Lawford, Lewis Stone.
 LONE STAR—Clark Gable, Ava Gardner, Broderick Crawford, Lionel Barrymore.
 LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
 LOVELY TO LOOK AT—Kathryn Grayson, Red Skelton, Howard Keel—(Technicolor).
 MERRY WIDOW, THE—Lana Turner, Fernando Lamas, Richard Haydn.
 PLYMOUTH ADVENTURE—Spencer Tracy, Debarah Kerr, Van Johnson.
 QUO VADIS—Robert Taylor, Deborah Kerr, Lea Genn—(Technicolor)—(Made in Italy).
 SCARAMOUCHE—Stewart Granger, Janet Leigh, Eleanor Parker, Mel Ferrer—(Technicolor).
 SELLOUT, THE—Walter Pidgeon, John Hodiak, Audrey Totter.
 SHADOW IN THE SKY—Ralph Meeker, Nancy Davis, James Whitmore.
 SINGIN' IN THE RAIN—Gene Kelly, Debbie Reynolds, Donald O'Connor—(Technicolor).
 SKIRTS AHOY—Esther Williams, Joan Evans, Vivian Blaine—(Technicolor).
 STRANGER IN THE HOUSE, THE—George Murphy, Nancy Davis, Lewis Stone.
 WESTWARD THE WOMEN—Robert Taylor, Denise Darcel, Hope Emerson, John McIntire.
 WHEN IN ROME—Van Johnson, Paul Douglas, Joseph Calleia—(Made in Italy).
 WILD NORTH, THE—Stewart Granger, Wendell Corey, Cyd Charisse—(Anscocolor).
 YOUNG MAN IN A HURRY—Glenn Ford, Ruth Roman, Denise Darcel.

Monogram

(1949-50 releases from 4901 up)
 (1950-51 releases from 5001 up)

ACCORDING TO MRS. HOYLE—MD—Spring Byington, Brett King, Tanis Chandler—Fair programmer for the duallers—60m.—see May 9 issue—(5122).
 BLAZING BULLETS—W—Johnny Mack Brown, Lois Hall, House Peters, Jr.—Okeh western—51m.—see June 20 issue—(5142).
 CANYON RAIDERS—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Mediocre series entry—53m.—see June 6 issue—(5151).
 CASA MANANA—MUCD—Virginia Welles, Robert Clarke, Robert Karnes, Eddie Le Baron and orchestra—Pleasing musical for the lower half—73m.—Leg.: B—see July 4 issue—(5116).
 CAVALRY SCOUT—OD—Rod Cameron, Audrey Long, Jim Davis—Western has the angles—78m.—see June 20 issue—(Cinecolor)—(5101).
 FATHER TAKES THE AIR—C—Raymond Walburn, Walter Catlett, Florence Bates—Okeh series entry—61m.—see June 6 issue—(5126).
 FLIGHT TO MARS—D—Marguerite Chapman, Cameron Mitchell, Virginia Huston—Science fiction drama has the angles for selling—67m.—see Nov. 7 issue—(Cinecolor)—(5103).
 GHOST CHASERS—C—Leo Gorcey, Huntz Hall, Lela Bliss—Okeh series entry—69m.—see May 23 issue—(5112).
 JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lols Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
 JOE PALOOKA IN TRIPLE CROSS—MD—Joe Kirkwood, James Gleason, Cathy Downs—Okeh series effort—60m.—see Oct. 10 issue—(5118).
 LET'S GO NAVY—F—Lea Gorcey, Huntz Hall, Charlita—Fair "Bowery Boys" entry—68 1/2m.—see Aug. 1 issue—(5113).
 LONGHORN, THE—W—Wild Bill Elliott, Myron Healey, Phyllis Coates—Good western—70m.—see Oct. 24 issue—(5223).
 MAN FROM SONORA—W—Johnny Mack Brown, House Peters, Jr., Phyllis Coates—Above average for the series—54m.—see Apr. 25 issue—(5141).
 MONTANA DESPERADO—W—Johnny Mack Brown, Virginia Herrick, Myron Healey—Routine western—51m.—see July 18 issue—(5143).
 NEVADA BADMEN—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Routine western—58m.—see July 18 issue—(5152).
 OKLAHOMA JUSTICE—W—Johnny Mack Brown, Jimmy Ellison, Phyllis Coates—Okeh western—56m.—see Oct. 10 issue—(5144).
 OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57 1/2m.—see May 24 issue—(4952).
 STAGECOACH DRIVER—W—Whip Wilson, Fuzzy Knight, Gloria Winters—Series average—52m.—see Aug. 29 issue—(5153).
 WANTED, DEAD OR ALIVE—W—Whip Wilson, Fuzzy Knight, Christine McIntyre—Fair western—59m.—see Oct. 24 issue—(5154).
 YELLOW FIN—AD—Wayne Morris, Adrian Booth, Damian O'Flynn—Interesting fishing yarn for the lower half—72m.—see Nov. 7 issue—(5108).

YUKON MANHUNT—OMD—Kirby Grant, Margaret Field, Chinoak—For the lower half—63m.—see July 4 issue—(5123).

TO BE REVIEWED OR IN PRODUCTION

ALADDIN AND HIS LAMP—John Sands, Patricia Medina, Dick Erdman—(Cinecolor).
 BOMBA AND THE ELEPHANT STAMPEDE—Johnny Sheffield, Donna Martell, Myron Healey—(5110).
 BRONC RIDER—Whip Wilson, Fuzzy Knight, Pamela Duncan.
 CRAZY OVER HORSES—Leo Gorcey, Huntz Hall, Gloria Saunders—(5114).
 FORT OSAGE—Rod Cameron, Jane Nigh—(Cinecolor)—(5102).
 GHOST TOWN—Johnny Mack Brown, Jimmy Ellison, Lois Hall.
 HOLD THAT LINE—Leo Gorcey, Huntz Hall, Mona Knox.
 LAWLESS COWBOYS—Whip Wilson—(5155).
 NORTHWEST TERRITORY—Kirby Grant, Gloria Saunders, Chinoak—(5124).
 RODEO—Jane Nigh, John Archer, Wallace Ford.
 STARLIGHT CANYON—Wayne Morris, Virginia Grey, Anthony Caruso.
 STEEL FIST—Roddy McDonald, Kristine Miller—(5217).
 TEXAS LAWMAN—Johnny Mack Brown—(5146).
 VENGEANCE TRAIL—Wild Bill Elliott, Peggy Stewart.
 WAGONS WEST—Rod Cameron, Peggie Castle, Noah Beery, Jr.—(Cinecolor).
 WHIP LAW—Whip Wilson, Lois Hall, Fuzzy Knight.
 WHISTLING HILLS—Johnny Mack Brown, Jimmy Ellison, Noel Neill—(5145).

Paramount

(1950-51 releases from 5001 up)
 (1951-52 releases from 5101 up)

ACE IN THE HOLE (The Big Carnival)—MD—Kirk Douglas, Jan Sterling, Bob Arthur—High rating—112m.—see May 9 issue—(5023).
 APPOINTMENT WITH DANGER—MD—Alan Ladd, Phyllis Calvert, Paul Stewart—Good Ladd—89m.—see Apr. 25 issue—(5019).
 BIG CARNIVAL, THE—see Ace In The Hole.
 CROSSWINDS—MD—John Payne, Rhonda Fleming, Forrest Tucker—Moderate programmer—93m.—see Aug. 15 issue—(Technicolor)—(5104).
 DARLING, HOW COULD YOU!—C—Joan Fontaine, John Lund, Mona Freeman—Mild comedy for the class spots—96m.—see Aug. 15 issue—(5108).
 DEAR BRAT—C—Mona Freeman, Billy DeWolfe, Edward Arnold—Mild comedy for the duallers—82m.—see Apr. 25 issue—(5021).
 DETECTIVE STORY—MD—Kirk Douglas, Eleanor Parker, William Bendix, Horace McMahon—High rating—103m.—see Oct. 10 issue—(5111).
 HERE COMES THE GROOM—C—Bing Crosby, Jane Wyman, Franck Tone, Alexis Smith—Very good Crosby—113m.—see July 18 issue—(5101).
 LAST OUTPOST, THE—OMD—Ronald Reagan, Rhonda Fleming, Bruce Bennett—Names should help Civil War melodrama—89m.—see Apr. 25 issue—(Technicolor)—(5020).
 MY FAVORITE SPY—F—Bob Hope, Hedy Lamarr, Francis L. Sullivan—Good Hope—93m.—see Oct. 10 issue—(5110).
 PASSAGE WEST—MD—John Payne, Dennis O'Keefe, Arleen Whelan—Names will help exploitable melodrama—80m.—see June 6 issue—(Technicolor)—(5022).
 PEKING EXPRESS—MD—Joseph Cotten, Corinne Calvet, Edmund Gwenn—Exciting meller—84 1/2m.—see July 4 issue—(5024).
 PLACE IN THE SUN, A—D—Montgomery Clift, Elizabeth Taylor, Shelley Winters—High rating drama—122m.—see July 18 issue—(5102).
 RHUBARB—C—Ray Milland, Gene Lockhart, Jan Sterling—Amusing comedy should land in the better money—94m.—see Aug. 15 issue—(5103).
 SILVER CITY—OMD—Edmond O'Brien, Yvonne DeCarlo, Barry Fitzgerald—Action-filled outdoor show has names to help—90m.—see Oct. 10 issue—(Technicolor)—(5112).
 SUBMARINE COMMAND—ACD—William Holden, Nancy Olson, William Bendix—Good program—87m.—see Sept. 12 issue—(5107).
 THAT'S MY BOY—C—Dean Martin, Jerry Lewis, Ruth Hussey—High rating comedy—98m.—see June 20 issue—(5026).
 WARPATH—ACD—Edmond O'Brien, Dean Jagger, Forrest Tucker, Polly Bergen—Fast moving action show—95m.—see June 6 issue—(Technicolor)—(5025).
 WHEN WORLDS COLLIDE—FAN—Richard Derr, Barbara Rush, Peter Hanson—Well-made science fiction film is packed with selling angles—81m.—see Aug. 29 issue—(Technicolor)—(5106).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill—(Technicolor).
 ANYTHING CAN HAPPEN—Jose Ferrer, Kim Hunter, Kurt Kasznar.
 CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
 COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
 DENVER AND THE RIO GRANDE, THE—Edmond O'Brien, Sterling Hayden, Dean Jagger, Laura Elliott, Zasu Pitts—(Technicolor).
 EAGLES OF THE NAVY—Alan Ladd, William Bendix.
 FAMOUS—Bing Crosby, Jane Wyman, Ethel Barrymore.
 FLAMING FEATHER—Sterling Hayden, Barbara Rush, Forrest Tucker—(Technicolor).
 GIANT TIMBER—John Payne, Susan Morrow, William Demarest—(Technicolor).

GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
HONG KONG—Ronald Reagan, Rhonda Fleming, Nigel Bruce—(Technicolor)—(5109).
LOS ALAMOS—Gene Barry, Lydia Clark, Michael Moore.
MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
RED MOUNTAIN—Alan Ladd, John Ireland, Arthur Kennedy—(Technicolor).
SAILOR BEWARE—Dean Martin, Jerry Lewis, Marion Marshall.
SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
SOMEBODY LOVES ME—Betty Hutton, Ralph Meeker, Robert Keith—(Technicolor).
SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine.
SON OF PALEFACE—Bob Hope, Jane Russell, Roy Rogers—(Technicolor).
STOOGES, THE—Dean Martin, Jerry Lewis, Polly Bergen.
THIS IS DYNAMITE—William Holden, Alexis Smith, Edmund O'Brien.
THUNDER IN THE EAST—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
TIMBER MAN—John Payne, Susan Morrow, William Demarest—(Technicolor).
WARBONNET—Charlton Heston, Peter Hanson, Joan Taylor, Susan Morrow—(Technicolor).

RKO

(1950-51 releases from 101 up)
 (1951-52 releases from 201 up)

ALICE IN WONDERLAND—CAR—Walt Disney cartoon feature—High rating—75m.—see July 4 issue—(Disney)—(Technicolor)—(292).
BEHAVE YOURSELF—C—Farley Granger, Shelley Winters, William Demarest—Star draw should make the difference—81m.—see Sept. 26 issue—(206).
BEST OF THE BAD MEN—OMD—Robert Ryan, Bruce Cabot, Claire Trevor—Fast moving outdoor show—84m.—see May 9 issue—Leg.: B—(Technicolor)—(176).
BLUE VEIL, THE—Jane Wyman, Charles Laughton, Joan Blondell—High rating women's show—114m.—see Sept. 26 issue—(263).
DRUMS IN THE DEEP SOUTH—MD—James Craig, Guy Madison, Barbara Payton—Civil War meller has plenty of selling angles—86m.—see Oct. 24 issue—(Supercinecolor)—(211).
FLYING LEATHERNECKS—MD—John Wayne, Robert Ryan, Janis Carter—War show should ride into the better money—102m.—see Aug. 1 issue—(Technicolor)—(261).
GUNPLAY—W—Tim Holt, Joan Dixon, Richard Martin—Routine western—60m.—see Apr. 25 issue—(120).
HAPPY GO LOVELY—CMU—David Niven, Vera-Ellen, Cesar Romero—Entertaining musical has the angles—87m.—see June 20 issue—(English-made)—(Technicolor)—(262).
HARD, FAST AND BEAUTIFUL—D—Claire Trevor, Sally Forrest, Carleton Young—Interesting drama has the angles for selling—78m.—see June 6 issue—(119).
HIS KIND OF WOMAN—MD—Robert Mitchum, Jane Russell, Vincent Price—Meller will depend on name draw for best returns—120m.—see July 18 issue—Leg.: B—(201).
HOT LEAD—W—Tim Holt, Joan Dixon, Ross Elliott—Okeh western—60m.—see Oct. 24 issue—(209).
I WANT YOU—D—Dana Andrews, Dorothy McGuire, Farley Granger—Good romantic drama—102m.—see Nov. 7 issue—(Goldwyn).
JUNGLE HEADHUNTERS—TRAV—Record of Lewis Cotlow's Amazon expedition—Colorful jungle travel compilation will fit into the duallers—65m.—see May 9 issue—(Technicolor)—(177).
JUNGLE OF CHANG—DOCD—PoChai, MeYing, commentary by Leonard Eyre—Interesting documentary—67m.—see Nov. 21 issue—(Swedish-made)—(Made in Siam)—(English titles and narration)—(208).
LILLI MARLENE—MD—Hugh McDermott, Lisa Daniely, John Blythe—British import may have appeal in the art spots—73m.—see Aug. 15 issue—Leg.: B—(English-made)—(203).
ON THE LOOSE—D—Joan Evans, Melvyn Douglas, Lynn Bari—Teen age drama has the angles—74m.—see Aug. 1 issue—(202).
PISTOL HARVEST—W—Tim Holt, Joan Dixon, Richard Martin—Par for the series—60m.—see Aug. 1 issue—(205).
RACKET, THE—MD—Robert Mitchum, Robert Ryan, Elizabeth Scott—Star draw will help gangster melodrama—89m.—see Oct. 24 issue—(210).
ROADBLOCK—MD—Charles McGraw, Joan Dixon, Lowell Gilmore—Okeh meller for the lower half—73m.—see Aug. 1 issue—(204).
SEALED CARGO—MD—Dana Andrews, Carla Balenda, Claude Rains—Good program melodrama—90m.—see Apr. 25 issue—(118).
SLAUGHTER TRAIL—WMDMU—Brian Donlevy, GIG Young, Virginia Grey—Western will fit into the duallers—78m.—see Oct. 24 issue—(Cinecolor)—(207).
TOKYO FILE 212—MD—Florence Marly, Robert Peyton, Japanese cast—Topical yarn packs plenty of exploitation angles—84m.—see Apr. 25 issue—Leg.: B—(Made in Japan)—(175).
TWO TICKETS TO BROADWAY—CMU—Tony Martin, Janet Leigh, Gloria DeHaven—Pleasing musical should ride into the better grosses—106m.—see Oct. 24 issue—(Technicolor).
WHIP HAND, THE—MD—Carla Balenda, Elliott Reid, Edgar Barrier—For the lower half—82m.—see Oct. 24 issue.

TO BE REVIEWED OR IN PRODUCTION

ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders, Elsa Lanchester, Victor Mature.
BIG SKY, THE—Kirk Douglas, Dewey Martin, Elizabeth Threatt.

BLACKBEARD THE PIRATE—Robert Mitchum, Falth Domergue, Victor Mature.
CHUCK-A-LUCK—Marlene Dietrich, Arthur Kennedy, Mel Ferrer—(Technicolor).
CLASH BY NIGHT—Barbara Stanwyck, Paul Douglas, Marilyn Monroe.
CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
DOUBLE DYNAMITE—Jane Russell, Frank Sinatra, Groucho Marx—80m.
GIRL IN EVERY PORT, A—Groucho Marx, Marie Wilson, William Bendix, Don DeFore—87m.
HALF-BREED, THE—Robert Young, Janis Carter, Jack Buetel—(Technicolor).
JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
KOREAN STORY, THE—Robert Mitchum, Charles McGraw, Lala Rios.
LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.
MACAO—Robert Mitchum, Jane Russell, William Bendix.
MONTANA BELLE—George Brent, Jane Russell, Scott Brady—81m.—(Trucolor).
NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.
ON DANGEROUS GROUND—Robert Ryan, Ida Lupino, Ward Bond.
ONE FALSE MOVE—Ida Lupino, Robert Ryan, Barbara Whiting.
OVERLAND TELEGRAPH—Tim Holt, Richard Martin, Gail Davis—60m.
RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.
ROAD AGENT—Tim Holt, Richard Martin, Mary Jo Tarola.
SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
3000 A.D.—Robert Clarke, Margaret Field, Ron Randell.
TARZAN'S SAVAGE FURY—Lex Barker, Dorothy Hart, Tommy Carlton.
TEMBO—Howard Hill documentary—(Anso color).
TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.

Republic

(1950-51 releases from 5001 up)
 (1951-52 releases from 5101 up)

ADVENTURES OF CAPTAIN FABIAN—MD—Errol Flynn, Micheline Prelle, Vincent Price—Name draw should make the difference—101m.—see Sept. 26 issue—Leg.: B—(Made in France)—(5101).
ARIZONA MANHUNT—W—Michael Chapin, Eilene Janssen, James Bell—Okeh western for the younger set—60m.—see Sept. 26 issue—(5068).
BULLFIGHTER AND THE LADY—D—Robert Stack, Joy Page, Gilbert Roland—Interesting programmer—87m.—see Apr. 25 issue—(Made in Mexico)—(5009).
DAKOTA KID, THE—W—Michael Chapin, Eilene Janssen, James Bell—Routine western—60m.—see July 4 issue—(5067).
FIGHTING COAST GUARD—ACD—Forrest Tucker, Ella Raines, Brian Donlevy—Military show has plenty of selling angles—86m.—see May 9 issue—(5010).
FORT DODGE STAMPEDE—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Routine western—60m.—see Sept. 12 issue—(5062).
FUGITIVE LADY—D—Janis Page, Binnie Barnes, Massimo Serato—Routine import for the duallers—78m.—see July 18 issue—Leg.: B—(Made in Italy)—(5011).
HAVANA ROSE—CDMU—Estelita, Bill Williams, Hugh Herbert—For the lower half—77m.—see Sept. 26 issue—(5124).
HONEYCHILE—CMU—Judy Canova, Eddie Foy, Jr., Alan Hale, Jr.—Musical will find most strength in small towns and neighborhoods—90m.—see Nov. 21 issue—(Trucolor)—(5121).
IN OLD AMARILLO—MUW—Roy Rogers, Estelita Rodriguez, Penny Edwards—Okeh series entry—67m.—see May 23 issue—(5043).
LOST PLANET AIRMEN—FAN—Tristram Coffin, Mae Clark, Don Haggerty—For the lower half—67m.—see July 18 issue—(Reedited from the serial, "King of the Rocket Men")—(5031).
MILLION DOLLAR PURSUIT—ACD—Penny Edwards, Grant Withers, Norman Budd—Okeh supporting fare—60m.—see June 6 issue—(5028).
RAY ROBINSON-RANDOLPH TURPIN FIGHT, THE—DOC—Narrated by Jimmy Powers—Fight film should have appeal in some areas—53m.—see Aug. 1 issue—(English-made)—(5095).
RODEO KING AND THE SENORITA—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Good western—67m.—see Aug. 1 issue—(5053).
SEA HORNET, THE—ACD—Rod Cameron, Adele Mara, Adrian Booth—Action show will fit into the duallers—85m.—see Oct. 10 issue—(5105).
SECRETS OF MONTE CARLO—MD—Warren Douglas, Lois Hall, June Vincent—For the lower half—60m.—see July 4 issue—(5030).
SOUTH OF CALIENTE—MUW—Roy Rogers, Dale Evans, Pinky Lee—Very good Rogers—67m.—see Nov. 7 issue—(5151).
THIS IS KOREA!—DOC—U. S. Navy and Marine Corps film supervised by John Ford—Topnotch documentary—51m.—see Aug. 29 issue—(Trucolor)—(5127).
THUNDER IN GOD'S COUNTRY—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Routine western—67m.—see Apr. 25 issue—(5052).

UTAH WAGON TRAIN—W—Rex Allen, Penny Edwards, Buddy Ebsen—Okeh outdoor show—67m.—see Nov. 7 issue—(5054).
WELLS FARGO GUNMASTER—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Standard series offering—60m.—see May 23 issue—(5061).

TO BE REVIEWED OR IN PRODUCTION

BAL TABARIN—Muriel Lawrence, William Ching—(Made in France).
CAPTIVE OF BILLY THE KID—Allan "Rocky" Lane, Penny Edwards, Clem Bevans.
COLORADO SUNDOWN—Rex Allen, Mary Ellen Kay, Slim Pickens.
DESERT OF LOST MEN—Alan "Rocky" Lane, Mary Ellen Kay, Russ Elliott—54m.—(5063).
FABULOUS SENORITA, THE—Estelita, Robert Clarke, Nestor Paiva.
HOODLUM EMPIRE—Brian Donlevy, Forrest Tucker, Claire Trevor.
LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellino.
LAST MUSKETEER, THE—Rex Allen, Mary Ellen Kay, Slim Pickens.
LEADVILLE GUNSLINGER—Allan "Rocky" Lane, Eddy Waller.
OKLAHOMA ANNIE—Judy Canova, John Russell, Grant Withers.
PALS OF THE GOLDEN WEST—Roy Rogers, Dale Evans, Estelita Rodriguez—67m.—(5152).
QUIET MAN, THE—John Wayne, Maureen O'Hara, Barry Fitzgerald—(Made in Ireland)—(Technicolor).
RANGERS OF THE GOLDEN SAGE—Michael Chapin, Eilene Janssen, Lucille Barkley.
STORMBOUND—Constance Dowling, Andrea Checchi—60m.—(Italian-made).
STREET BANDITS—Penny Edwards, Robert Clarke, Roy Barcroft—54m.—(5130).
WILD BLUE YONDER, THE—Wendell Corey, Vera Ralston, Forrest Tucker.
WOMAN IN THE DARK—Ross Elliott, Penny Edwards, Rick Vallin.

20th Century-Fox

(1950 releases from 001 up)
 (1951 releases from 101 up)

ANNE OF THE INDIES—MD—Jean Peters, Debra Paget, Louis Jourdan—Colorful pirate story will depend on name draw—81m.—see Oct. 24 issue—(Technicolor)—(134).
AS YOUNG AS YOU FEEL—C—Monty Woolley, Thelma Ritter, David Wayne—Names will make the difference—77m.—see June 6 issue—(120).
BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—Reissue is filled with selling angles—90m.—see July 4 issue—(Technicolor)—(056).
DAVID AND BATHSHEBA—COSD—Gregory Peck, Susan Hayward, Raymond Massey—Impressive film should ride into the higher grosses—116m.—see Aug. 15 issue—Leg.: B—(Technicolor)—(128).
DAY THE EARTH STOOD STILL, THE—DFAN—Michael Rennie, Patricia Neal, Hugh Marlowe—Superior science fiction entry is packed with selling angles—92m.—see Sept. 12 issue—(129).
DESERT FOX, THE—MD—James Mason, Sir Cedric Hardwicke, Jessica Tandy—War melodrama will have to depend on the selling—88m.—see Sept. 26 issue—(130).
FROGMEN, THE—MD—Richard Widmark, Dana Andrews, Gary Merrill—War thriller should ride into the better money—96m.—see June 20 issue—(122).
GOLDEN GIRL—CDMU—Mitzi Gaynor, Dale Robertson, Dennis Day—Entertaining musical—108m.—see Nov. 7 issue—(Technicolor)—(136).
GUY WHO CAME BACK, THE—CD—Paul Douglas, Joan Bennett, Linda Darnell—Mild program—91m.—see June 6 issue—Leg.: B—(118).
JESSE JAMES—OD—Tyronne Power, Nancy Kelly, Henry Fonda—Reissue has the angles—106m.—see July 4 issue—(Technicolor)—(057).
JOURNEY INTO LIGHT—D—Sterling Hayden, Viveca Lindfors, Thomas Mitchell—Interesting programmer will fit into the duallers—87m.—see Sept. 19 issue—(132).
KENTUCKY—MD—Loretta Young, Richard Greene, Walter Brennan—Reissue has names to sell—96m.—see July 4 issue—(Technicolor)—(150).
LET'S MAKE IT LEGAL—C—Claudette Colbert, Macdonald Carey, Zachary Scott—Names may help mild comedy—77m.—see Oct. 24 issue—Leg.: B—(133).
LOVE NEST—C—June Haver, William Lindigan, Frank Fay—Mild comedy for the duallers—85m.—see Oct. 24 issue—(131).
MEET ME AFTER THE SHOW—MUC—Betty Grable, Macdonald Carey, Rory Calhoun, Eddie Albert—86m.—Good musical—see Aug. 15 issue—Leg.: B—(Technicolor)—(125).
MILLIONAIRE FOR CHRISTY, A—F—Fred MacMurray, Eleanor Parker, Richard Carlson—Good comedy has the angles—90½m.—see Aug. 15 issue—(Leg.: B)—(127).
MR. BELVEDERE RINGS THE BELL—CD—Clifton Webb, Joanne Dru, Hugh Marlowe—Latest Belvedere should ride into the better money—see Aug. 1 issue—87m.—(124).

MY FRIEND FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of human interest drama should appeal—89m.—see June 20 issue—(Technicolor)—(152).

NO HIGHWAY IN THE SKY—D—James Stewart, Marlene Dietrich, Glynis Johns—Engrossing drama has names to help—97½m.—see Aug. 1 issue—(Made in England)—(121).

ON THE RIVIERA—CMU—Danny Kaye, Gene Tierney, Corinne Calvet—High rating—90m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(115).

PEOPLE WILL TALK—CD—Cary Grant, Jeanne Crain, Hume Cronyn—High rating—110m.—see Aug. 29 issue—(126).

RETURN OF FRANK JAMES, THE—OMD—Henry Fonda, Gene Tierney, Jackie Cooper—Reissue has names to sell—92m.—see July 4 issue—(Technicolor)—(058).

SECRET OF CONVICT LAKE, THE—OMD—Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott—Good meller—83m.—see July 4 issue—Leg.: B—(123).

SMOKY—OMD—Fred MacMurray, Anne Baxter, Burl Ives—Reissue of horse story has names to sell—87m.—see June 20 issue—(Technicolor)—(043).

TAKE CARE OF MY LITTLE GIRL—CD—Jeanne Crain, Dale Robertson, Mitzi Gaynor—Should ride into the better grosses—93m.—see June 20 issue—(Technicolor)—(119).

THUNDERHEAD, SON OF FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of colorful outdoor saga should appeal—78m.—see June 20 issue—(Technicolor)—(151).

TO BE REVIEWED OR IN PRODUCTION

BELLES ON THEIR TOES—Jeanne Crain, Myrna Loy, Debra Paget—(Technicolor).

DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor).

DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegard Neff—(Made in Germany).

DIPLOMATIC COURIER—Tyrone Power, Patricia Neal, Hildegard Neff.

ELOPEMENT—Clifton Webb, Ann Francis, Charles Bickford—(141).

5 FINGERS—James Mason, Micheline Prelle, Michael Rennie.

FIXED BAYONETS!—Richard Basehart, Michael O'Shea, Gene Evans—(140).

GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).

GIRL ON THE BRIDGE, THE—Hugo Haas, Beverly Michaels, Robert Dore—(139).

I DON'T CARE GIRL, THE—Mitzi Gaynor, David Wayne, Oscar Levant—(Technicolor).

I'LL NEVER FORGET YOU—Tyrone Power, Ann Blyth—(Made in England)—(Technicolor)—(142).

JAPANESE WAR BRIDE—Don Taylor, Cameron Mitchell, Marie Windsor, Shirley Yamaguchi.

KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).

LADY IN THE IRON MASK, THE—Louis Hayward, Patricia Medina, Alan Hale, Jr.—(Technicolor).

LYDIA BAILEY—Dale Robertson, Anne Francis, Charles Korvin—(Technicolor).

MABEL AND ME—Dan Dailey, Corinne Calvet.

MODEL AND THE MARRIAGE BROKER, THE—Jeanne Crain, Scott Brady, Thelma Ritter.

OUTCASTS OF POKER FLAT—Anne Baxter, Dale Robertson, Miriam Hopkins.

PHONE CALL FROM A STRANGER—Gary Merrill, Bette Davis, Shelley Winters.

PRIDE OF ST. LOUIS—Dan Dailey, Joanne Dru.

RED SKIES OF MONTANA—Richard Widmark, Constance Smith, Richard Boone—(Technicolor).

RETURN OF THE TEXAN—Dale Robertson, Richard Boone, Tom Tully.

ROSE OF CIMARRON—Jack Buetel, Mala Powers, Bill Williams—(Cinecolor).

SWAMP GIRL—Jean Peters, Jeffrey Hunter, Walter Brennan.

VIVA ZAPATA—Marlon Brando, Jean Peters, Margo.

WAIT TILL THE SUN SHINES NELLIE—Jean Peters, David Wayne, Hugh Marlowe—(Technicolor).

WAY OF A GAUCHO, THE—Gene Tierney, Rory Calhoun, Richard Boone—(Made in Argentina)—(Technicolor).

WITH A SONG IN MY HEART—Susan Hayward, Thelma Ritter, Rory Calhoun, David Wayne—(Technicolor).

United Artists

BADMAN'S GOLD—W—Johnny Carpenter, Alyn Lockwood, Troy Tarrell—Routine western—56m.—see June 6 issue—(ELC).

CYRANO DE BERGERAC—ROMD—Jose Ferrer, Mala Powers, William Prince—Fine production—112m.—see Nov. 22 issue—(Kramer).

FABIOLA—HISTMD—Michele Morgan, Henri Vidal, Michel Simon—Spectacle of Christianity's early days is packed with selling angles—96m.—see May 9 issue—(Italian-made)—(English dialogue)—(Levey).

FIRST LEGION, THE—D—Charles Boyer, William Demarest, Barbara Rush—Well-made drama—86m.—see Apr. 25 issue—(Sirk).

FORT DEFIANCE—W—Done Clark, Ben Johnson, Peter Groves—Okeh outdoor show—81m.—see Nov. 7 issue—(Cinecolor)—(Melford).

FOUR IN A JEEP—D—Vivica Lindfors, Ralph Meeker, Yoseph Yadin—Interesting import for the art, class spots—97m.—see June 20 issue—(Made in Austria)—(Wechsler).

GOLD RAIDERS—WC—George O'Brien, Sheila Ryan, The Three Stooges—Okeh entry for the lower half—56m.—see Oct. 24 issue—(Glasser).

HE RAN ALL THE WAY—MD—John Garfield, Shelley Winters, Wallace Ford—Exciting meller is packed with selling angles—77m.—see June 20 issue—Leg.: B—(Roberts).

HOODLUM, THE—MD—Lawrence Tierney, Aileen Roberts, Marjorie Riordan—For the lower half—61m.—see July 4 issue—Leg.: B—(ELC).

HOTEL SAHARA—C—Yvonne DeCarlo, David Tomlinson, Peter Ustinov—Pleasing programmer—87m.—see Sept. 26 issue—(English-made)—(Brown).

MAN WITH MY FACE, THE—MD—Barry Nelson, Lynn Ainsley, John Harvey—Suspenseful programmer—79m.—see May 23 issue—Leg.: B—(Made in Puerto Rico)—(Gardner).

MISTER DRAKE'S DUCK—F—Douglas Fairbanks, Jr., Yolande Donlan, Howard Marian—Crawford—81m.—Zany farce has the Fairbanks name to help the draw—see Aug. 29 issue—(English-made)—(Angel).

MR. PEEK-A-BOO—F—Joan Greenwood, Bourvil, Marcel Arnold—Cute farce for the art spots—68m.—see Sept. 26 issue—(Made in France)—(English dialogue)—(Bar).

NAUGHTY ARLETTE—D—Mal Zetterling, Hugh Williams, Margot Grahame—Mild British offering for the art spot—86m.—see May 23 issue—Leg.: B—(English-made)—(ELC).

NEW MEXICO—OMD—Lew Ayers, Marilyn Maxwell, Robert Hutton—Colorful outdoor show has plenty of selling angles—78m.—see May 9 issue—(Anscocolor)—(Allen).

OBSESSED—MYD—David Farrar, Geraldine Fitzgerald, Roland Culver—Interesting dramatic entry for the art and class spots—77m.—see Sept. 12 issue—Leg.: B—(English-made)—(Gortside).

OLIVER TWIST—MD—Robert Newton, Alec Guinness, Kay Walsh—Import may have appeal in some spots—105m.—see May 9 issue—(English-made)—(ELC).

PARDON MY FRENCH—C—Paul Henreid, Merle Oberon, Paul Bonifas—Import will fit into the duallers—81½m.—see Aug. 29 issue—(French-made)—(English dialogue)—(Cusick).

PROWLER, THE—MD—Van Heflin, Evelyn Keyes, John Maxwell—Adult melodrama will need plenty of push—92m.—see May 9 issue—Leg.: B—(Eagle).

RED SHOES, THE—D—Anton Walbrook, Marius Goring, Moira Shearer—High rating ballet entry for special audiences—133m.—see Sept. 26 issue—(English-made)—(Technicolor)—(Powell-Pressburger).

RIVER, THE—D—Nora Swinburne, Esmond Knight, Arthur Shields—Different type of film should have considerable appeal for the art spots—98m.—see Sept. 12 issue—(Made in India)—(Technicolor)—(McEldowney).

SKIPALONG ROSENBLOOM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(ELC).

ST. BENNY—THE DIP—CD—Dick Haymes, Nina Foch, Roland Young—Names should help—81m.—see June 20 issue—(Danziger).

THREE STEPS NORTH—MD—Lloyd Bridges, Lea Padovani, Aldo Fabrizi—Interesting meller will fit into the duallers—85m.—see June 20 issue—(Made in Italy)—(Wilder).

TOM BROWN'S SCHOOL DAYS—D—John Howard Davies, Robert Newton, James Hayter—Well-made import for the art and class spots—93m.—(English-made)—(Minter).

TWO GALS AND A GUY—C—Robert Alda, Janis Paige, James Gleason—Fair entry for the duallers—70m.—see June 20 issue—(Arent).

WELL, THE—D—Gwendolyn Laster, Richard Rober, Maidie Norman—High rating—85m.—see Sept. 12 issue—(Popkin).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made in Africa)—(Spiegel).

ANOTHER MAN'S POISON—Bette Davis, Gary Merrill, Emyln Williams—(English-made)—(Angel).

BIG NIGHT, THE—John Barrymore, Jr., Preston Foster, Babel Smaney—75m.—(Waxman).

CHICAGO CALLING—Dan Duryea, May Anderson—74m.

CHRISTMAS CAROL, A—Alastair Sim, Kathleen Harrison, Jack Warner—86m.—(English-made)—(Desmond-Hurst).

CLOUDBURST—Robert Preston, Elizabeth Sellars—83m.

GREEN GLOVE, THE—Glen Ford, Geraldine Brooke, Sir Cedric Hardwicke.

LADY SAYS NO, THE—David Niven, Joan Caulfield—80m.

ONE BIG AFFAIR—Dennis O'Keefe, Evelyn Keyes—(Bogous).

SATURDAY ISLAND—Linda Darnell, Donald Grey, Tabi Hunter—(Made in Jamaica)—(Technicolor)—(Rose).

TIGHTROPE, THE—John Forsythe, Harold J. Kennedy, Geraldine Hall—74m.—(English-made).

Universal-International

(1950-51 releases from 101 up)

APACHE DRUMS—W—Stephen McNally, Coleen Gray, Willard Parker—Good outdoor show—75m.—see Apr. 25 issue—(Technicolor)—(122).

BRIGHT VICTORY—D—Arthur Kennedy, Peggy Dow, James Edwards—Topnotch—96m.—see Nov. 7 issue—(208).

BROWNING VERSION, THE—D—Michael Redgrave, Jean Kent, Nigel Patrick—Fine dramatic entry for art and specialty spots—89m.—see Nov. 7 issue—(English-made)—(281).

CATTLE DRIVE—W—Joel McCrea, Dean Stockwell, Chill Wills—Pleasing western—77m.—see July 18 issue—(Technicolor)—(128).

CAVE OF OUTLAWS—MD—Macdonald Carey, Alexis Smith, Edgar Buchanan—Names should make the difference—75m.—see Oct. 24 issue—(Technicolor)—(201).

COMIN' ROUND THE MOUNTAIN—F—Bud Abbott, Lou Costello, Dorothy Shay—A and C starrer should ride into the better money—77m.—see June 20 issue—(127).

FRANCIS GOES TO THE RACES—F—Donald O'Connor, Piper Laurie, Cecil Kellaway—Highly amusing sequel should ride into the better money—87m.—see May 23 issue—(125).

GOLDEN HORDE, THE—COSMD—Ann Blyth, David Farrar, George Macready—Colorful costume melodrama is packed with selling angles—77m.—see Sept. 26 issue—(Technicolor)—(134).

HOLLYWOOD STORY—MYD—Richard Conte, Julia Adams, Richard Egan—Interesting mystery drama—77m.—see May 23 issue—(124).

IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).

LADY FROM TEXAS, THE—OCD—Howard Duff, Mona Freeman, Josephine Hull—Outdoor comedy drama has names to help—77½m.—see Sept. 26 issue—(Technicolor)—(136).

LADY PAYS OFF, THE—CD—Linda Darnell, Stephen McNally, Gigi Perreau—Pleasant programmer—80m.—see Oct. 24 issue—(202).

LAVENDER HILL MOB, THE—CD—Alec Guinness, Stanley Holloway, Marjorie Fielding—Delightful import—80m.—see Oct. 24 issue—(English-made)—(280).

LITTLE EGYPT—CD—Mark Stevens, Rhonda Fleming, Nancy Guild—Moderate programmer has the angles for the selling—82m.—see Aug. 15 issue—(Leg.: B)—(Technicolor)—(131).

MARK OF THE RENEGADE, THE—ACD—Ricardo Montalban, Cyd Charisse, J. Carrol Naish—Fair program—80m.—see Aug. 1 issue—(Technicolor)—(129).

POOL OF LONDON—MD—Bonar Colleano, Susan Shaw, Renee Asherson—Interesting British meller—86m.—see Aug. 15 issue—(English-made)—(183).

PRINCE WHO WAS A THIEF—ROMD—Tony Curtis, Piper Laurie, Jeff Corey—Arabian Nights-type entertainment should ride into the better money—88m.—see June 6 issue—(Technicolor)—(126).

RAGING TIDE, THE—MD—Richard Conte, Shelley Winters, Stephen McNally—Good program has the angles for the selling—93m.—see Oct. 24 issue—(203).

REUNION IN RENO—C—Mark Stevens, Peggy Dow, Gigi Perreau—Light comedy will fit into the duallers—79m.—see Sept. 26 issue—(135).

SMUGGLER'S ISLAND—MD—Jeff Chandler, Evelyn Keyes, Philip Friend—Fair programmer—75m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(121).

THUNDER ON THE HILL—MYD—Claudette Colbert, Ann Blyth, Robert Douglas—Star draw should prove a factor—84m.—see Aug. 15 issue—(133).

YOU NEVER CAN TELL—CFAN—Dick Powell, Peggy Dow, Charles Drake—Fantasy has the names and angles—78m.—see Aug. 29 issue—(132).

TO BE REVIEWED OR IN PRODUCTION

BATTLE AT APACHE PASS—John Lund, Jeff Chandler, Beverly Tyler—(Technicolor).

BEND OF THE RIVER—James Stewart, Arthur Kennedy, Julia Adams—(Technicolor).

BRONCO BUSTER—John Lund, Joyce Holden, Scott Brady—(Technicolor).

CIMARRON KID, THE—Audie Murphy, Beverly Tyler, James Best—(Technicolor).

FINDERS KEEPERS—Tom Ewell, Julia Adams, Evelyn Varden.

FLAME OF ARABY—Maureen O'Hara, Jeff Chandler—(Technicolor)—(207).

FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild, Francis.

HEAR NO EVIL—Tony Curtis, Jan Sterling, Mona Freeman.

HERE COME THE NELSONS—Ozzie, Harriet, David and Ricky Nelson.

MA AND PA KETTLE AT THE FAIR—Marjorie Main, Percy Kilbride, Lori Nelson.

MA AND PA KETTLE GO TO PARIS—Marjorie Main, Percy Kilbride, Ray Collins.

MEET DANNY WILSON—Frank Sinatra, Shelly Winters, Alex Nicol—(205).

OH, MONEY, MONEY—Charles Coburn, Piper Laurie, Gigi Perreau—(Technicolor).

RED BALL EXPRESS—Jeff Chandler, Alex Nicol, Charles Drake.

SON OF ALI BABA—Tony Curtis, Piper Laurie, Susan Cabot—(Technicolor).

STEEL TOWN—Ann Sheridan, John Lund, Howard Duff—(Technicolor).

TREASURE OF THE LOST CANYON, THE—William Powell, Julia Adams, Charles Drake—(Technicolor).

WEEKEND WITH FATHER—Van Heflin, Patricia Neal, Richard Denning—(206).

WORLD IN HIS ARMS, THE—Gregory Peck, Ann Blyth, Anthony Quinn—(Technicolor).

Warners

(1950-51 releases from 001 up)

(1951-52 releases from 101 up)

- ALONG THE GREAT DIVIDE**—WD—Kirk Douglas, Virginia Mayo, Walter Brennan—Names should help make the difference—88m.—see May 9 issue—(025).
- CAPTAIN HORATIO HORNBLLOWER**—HISTMD—Gregory Peck, Virginia Mayo, Robert Beatty—Topnotch—117m.—see June 20 issue—(Made in England)—(Technicolor)—(030).
- CLOSE TO MY HEART**—D—Ray Milland, Gene Tierney, Fay Bainter—Name draw will make the difference—90m.—see Oct. 10 issue—(107).
- COME FILL THE CUP**—MD—James Cagney, Phyllis Thaxter, Raymond Massey—Well-made entry has names to help—113m.—see Sept. 26 issue—Leg.: B—(106).
- FORCE OF ARMS**—ROMD—William Holden, Nancy Olson, Frank Lovejoy—Well-made drama has names to help—100m.—see Aug. 29 issue—(102).
- FORT WORTH**—OMD—Randolph Scott, David Brian, Phyllis Thaxter—Above average outdoor meller—80m.—see May 23 issue—(Technicolor)—(028).
- INSIDE THE WALLS OF FOLSOM PRISON**—MD—Steve Cochran, David Brian, Philip Carey—Prison film can be sold to the hilt—87m.—see May 23 issue—(026).
- I WAS A COMMUNIST FOR THE F.B.I.**—MD—Frank Lovejoy, Dorothy Hart, James Millican—Topical melodrama has plenty of selling angles—83m.—see May 9 issue—(023).
- JIM THORPE — ALL AMERICAN — BID**—Burt Lancaster, Charles Bickford, Phyllis Thaxter—Should land in the better money—107m.—see June 20 issue—(101).
- ON MOONLIGHT BAY**—CMU—Doris Day, Gordon MacRae, Jack Smith—Pleasing musical has the names and angles—95m.—see July 18 issue—(Technicolor)—(029).
- PAINTING THE CLOUDS WITH SUNSHINE**—CMU—Dennis Morgan, Virginia Mayo, Gene Nelson—Names should make the difference—87m.—see Sept. 12 issue—(Technicolor)—(105).
- ROCKY MOUNTAIN**—ACD—Errol Flynn, Patrice Wymore, Scott Forbes—Good outdoor show—83m.—see Oct. 11 issue—(008).
- STRANGERS ON A TRAIN**—MD—Farley Granger, Ruth Roman, Robert Walker—Topflight meller—101m.—see June 20 issue—(027).
- STREETCAR NAMED DESIRE, A**—MD—Vivien Leigh, Marlon Brando, Kim Hunter—Vivid picturization of stage hit is packed with selling angles—122m.—see Oct. 24 issue—Leg.: B—(104).
- TANKS ARE COMING, THE**—ACD—Steve Cochran, Philip Carey, Mari Aldon—War film will fit into the dualers—89m.—see Nov. 7 issue—(108).
- TOMORROW IS ANOTHER DAY**—MD—Ruth Roman, Steve Cochran, Lurene Tuttle—Foir program melodrama has names to help—90m.—see Aug. 15 issue—(103).

TO BE REVIEWED OR IN PRODUCTION

- ABOUT FACE**—Eddie Bracken, Gordon MacRae, Alleen Stanley.
- BIG TREES, THE**—Patrice Wymore, Kirk Douglas, Eve Miller—(Technicolor).
- BUGLES IN THE AFTERNOON**—Ray Milland, Helena Carter, Hugh Marlowe, Forrest Tucker—(Technicolor).
- CHAMPAGNE BANDITS, THE**—Randolph Scott, Raymond Massey, Richard Webb—(Eastman Monopack color).
- CRIMSON PIRATE, THE**—Burt Lancaster, Nick Cravat—(Technicolor)—(Made in Italy).
- DISTANT DRUMS**—Gary Cooper, Mari Aldon, Ray Teal—(Technicolor).
- HEAR NO EVIL**—Tony Curtis, Jan Sterling, Mona Freeman.
- I'LL SEE YOU IN MY DREAMS**—Doris Day, Patrice Wymore, Danny Thomas, Frank Lovejoy.
- LION AND THE HORSE, THE**—Steve Cochran, Ray Teal, Sherry Jackson.
- MARA MARU**—Errol Flynn, Paul Picerni.
- NORTH OF THE RIO GRANDE**—Joel McCrea, Virginia Mayo, Dorothy Malone.
- ROOM FOR ONE MORE**—Cary Grant, Betsy Drake, Irls Mann.
- SAN FRANCISCO STORY**—Joel McCrea, Yvonne DeCarlo, Sidney Blackmer.
- SHE'S WORKING HER WAY THROUGH COLLEGE**—Virginia Mayo, Ronald Reagan, Gene Nelson.
- STARLIFT**—James Cagney, Virginia Mayo, Doris Day, Gordon MacRae, Ruth Roman, Gene Nelson—103m.—(109).
- THIS WOMAN IS DANGEROUS**—Joan Crawford, Dennis Morgan, David Brian.
- WHERE'S CHARLEY?**—Ray Bolger, Allyn McLerie, Horace Cooper—(Technicolor)—(Made in England).
- YOU CAN'T STOP THE MARINES**—Frank Lovejoy, Richard Carlson, Ned Young.

Miscellaneous

(Distributor's addresses will be furnished on request)

- BASKETBALL FIX, THE**—D—John Ireland, Marshall Thompson, Vanessa Brown—Good topical entry for the dualers—64m.—see Sept. 26 issue—(Realart).
- BORDER FENCE**—W—Walt Wayne, Lee Morgan, Mary Nord—Average western—57m.—see Nov. 7 issue—(Astor).
- BRIDE OF THE GORILLA**—MD—Barbara Payton, Lon Chaney, Raymond Burr—Okeh exploitation film has the angles—85m.—see Nov. 7 issue—(Realart).

- DEVIL'S SLEEP**—D—Lita Grey Chaplin, John Mitchum, William Thomason—For the exploitation houses—74m.—see Sept. 12 issue—(Screen Art).
- GAY GIRLIES**—BUR—All burlesque cast—Okeh for spots that can play it—see July 18 issue—(Lust).
- HURLY BURLY**—BUR—Georgla Sothorn, Joey Faye, Crystal Ames—Exploitable burlesque entry for spots that can play it—82m.—see Oct. 24 issue—(Cinetech).
- RAGE OF BURLESQUE**—BUR—Lillian White, Slim Gaillard Trio, Terry Sisters—Mild burlesque offering—56m.—see Aug. 1 issue—(Schlafer).
- SHIM SHAM FOLLIES**—BUR—All burlesque cast—Okeh for spots that can play it—72m.—see July 18 issue—(Lust).
- SUICIDE ATTACK**—COMP—Japanese war films with English narration—Exploitable war compilation—65m.—see Apr. 25 issue—(Flarea).
- TWO DOLLAR BETTOR**—MD—John Litel, Marle Windsor, Steve Brody—Okeh entry for the lower half—75m.—see Oct. 10 issue—(Realart).

Foreign-Made

(Distributors' addresses will be furnished on request)

- ALICE IN WONDERLAND**—FAN—Pamela Brown, Stephen Murray, Felix Aylmer—Novelty attraction offers plenty of merchandising angles—79m.—see Aug. 1 issue—(European-made)—(Anscocolor)—(Souvaine).
- ASSASSIN FOR HIRE**—MYD—Sidney Tafler, Ronald Howard, Katherine Blake—Fair import for the lower half—60m.—see Sept. 26 issue—Leg.: B—(English-made)—(Horne-Dietz).
- AU GRAND BALCON**—D—Pierre Fresnay, Georges Marchal, Jeannine Crispin—Routine French import—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
- BALLET CONCERT**—COMP—Russian ballet corps and folk dancers—Ballet offering has limited appeal—54m.—see May 23 issue—(Russian-made)—(Artkino).
- BITTER SPRINGS**—OD—Tommy Trinder, Chips Rafferty, Jean Blue—Routine art house offering—73m.—see Aug. 29 issue—(Australian-made)—(Bell).
- BLACKMAILED**—MD—Mai Zetterling, Dirk Bogarde, Fay Compton—Okeh art house attraction—73m.—see Sept. 26 issue—(English-made)—(Bell).
- CALL OF THE BLOOD**—MD—Lea Padovani, Kay Hammond, John Clements—Routine art house offering—72m.—see Nov. 7 issue—(English-made)—(Dist.).
- DEAD WOMAN'S KISS, A**—MD—Virginia Belmont, Gianna Maria Canale—Routine offering for the art and Italian houses—94m.—see Oct. 10 issue—(Italian-made)—(English titles)—(Casolaro).
- DESERT BRIDE**—D—Jean Gabin, Annabella, Aimos—Routine French import—90m.—see July 4 issue—(French-made)—(English titles)—(Hoffberg).
- DREAM BALLERINA**—DMU—Violette Verdy, Gabrielle Dorziat, Henri Guisol—Art house attraction has limited appeal—78m.—see Apr. 25 issue—(French-made)—(English titles)—(AFE).
- EDGE OF THE WORLD, THE**—MD—John Laurie, Bell Crystall, Eric Berry—Engrossing art house attraction—73m.—see June 6 issue—(English-made)—(Classic).
- EMPEROR'S NIGHTINGALE, THE**—NOV—Cast of puppets, narrated by Boris Korloff—Delightful art house offering—70m.—see May 23 issue—(Czech-made)—(English narration)—(Nu-Agfa color)—(Rembrandt).
- EROICA (The Beethoven Story)**—BIODMU—Ewald Bolser, Marianne Schoenauer, Judith Holzmeister—Better than average art and class house offering—89m.—see Nov. 7 issue—(Austrian-made)—(English titles)—(Academy).
- FAR FROM MOSCOW**—ACD—N. Okhlopov, Lev Sverdlin, P. Kadochnikov—Better than average Russian program—90m.—see July 18 issue—(Magnicolor)—(Russian-made)—(English titles)—(Artkino).
- FIRST FRONT**—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Import has limited appeal for Russian houses—77m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
- FLAME OF PARIS, THE**—DMU—Josephine Baker, Albert Prejean, Robert Arroux—Josephine Baker's current popularity should help import—60m.—see June 20 issue—(French-made)—(English titles)—(Hoffberg).
- GALLOPING MAJOR, THE**—C—Basil Radford, Jimmy Hanley, Janette Scott—Highly amusing import—81½m.—see Oct. 24 issue—(English-made)—(Souvaine).
- GOOSE BOY, THE**—D—Imre Soos, Teri Horvath, Eva Turrkay—Interesting offering for the Russian houses—101m.—see Nov. 7 issue—(Hungarian-made)—(English titles)—(Geva color)—(Artkino).
- HER PANELLED DOOR**—MD—Phyllis Calvert, Edward Underdown, Helen Cherry—Entertaining art, class house attraction—84m.—see Sept. 26 issue—(English-made)—(Souvaine).
- HOUSE OF 1000 WOMEN**—MD—Phyllis Calvert, Flora Robson, Patricia Roc—Exploitable British meller—81m.—see Oct. 10 issue—(English-made)—(Ellis).
- INTERRUPTED JOURNEY**—MD—Valerie Hobson, Richard Todd, Christine Norden—Moderate British meller—80m.—see July 4 issue—(English-made)—(Lopert).
- KRAKATIT**—DFAN—Karek Hoger, Florence Marly, Frantisek Smolik—Unusual anti-war entry for the art houses—102m.—see May 23 issue—(Czech-made)—(English titles)—(Artkino).
- LA RONDE**—D—Anton Walbrook, Danielle Darrieux—Good entry for the art houses—83m.—see Sept. 12 issue—Leg.: C—(French-made)—(English titles)—(Commercial).
- LIEUTENANT CRAIG—MISSING**—MD—Enrica Viarislo, Delia Scala, Val DuBois—Routine offering for the art and Italian houses—85m.—see June 6 issue—(Italian-made)—(English titles)—(Lux).
- LISBON STORY**—MUMD—Patricia Burke, David Farrar, Walter Rella—Fairly interesting art house import—85m.—see Sept. 26 issue—(English-made)—(Four Continents).

- MA POMME**—CD—Maurice Chevalier, Sophie Desmarets, Jeon Wall—Routine import has Chevalier name to help draw—90m.—see Nov. 7 issue—(French-made)—(English titles)—(Discina).
- MAN IN THE DINGHY**—F—Michael Wilding, Odile Versois, Jack Hulbert, Constance Cummings—Laugh filled import for the art spots—83m.—see Nov. 7 issue—(English-made)—(Snader).
- MANIACS ON WHEELS**—D—Dirk Bogarde, Bonar Colleano, Renee Asherson—Routine import—76m.—see July 18 issue—(English-made)—(IRO).
- MARIE OF THE PORT**—D—Jean Gabin, Blanchette Brunoy, Nicole Courcel—Pleasing art house entertainment—90m.—see Aug. 15 issue—Leg.: C—(French-made)—(English titles)—(Bellon-Ffoulke).
- MEDIUM, THE**—OPD—Marie Powers, Leo Coleman, Anno Morie Alberghetti—Powerful, unusual offering for the art houses—84m.—see Sept. 26 issue—(Italian-made)—(sung in English)—(Lopert).
- MILL ON THE PO**—MD—Carla del Poggio, Jacques Sernas, Giacomo Giuradei—Strong Italian meller for the art and class houses—96m.—see Nov. 21 issue—(Italian-made)—(English titles)—(Lux).
- MINNE**—CD—Daniele Delarme, Franck Villiard, Jean Tissier—Amusing, spicy French import—82m.—see May 9 issue—(French-made)—(English titles)—(Hakim).
- MURDER WITHOUT CRIME**—D—Dennis Price, Derek Farr, Patricia Plunkett—Fair import for the lower half—76m.—see Oct. 10 issue—(English-made)—(Stratford).
- MUSSORGSKY**—DMU—Alexander Borisov, Nikolai Cherkasov, A. Popov—Superior Soviet offering—113m.—see Sept. 12 issue—(Russian-made)—(English titles)—(Magnicolor)—(Artkino).
- MY FIRST LOVE**—CD—Gerard Nery, Jacqueline Delubac, Aime Clairand—Routine French import—76m.—see July 4 issue—(French-made)—(English titles)—(Cahen).
- NATIVE SON**—MD—Jean Wallace, Richard Wright, Gloria Madison—Racial meller may have appeal for art, class spots—90m.—see July 4 issue—(Argentinian-made)—(English dialogue)—(Classic).
- NO PLACE FOR JENNIFER**—D—Leo Genn, Bea Cambell, Rosemond John—Interesting import—90m.—see Apr. 25 issue—Leg.: B—(English-made)—(Stratford).
- OUTRAGES OF THE ORIENT**—D—Linda Estrella, Fernando Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).
- PATH OF HOPE, THE**—MD—Raf Vallone, Elena Varzi, Sara Urzi—Good for the art houses, Italian spots—104m.—see Sept. 12 issue—(Italian-made)—(English titles)—(Lux).
- PORTRAIT OF CLARE**—D—Margaret Johnston, Robin Bailey, Richard Todd—For the art spots—99m.—see July 18 issue—(English-made)—(Stratford).
- RATS OF TOBRUK**—MD—"Chips" Rafferty, Grant Taylor, Peter Finch—Interesting art house offering—85m.—see June 6 issue—(Australian-made)—(Renown).
- RELUCTANT WIDOW, THE**—COSMD—Jean Kent, Guy Rolfe, Kathleen Byron—Minor art house entry—86m.—see Sept. 12 issue—(English-made)—(Fine Arts).
- RIPTIDE**—MD—Gerard Philippe, Madeleine Robinson, Jane Marken—Okeh French import—75m.—see Apr. 25 issue—(French-made)—(English titles)—(Films International).
- RIVALS, THE**—DOC—Interesting documentary for the Russian houses—40m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
- SCARRED**—MD—Anna Magnani, Eduardo de Filippo, Antonio Centa—Routine Italian import—63m.—see Nov. 21 issue—(Italian-made)—(English titles)—(Casolaro).
- SECRET OF MAYERLING, THE**—HISTD—Jean Marais, Dominique Blanchat, Claude Farrel—Okeh art house attraction—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
- SIN OF ESTHER WATERS, THE**—D—Kathleen Ryan, Dirk Bogarde, Cyril Cusak—Mediocre importation—69m.—see June 6 issue—(English-made)—(IRO).
- SONG OF DOLORES**—MD—Imperio Argentina, Enrique Diosdado, Ricardo Canales—Okeh offering for Spanish houses—see July 4 issue—(Spanish-made)—(English titles)—(Lux).
- TONY DRAWS A HORSE**—F—Cecil Parker, Anne Crawford, Derek Bond—Delightful art house offering—90m.—see June 6 issue—(English-made)—(Fine Arts).
- TREASURE, THE**—F—Danuta Szafarska, Jerzy Duszynski, Adolph Dymaszka—Mildly amusing Polish farce—102m.—see Apr. 25 issue—(Polish-made)—(English titles)—(Pol-Ton).
- UNDER THE OLIVE TREE**—MD—Raf Vallone, Lucia Bose, Falco Lulli—Good for the art houses, Italian spots—107m.—see Sept. 12 issue—(Italian-made)—(English titles)—(Lux).
- VICTORS AND THE VANQUISHED, THE**—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Okeh entry for the Russian houses—76m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
- WOMEN WITHOUT NAMES**—ADMD—Simone Simon, Valentina Cortesa, Francoise Rosay—Realistic entry has art house appeal—92m.—see Aug. 29 issue—(Italian-made)—(English dialogue and English titles)—(Lopert).
- WONDERFUL TIMES**—COMP—Leading world personalities of the past 50 years—Import has the angles for the class and art spots—86m.—see May 9 issue—(German-made)—(English titles)—(Academy).
- WOODEN HORSE, THE**—AD—Leo Genn, David Tomlinson, Anthony Steel—Interesting art offering—98m.—see Sept. 12 issue—(English-made)—(Snader).
- YOUNG GUARD**—D—Vladimir Ivanov, Tamara Marakova, Irene Marakova—Above average Russian import—134m.—see May 23 issue—(Russian-made)—(English titles)—(Artkino).
- YOUNG SCARFACE**—MD—Richard Attenborough, Hermione Baddeley, William Hartnell—Minor English import—80m.—see Nov. 21 issue—(English-made)—(MKD).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1950-51 shorts product will be found on pages 3138, 3139, 3140 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
4411	(Sept. 6)	Pleasure Treasure (Clyde)	G	16m.	3164
4412	(Sept. 16)	She Took A Powder (Vague)	G	16m.	
4421	(Oct. 11)	Trouble In Laws (Herbert)			
4422	(Nov. 19)	The Champ Steps Out (Baer-Rosenbloom)			
COMEDY FAVORITE RE-RELEASES (6)					
4431	(Sept. 20)	She's Oil Mine	F	17m.	3154
THREE STOOGES (8)					
4401	(Sept. 6)	Merry Mavericks	G	16m.	3164
4402	(Oct. 4)	The Tooth Will Out	F	16m.	
4403	(Nov. 1)	Hula-La-La		16m.	
One Reel CANDID MICROPHONE					
4551	(Oct. 4)	Candid Microphone—No. 1	F	10m.	3179
CAVALCADE OF BROADWAY					
4651	(Nov. 15)	The Gay Nineties			
COLOR FAVORITES (12) (Re-releases) (Technicolor)					
4601	(Sept. 13)	The Horse On The Merry-Go-Round	G	7m.	3165
4602	(Oct. 18)	The Shoemaker And The Elves		8m.	
4603	(Nov. 8)	Lucky Pigs	G	7m.	3185
JOLLY FROLICS (5) (Technicolor)					
4501	(Sept. 27)	George And The Dragon	E	7m.	3176
4502	(Nov. 29)	Wonder Gloves		7m.	
4503	(.....)	The Oompahs	E	7m.	3185
MR. MAGOO					
4701	(Oct. 18)	Fuddy Duddy Buddy	E	7m.	
SCREEN SNAPSHOTS (12) (Series 31)					
4581	(Sept. 13)	Hollywood At Play	F	10½m.	3167
4852	(Oct. 18)	Hoppalong In Hopyland		9½m.	
4853	(Nov. 15)	Hollywood Goes Western			
VARIETY FAVORITES (8) (Re-releases)					
4951	(Sept. 20)	Nora Morales and Orchestra	G	11m.	3155
4952	(Oct. 25)	Dick Stabile and Orchestra	G	10½m.	3185
WORLD OF SPORTS (12)					
4801	(Sept. 22)	The Willie Hoppe Story	G	9m.	3177
4802	(Oct. 25)	Flying Skis		9m.	
4803	(Nov. 29)	Danish Acrobatic Marvels			
MGM					
One Reel CARTOONS (16) (Technicolor) (T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(June 16)	Symphony In Slang	E	7m.	3056
W-246	(July 7)	His Mouse Friday (T-J)	F	7m.	3065
(1951-52) (16)					
W-331	(Sept. 8)	Slicked Up Pup	E	6m.	3167
W-332	(Sept. 22)	Car Of Tomorrow	E	7m.	3154
W-333	(Oct. 6)	Nit Witty Kitty	G	7m.	3167
W-334	(Nov. 10)	Inside Cackle Corners		9m.	
W-335	(Nov. 17)	Droopy's Double Trouble	G	7m.	3154
W-336	(.....)	Cat Napping	G	7m.	
(.....)	(.....)	Triplet Trouble (T-J)	G	8m.	3167
(.....)	(.....)	The Flying Cat (T-J)	G	7m.	3154
(.....)	(.....)	One Cab's Family	E	8m.	3164
(.....)	(.....)	Magical Maestro			
(.....)	(.....)	The Duck Doctor (T-J)	G	7m.	3172
(.....)	(.....)	Little Runaway (T-J)	G	7m.	3177
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-311	(.....)	Glimpses Of Argentina			
T-312	(.....)	Picturesque New Zealand			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallop'n' Gals	E	7m.	3043
W-266	(Aug. 4)	The Bodyguard	F	7m.	3105
(1951-52) (6)					
W-361	(Oct. 20)	Puttin' On The Dog	G	7m.	3167
W-362	(.....)	Mouse Trouble	G	7m.	
(.....)	(.....)	Fraidy Cat (T-J)	F	8m.	3176
PEOPLE ON PARADE (8) (Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks (Traveltalk)	F	8m.	3080
P-216	(June 23)	Romantic Riviera (Traveltalk)	F	9m.	3099
P-217	(Aug. 4)	Glimpses Of Morocco and Algiers (Traveltalk)	F	8m.	3129
P-218	(Aug. 25)	Visiting Italy	F	8m.	3137
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 17)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
S-259	(June 16)	Bandage Bait	E	9m.	3088
S-260	(July 14)	Bargain Madness	G	9m.	3113
(1951-52) (10)					
S-351	(Sept. 1)	Football Thrills No. 14	G	9m.	3165
S-352	(Oct. 13)	That's What You Think	F	9m.	3177
S-353	(.....)	In Case You're Curious	F	8m.	3185
S-354	(.....)	Reducing			
Paramount					
Two Reel MUSICAL PARADE FEATURETTES (6) (Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	10m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalea	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel CASPER CARTOONS (4) (Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo	G	8m.	3098
B10-5	(July 27)	Boo Scout	G	8m.	3112
B10-6	(Aug. 10)	Casper Comes To Clown	G	7m.	3154
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Onboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
R10-9	(May 11)	The Jumping Off Place	G	10m.	3080
R10-10	(May 25)	Close Decisions	G	10m.	3113
R10-11	(June 22)	City Of Ball Tossers	G	10m.	3113
R10-12	(July 20)	Follow The Game Trails	G	10m.	3113
(1951-52) (12)					
R11-1	(Oct. 5)	Allen's Animal Kingdom	G	7m.	3177
R11-2	(Nov. 2)	Ridin' The Rails	G	10m.	
KARTUNES (6)					
X11-1	(Nov. 9)	Vegetable Vaudeville	G	7m.	
NOVELTOONS (10) (Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches	G	9m.	3080
P10-8	(June 1)	As The Crow Lies	F	6m.	3098
P10-9	(July 6)	Slip Us Some Redskin	G	7m.	3112
P10-10	(Aug. 3)	Party Smarty	F	7m.	3129
(1951-52) (10)					
P11-1	(Oct. 12)	Cat Choo	G	7m.	3176
P11-2	(Oct. 26)	Audrey The Rainmaker	G	8m.	3176
P11-3	(Nov. 9)	Cat Tamale	G	7m.	
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just For Fun	E	10m.	2983
K10-2	(Oct. 27)	The City Of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035

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K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littlest Expert	G	10m.	3080
(1951-52) (6)					
K11-1	(Oct. 5)	Way Out West In Florida	F	10m.	3155
K11-2	(Oct. 5)	Mermaid Bay	G	9m.	3155
K11-3	(Nov. 2)	A Ring For Roberta	F	9m.	
K11-4	(Nov. 9)	I Cover The Everglades	F	10m.	3185
K11-5	(Nov. 2)	The Littlest Expert On Football	G	10m.	
POPEYE CARTOONS (8) (Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill Of Fair	G	7m.	3056
E10-6	(May 18)	Alpine For You	G	7m.	3080
E10-7	(June 6)	Double Cross Country Race	F	7m.	3098
E10-8	(July 13)	Pilgrim Popeye	F	7m.	3112
(1951-52) (8)					
E11-1	(Oct. 19)	Let's Stalk Spinach	G	7m.	3177
E11-2	(Nov. 16)	Punch And Judo	G	7m.	
POPEYE CHAMPIONS (4) (Technicolor) (Reissues)					
Z10-1	(Oct. 6)	Her Honor The Mare	E	7m.	2953
Z10-2	(Nov. 3)	We're On Our Way To Rio	G	8m.	2959
Z10-3	(Nov. 17)	Pop-Pie A La Mode	G	8m.	2959
Z10-4	(Nov. 17)	Shape Ahoy	G	7½m.	2959
(1951-52) (4)					
Z11-1	(Oct. 5)	The Anvil Chorus Girl	F	7m.	3154
Z11-2	(Oct. 5)	Spinach Packin' Popeye	G	7m.	3155
Z11-3	(Oct. 5)	She Sick Sailors	G	6m.	3155
Z11-4	(Oct. 5)	For Better Or Nurse	G	7m.	3155
SCREEN SONGS (6) (Technicolor)					
X10-1	(Nov. 17)	Fiesta Time	G	7m.	2985
X10-2	(Nov. 17)	Fresh Yeggs	F	8m.	2985
X10-3	(Feb. 9)	Tweet Music	G	7m.	3040
X10-4	(Apr. 20)	Drippy Mississippi	E	7m.	3056
X10-5	(May 11)	Miner Forty Niners	E	7m.	3080
X10-6	(June 29)	Sing Again Of Michigan	E	7m.	3112
THE MOVIES AND YOU (1) (All Industry Shorts)					
T10-2	(Jan. 15)	The Cinematographer	E	9½m.	3005
TOPPERS (6)					
M11-1	(Nov. 2)	Barnyard Babies	F	10m.	
RKO					
Two Reel CLARK AND McCULLOUGH REISSUES (4)					
13601	(Sept. 8)	Fits In A Fiddle	F	15m.	3003
13602	(Oct. 20)	Hey, Nanny, Nanny	F	15m.	3012
13603	(Nov. 17)	Alibi Bye, Bye	G	21m.	2974
13604	(Dec. 29)	Jitters The Butler	F	20m.	3003
COMEDY SPECIALS (6)					
13401	(Sept. 22)	Waiting For Baby	G	17m.	2882
13402	(Nov. 24)	Nightclub Daze	F	16m.	2907</

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SPECIALS (13)					
23101	(Sept. 14)	Here Comes The Band.....E		17m. 3154	
23102	(Oct. 12)	Last Of The Wild West.....G		17m. 3179	
23103	(Nov. 9)	Railroad Special Agent.....G			
23104	(Dec. 7)	Lady Marines.....G			
THIS IS AMERICA (13)					
13101	(Sept. 15)	Pinkerton Man.....F		16m. 2943	
13102	(Oct. 15)	Seven Cities Of Washington.....G		15m. 2986	
13103	(Nov. 10)	Whereabouts Unknown.....E		15m. 2998	
13104	(Dec. 8)	Letter To A Rebel(Reissue)G		16m. 2974	
13105	(Jan. 5)	Airlines To Anywhere.....G		16m. 3028	
13106	(Feb. 2)	Lone Star Roundup.....G		15m. 3056	
13107	(Mar. 2)	Cruise Ship.....G		16m. 3056	
13108	(Mar. 30)	Day Of The Fight.....E		16m. 3067	
13109	(Apr. 27)	The MacArthur Story.....G		16m. 3064	
13110	(June 22)	They Fly With The Fleet.....E		16m. 3105	
13111	(July 20)	Ambulance Doctor.....E		16m. 3129	
13112	(Aug. 17)	Prison With A Future.....E		14m. 3154	
TRUE-LIFE ADVENTURES (1) (Technicolor) (1951-52)					
23301	(July 28)	Nature's Half Acre.....E		33m. 3154	
UNCLASSIFIED SPECIALS					
241	(.....)	World Championship Fight -Turpin Vs. Rabinson.....G		20m. 3164	
242	(.....)	World Championship Fight -Pep Vs. Sadler.....G		21m. 3172	
SCREENLINERS (13)					
14201	(Sept. 8)	It's Only Muscle.....G		9m. 2938	
14202	(Oct. 6)	Fairest Of The Finest.....G		8m. 2965	
14203	(Nov. 3)	The Big Appetite.....G		9m. 2986	
14204	(Dec. 1)	Package Of Rhythm.....G		10m. 3013	
14205	(Dec. 29)	Research Ranch.....F		8m. 3013	
14206	(Jan. 26)	Movie Oldies.....G		9m. 3035	
14207	(Feb. 23)	Life Guard.....G		8m. 3051	
14208	(Mar. 23)	Flying Padre.....G		9m. 3067	
14209	(Apr. 20)	Your Fate Is In Your Hands E		8m. 3088	
14210	(May 18)	Florida Cowhands.....G		9m. 3098	
14211	(June 15)	Card Sharp.....G		9m. 3105	
14212	(July 13)	Cleopatra's Playground.....G		9m. 3129	
14213	(Aug. 10)	Antique Antics.....F		8m. 3136	
(1951-52) (13)					
24201	(Sept. 7)	Recording Session.....F		9m. 3165	
24202	(Oct. 10)	Icebreaker.....E		9m. 3179	
24203	(Nov. 2)	America's Singing Boys.....G			
24204	(Nov. 30)	Riders Of The Andes.....G			
SPORTSCOPES (13)					
14301	(Sept. 22)	Crocodile Hunters.....F		9m. 2960	
14302	(Oct. 20)	Football's Mighty Mustang F		8m. 2975	
14303	(Nov. 17)	Diving Dynasty.....F		8m. 3004	
14304	(Dec. 15)	Connie Mack.....F		8m. 2975	
14305	(Jan. 12)	Canadian Snow Fun.....G		8m. 3035	
14306	(Feb. 9)	Big House Rodeo.....F		8m. 3075	
14307	(Mar. 9)	The Big Shoot.....G		8m. 3059	
14308	(Apr. 6)	Slammin' Sammy Snead.....G		9m. 3067	
14309	(May 4)	First Lady Of The Turf.....G		8m. 3088	
14310	(June 1)	Ted Williams.....G		8m. 3099	
14311	(June 29)	Lake Texoma.....G		8m. 3105	
14312	(July 27)	Rainbow Chasers.....G		8m. 3129	
14313	(Aug. 24)	Bridle Belles.....F		8m. 3155	
(1951-52) (13)					
24301	(Sept. 28)	Channel Swimmer.....G		8m. 3179	
24302	(Oct. 19)	Touchdown Town.....G			
24303	(Nov. 10)	Backyard Hockey.....G			
THE MOVIES AND YOU (All-Industry Shorts)					
14801	(Sept.13)	The Costume Designer.....E		9m. 2769	
WALT DISNEY CARTOONS (18) (Technicolor) (D-Donald Duck; G-Goofy; M-Mickey Mouse; P-Pluto; F-Figaro; S-Special)					
14101	(Sept. 1)	Hook, Lion And Sinker(D)G		7m. 2965	
14102	(Sept. 22)	Camp Dog (P).....G		7m. 2965	
14103	(Oct. 13)	Bee At The Beach (D).....F		7m. 2974	
14104	(Nov. 3)	Hold That Pose (G).....G		7m. 2998	
14105	(Nov. 24)	Morris The Midget Moose (S).....G		8m. 2938	
14106	(Dec. 15)	Out On A Limb (D).....G		7m. 3013	
14107	(Jan. 5)	Lion Down (G).....G		7m. 3013	
14108	(Jan. 19)	Chicken In The Rough.....G		7m. 3035	
14109	(Feb. 9)	Cold Storage (P).....E		7m. 3040	
14110	(Mar. 2)	Dude Duck (D).....F		7m. 3056	
14111	(Mar. 23)	Homemade Home (G).....F		7m. 3065	
14112	(Apr. 6)	Corn Chips (D).....G		7m. 3064	
14113	(Apr. 27)	Cold War (S).....G		7m. 3087	
14114	(May 18)	Plutopia (P).....G		7m. 3087	
14115	(June 8)	Test Pilot Donald (D).....G		7m. 3098	
14117	(July 20)	Lucky Number (D).....G		7m. 3129	
14118	(Aug. 10)	R'Coon Dawg (M).....G		7m. 3155	
(1951-52) (18)					
24101	(Aug. 31)	Get Rich Quick (G).....G		6m. 3179	
24102	(Sept. 21)	Cold Turkey.....G			
24103	(Oct. 12)	Fathers Are People.....G			
24104	(Nov. 2)	Out Of Scale.....G			
24105	(Nov. 23)	No Smoking.....G			
24106	(Dec. 14)	Bee On Guard.....G			
24107	(Jan. 4)	Father's Lion.....G			
24108	(Jan. 18)	Donald Applecore.....G			
WALT DISNEY REISSUES (6) (Technicolor)					
14701	(Oct. 27)	The Moth And The Flame E		8m. 2975	
14702	(Dec. 29)	Donald's Golf Game.....E		8m. 2985	
14703	(Feb. 23)	Merbabies.....E		9m. 2985	
14704	(Apr. 20)	The Practical Pig.....E		8m. 2985	
14705	(July 6)	Palar Trappers.....E		8m. 2985	
14706	(Aug. 24)	The Old Mill.....E		9m. 2985	

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Republic					
SERIALS (4)					
5181	(July 14)	Government Agents Vs. Phantom Legion.....F		12ep. 3167	
	(Sept. 26)	Pirates' Harbor (Reissue Of Haunted Harbor).....G		15ep. 3167	
One Reel					
THIS WORLD OF OURS (6) (Trucolor)					
5085	(July 15)	Belgium.....G		9m. 3137	
5086	(Sept. 1)	Switzerland.....G		9m. 3165	
5087	(Nov. 1)	Italy.....G			
20th Century-Fox					
Two Reel					
THE MARCH OF TIME (6) (Vol. 17)					
(Feb.)		No. 1-Strategy For Victory G		17 1/2m. 3028	
(Mar.)		No. 2-Flight Plan For Freedom.....E		18 1/2m. 3049	
(Apr.)		No. 3-The Nation's Mental Health.....E		19m. 3072	
(June)		No. 4-Moroccan Outpost G		17m. 3098	
(Aug.)		No. 5-Crisis In Iran.....E		18 1/2m. 3129	
(Aug.)		No. 6-Formosa.....E		17m. 3136	
One Reel					
SPORTS REVIEW (26) (T-Technicolor)					
3101	(Jan.)	Arrow Artistry.....F		9m. 3056	
3102	(Mar.)	Let's Go Marlin Fishing (T)G		10m. 3065	
3103	(June)	Mr. Basketball.....G		9m. 3120	
3104	(Aug.)	Football Winning Ways.....G		10m. 3166	
3105	(Oct.)	Untitled.....G			
3106	(Dec.)	Untitled.....G			
TERRYTOONS (26) (Technicolor)					
5101	(Jan.)	The Talking Magpies In Rival Romeos.....F		7m. 2965	
5102	(Jan.)	Nutsy In Squirrel Crazy. G		7m. 3021	
5103	(Feb.)	Little Roquefort In Three Is A Crowd.....G		7m. 3021	
5104	(Feb.)	Woodman Spare That Tree F		6 1/2m. 3013	
5105	(Mar.)	Half Pint In Stage Struck F		7m. 3021	
5106	(Mar.)	Super Mouse In Sunny Italy G		7m. 3021	
5107	(Mar.)	Gandy Goose In Songs Of Erin.....G		7m. 3021	
5108	(Apr.)	The Talking Magpies In Bulldazing The Bull.....F		6m. 3040	
5109	(Apr.)	Gandy Goose In Spring Fever.....F		6 1/2m. 3051	
5110	(May)	Mighty Mouse In Gaons From The Moon.....G		7m. 3065	
5111	(May)	Little Roquefort In Musical Madness.....F		7m. 3056	
5112	(June)	Half Pint In Elephant Mouse.....G		7m. 3065	
5113	(June)	The Talking Magpies In The Rainmakers.....G		7m. 3065	
5114	(June)	Mighty Mouse In Injun Trouble.....F		7m. 3120	
5115	(July)	Little Roquefort In Seaside Sailors.....F		7m. 3098	
5116	(July)	The Terry Bears In Tall Timber.....F		7m. 3105	
5117	(Aug.)	Aesops Fables: Golden Egg Goosie.....G		7m. 3120	
5118	(Aug.)	Mighty Mouse In A Swiss Miss.....G		7m. 3120	
5119	(Sept.)	Heckle And Jeckle In Steeple Jacks.....G		7m. 3120	
5120	(Sept.)	Terry Bears In Little Problems.....G		7m. 3120	
5121	(Oct.)	Little Roquefort In Pastry Panic.....F		7m. 3136	
5122	(Oct.)	The Helpful Geni.....G		7m. 3166	
5123	(Nov.)	Heckle and Jeckle In 'Sno Fun.....G		7m. 3167	
5124	(Nov.)	Mighty Mouse In A Cat's Tale.....E		7m. 3166	
5125	(Dec.)	Beaver Trouble.....G		7m. 3166	
5126	(Dec.)	Little Roquefort In The Haunted Cat.....G		7m. 3166	
(Reissues) (4)					
5127	(Jan.)	Lucky Duck.....G		7m. 3013	
5128	(Feb.)	The Bird Tower.....G		7m. 3012	
5129	(Apr.)	Shipyard Symphony.....E		6m. 3043	
5130	(May)	Temperamental Lion.....F		7m. 3074	
Universal-International					
Two Reel					
NAME BAND MUSICALS (10)					
6301	(Nov. 8)	The Harmonicats and Miguelito Valdes Orchestra.....F		15m. 2998	
6302	(Dec. 20)	Jerry Gray and the Band of Today.....G		15m. 2999	
6303	(Jan. 3)	Sugar Chile Robinson, Billie Holiday, Count Basie and His Sextet.....G		15m. 3035	
6304	(Jan. 31)	Frankie Carle and His Orchestra.....G		15m. 3028	
6305	(Feb. 28)	Ray Anthony And His Orchestra.....F		15m. 3040	
6306	(Mar. 28)	Tex Williams' Western Varieties.....G		15m. 3049	
6307	(May 2)	Frank De Vol and his Orchestra.....E		15m. 3072	
6308	(May 23)	Eddie Peabody and Sonny Burke's Orchestra G		15m. 3075	

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6309	(June 13)	The Sportsmen and Ziggy Elman's Orchestra.....G		15m. 3080	
6310	(June 27)	Teresa Brewer And The Firehouse Five Plus Two (1951-52) (13).....G		15m. 3098	
7301	(Nov. 7)	Tammy Dorsey and his Orchestra.....E		15m. 3185	
7302	(Dec. 5)	Woody Herman's Varieties G		15m. 3185	
SPECIALS (2)					
6201	(Nov. 8)	Fun At The Zoo.....G		18m. 2932	
6202	(Aug. 8)	Arnold The Benedict.....F		16m. 3112	
(1951-52) (2)					
7201	(Dec. 19)	Danger Under The Sea.....E		19m. 3185	
THE EARTH AND ITS PEOPLE (13) (1951-52)					
7361	(Nov. 5)	Nomads Of The Jungle.....E		22m. 3167	
7302	(Nov. 26)	Water For Dry Lands.....G		19m. 3167	
7363	(Dec. 24)	An Island Nation.....E		21m. 3167	
7364	(Jan. 21)	Desert Nomads.....G			
7365	(Feb. 18)	Eskimo Sea Hunters.....G			
7366	(Mar. 17)	Living In A Metropolis.....G			
7367	(Apr. 21)	Land Behind The Dikes.....G			
7368	(May 19)	Tropical Mountain Island.....G			
7369	(June 16)	Food For Paris Markets.....G			
7370	(July 14)	Farming In South China.....G			
7371	(Aug. 11)	Cattle And The Corn Belt.....G			
7372	(Sept. 8)	Tropical Lowland.....G			
7373	(Oct. 6)	Riches Of The Veldt.....G			
One Reel					
CARTOON MELODIES (8)					
6381	(Nov. 20)	Brother John.....F		9m. 2999	
6382	(Jan. 22)	Peggy, Peg, and Polly.....F		8m. 2999	
6383	(Mar. 19)	Lower The Boom.....G		10m. 3028	
6384	(May 7)	Bubbles Of Song.....F		10m. 3074	
6385	(May 23)	Readin', Writin' And 'Rithmetic.....G		10m. 3098	
6386	(June 25)	Hilly Billy.....F		10m. 3098	
6387	(July 30)	Macdonald's Farm.....G		10m. 3113	
6388	(Sept. 10)	Down The River.....G		10m. 3165	
(1951-52) (8)					
7381	(Nov. 12)	Reuben, Reuben.....G		10m. 3185	
VARIETY VIEWS (8)					
6341	(Jan. 22)	Battle Of The Bulge.....F		9m. 3021	
6342	(Feb. 19)	Brooklyn Goes To Beantown.....F		9m. 3028	
6343	(Mar. 5)	Springboard To Fame.....G		9m. 3049	
6344	(Apr. 30				

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
8004	(Jan. 26)	Land Of The Trembling Earth				8725	(Jan. 19)	Operation Rabbit				8707	(Dec. 22)	The Prize Pest			
		FEATURETTES (6)						JOE McDOAKES COMEDIES (6)				8708	(Jan. 5)	Who's Kitten, Who			
8101	(Sept. 29)	The Knife Thrower	G	20m.	3176	8401	(Sept. 22)	So You Want To Be A Bachelor	G	10m.	3177			SPORTS PARADE (10)			
8102	(Nov. 24)	A Laugh A Day				8402	(Nov. 10)	So You Want To Be A Plumber	F	10m.				(Technicolor)			
		One Reel BLUE RIBBON HIT PARADES (13)				8403	(Jan. 12)	So You Want To Get It Wholesale				8501	(Oct. 6)	Art Of Archery	G	10m.	3177
		(Reissues)						MELODY MASTER BANDS (6)				8502	(Nov. 3)	Cowboy's Holiday	G	10m.	
		(Technicolor)				8801	(Oct. 13)	U. S. Army Band	G	9m.	3157	8503	(.....)	Every Dog Has Its Day	G	9m.	
8301	(Sept. 15)	Holiday For Shoestrings	F	7m.	3155	8802	(Nov. 17)	Jan Garber and Orchestra	E	10m.				VITAPHONE NOVELTIES (7)			
8302	(Oct. 13)	The Lady In Red	E	7m.	3157			MERRIE MELODIES (22)				8601	(Sept. 15)	To Be Or Not To Bee	F	10m.	3177
8303	(Nov. 10)	Sniffles And The Bookworm	G	7m.				(Technicolor)				8602	(Oct. 20)	Lighter Than Air		10m.	
8304	(Dec. 1)	Goldilock's Jivin' Bears				8701	(Sept. 8)	Lovelorn Leghorn	G	7m.	3155	8603	(.....)	Stop, Look And Laugh	G	9m.	
8305	(Jan. 12)	Of Thee I Sting				8702	(Sept. 22)	Tweety's S.O.S.	G	7m.	3165			Miscellaneous			
		BUGS BUNNY SPECIALS (10)				8703	(Oct. 20)	A Bear For Punishment	E	7m.	3172			Balzac (AF)	G	23m.	
		(Technicolor)				8704	(Nov. 3)	Sleepy Time Possum	F	7m.	3177			Dancing Fleeca, The (Mayer)	E	15m.	3167
8723	(Oct. 6)	Ballot Box Bunny	G	7m.	3172	8705	(Nov. 17)	Drip-Along Daffy	E	7m.	3188			Grand Design, The (UN)	G	9m.	3188
8724	(Dec. 1)	Bigtop Bunny	F	7m.		8706	(Dec. 15)	Tweet Tweet Tweety	G	7m.				Pacific 231 (Pathe Cinema)	E	10m.	3165
														Time, The Story Of (Goetz)	G	10m.	3188

JUST A REMINDER

• • These PINK "SERVISECTIONS" are the industry's oldest and most reliable means of establishing a file of reference data that becomes more valuable with each passing month and year. . . . Published every-second-week (26 forms each year) they are compiled and indexed by the Film Season starting with the first issue of September and ending with the last issue of August. . . . Separately bound and separately numbered, the last page of each form always indexes all Features reviewed since the start of the particular season, and the preceding "SERVISECTION" page on which any review may be found. . . . Reviews of Short Subjects are indexed at regular intervals. . . . At the end of each Film Season you will have accumulated a complete and detailed history of all film distributed in it, for your later use in locating reissuable or replayable product.

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THE NATIONAL RELEASE DATE GUIDE

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
OCTOBER The Magic Carpet L. Ball, J. Agar, P. Medina (Supercinecolor) The Mob B. Crawford, B. Buehler Five W. Phipps, S. Douglas Jungle Manhunt J. Weissmuller, S. Ryan, Criminal Lawyer P. O'Brien, J. Wyatt, C. B. Reid The Kid From Amarillo, W. C. Starrett	OCTOBER Highly Dangerous D. Clark, M. Lockwood, M. Goring (English-made) Sky High S. Melton, M. Lynn Unknown World B. Kellogg, M. Nash	OCTOBER Texas Carnival E. Williams, R. Skelton, H. Keel (Technicolor) Bannerline S. Forrest, K. Brasselie, L. Barrymore The Man With A Cloak J. Cotten, B. Stanwyck, L. Calhern Across The Wide Missouri C. Gable, M. E. Marques, J. Hodiak, R. Montalban, A. Menjou (Technicolor)	OCTOBER Yellow Fin, W. Morris, G. Henry, D. O'Flynn Bomba And The Elephant Stampede J. Sheffield, D. Martell, M. Healey Whistling Hills, W. J. M. Brown, J. Ellison N. Neill	OCTOBER Darling, How Could You! J. Fontaine, J. Lund, M. Freeman Crosswinds J. Payne, R. Fleming, F. Tucker (Technicolor) The Whip Hand J. Leigh, E. Bracken (Technicolor)	OCTOBER Drums In The Deep South G. Madison, J. Craig, B. Payton (Supercinecolor) Two Tickets To Broadway T. Martin, J. Leigh, E. Bracken (Technicolor)	OCTOBER Adventures Of Captain Fabian E. Flynn, M. Prella, V. Price (Made in France) Utah Wagon Trail, W. R. Allen, P. Edwards South Of Caliente R. Rogers, D. Evans, P. Lee	OCTOBER The Desert Fox J. Mason, C. Hardwicke, C. Tandy No Highway In The Sky J. Stewart, M. Dietrich, G. Johns (English-made) Love Nest J. Haver, W. Lundigan, F. Fay Journey Into Light S. Hayden, V. Lindfors, T. Mitchell	OCTOBER The River T. Breen, N. Swinburne (Made in India) (Technicolor) Hotel Sahara (McElowney) (Road show) Y. DeCarlo, P. Ustinov (Foreign-made) (Brown) Mr. Peek-A-Boo J. Greenwood, Bourvil (Foreign-made) The Red Shoes A. Walbrook, M. Shearer (English-made) (Technicolor) (Powell- Pressburger)	OCTOBER The Golden Horde D. Farrar, A. Blyth, P. Castle (Technicolor) The Lady From Texas H. Duff, M. Freeman, J. Hull (Technicolor) Reunion In Reno M. Stevens, P. Dow, G. Perreau	OCTOBER Pointing The Clouds With Sunshine D. Morgan, V. Mayo, G. Nelson (Technicolor) Come Fill The Cup J. Cagney, P. Thaxter, G. Young, R. Mossey
NOVEMBER The Barefoot Mailman R. Cummings, T. Moore, J. Courtland (Supercinecolor) The Harlem Globetrotters T. Gomez, D. Dandridge, Harlem Globetrotters Son Of Dr. Jekyll L. Hayward, A. Knox, J. Lawrence Valley Of Fire G. Autry, P. Buttram, R. Hayden	NOVEMBER The Great Adventure D. Price, J. Hawkins (English-made) Superman and the Mole Men G. Reeves, P. Coates F.B.I. Girl C. Romero, A. Totter, G. Brent	NOVEMBER An American In Paris G. Kelly, O. Levant, L. Caron (Technicolor) Too Young To Kiss J. Allyson, V. Johnson The Unknown Man W. Pidgeon, A. Harding, B. Sullivan	NOVEMBER Lawless Cowboys, W. W. Wilson Flight To Mars M. Chapman, C. Mitchell, (Cinecolor) Longhorn W. Elliott, P. Coates, Z. Murray Crazy Over Horses Bowery Boys, G. Saunders	NOVEMBER When Worlds Collide R. Derr, B. Rush, L. Keating (Technicolor) Detective Story K. Douglas, E. Parker, W. Bendix H. McMahon Submarine W. Holden, N. Olson, W. Bendix,	NOVEMBER The Blue Veil J. Wyman, C. Laughton, J. Blondell The Whip Hand C. Balenda, E. Reid, E. Barrler Hot Lead, W. T. Holt, J. Dixon The Racket R. Mitchum, R. Ryan, L. Scott	NOVEMBER The Sea Hornet R. Cameron, A. Mara Desert Of Lost Men, W. A. Lane, N. E. Kay, R. Elliott Street Bandits P. Edwards, R. Clarke, R. Bancroft	NOVEMBER Let's Make It Legal C. Colbert, M. Carey, Z. Scott Anne of the Indies L. Jourdan, D. Paget, J. Peters (Technicolor) Golden Girl M. Gaynor, D. Robertson, J. Barton (Technicolor)	NOVEMBER Tom Brown's School Days J. H. Davies, R. Newton, D. Wynyard (English-made) (Minter) Fort Defiance D. Clark, B. Johnson (Melford) (Cinecolor) The Lady Says No J. Caulfield, D. Niven (Ross-Stillman) A Christmas Carol A. Sim, K. Harrison, J. Warner (English-made) (Desmond-Hurst)	NOVEMBER Cave Of Outlaws M. Carey, A. Smith, V. Jory (Technicolor) The Lady Pays Off L. Darnell, G. Perreau, S. McNally The Raging Tide S. Winters, R. Conte, S. McNally The Lavender Hill Mob A. Guinness, S. Holloway (English-made)	NOVEMBER Close To My Heart R. Milland, G. Tierney, F. Bainter The Tanks Are Coming S. Cochran, P. Carey
DECEMBER Ten Tall Men B. Lancaster, J. Lawrence, G. Roland (Technicolor) The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holdren, T. Romano The Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W. C. Starrett, S. Burnette	DECEMBER Tales Of Robin Hood R. Clarke, M. Hatcher, B. Weldon Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Collaway Went Thataway F. MacMurray, H. Keel	DECEMBER Texas Lawman, W. J. M. Brown Northwest Territory K. Grant, G. Saunders, Chinook Stogie From Amarillo, W. W. Wilson	DECEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor) On Dangerous Ground R. Ryan, I. Lupino, W. Bond Sons Of The Musketeeers C. Wilde, M. O'Hara (Technicolor) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn)	DECEMBER The Wide Blue Yonder W. Corey, V. Ralston, F. Tucker The Woman In The Dark R. Elliott, P. Edwards, R. Vallin Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez	DECEMBER Double Dynamite J. Russell, F. Sinatra, G. Marx On Dangerous Ground R. Ryan, I. Lupino, W. Bond Sons Of The Musketeeers C. Wilde, M. O'Hara (Technicolor) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn)	DECEMBER The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Boyonets R. Basehart, M. O'Shea, G. Evans Elopement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	DECEMBER The Big Night P. Foster, J. Barrymore, Jr. (Waxman-Losey) Another Man's Poison B. Davis, G. Merrill, E. Williams (Made in England) (Angel)	DECEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest Weekend With Father V. Heflin, P. Neal, R. Denning Bright Victory A. Kennedy, P. Dow, J. Edwards	DECEMBER Storlift D. Doy, G. MacRae, R. Roman, G. Nelson, J. Rule, and Guest Stars	

HOLIDAYS

Nov. 22—Thanksgiving Day
Dec. 25—Christmas

REALART

Oct.—The Two-Dollar Bettor—J. Litel, M. Windsor, S. Brodie (Broder)
Nov.—Bride Of The Gorilla—L. Chaney, I. Conway, B. Payton (Broder)
Dec.—The Bushwhackers—W. Morris, L. Terney, M. Dell (Broder)

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EXHIBIT



AND NOW THE CROWDS
ARE BACK THANKS TO
"GOLDEN GIRL"
Technicolor

*8 A.M. Day after opening, Fox Theatre, San Francisco

47 Number 3 NOVEMBER 21, 1951
Two Sections: Section One

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For Thanksgiving the uproarious "TOO YOUNG TO KISS" to be followed at Christmas-New Years by the great novelty comedy "CALLAWAY WENT THATAWAY."

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From the very beginning with "Big Parade" and "Ben Hur" up through the years with the release of "Gone With The Wind" and the memorable "Battleground" and now topping them all . . .

"QUO VADIS"

M-G-M's Technicolor masterpiece is making history at the Astor and Capitol, N. Y. Please turn now to read M-G-M's announcement about it on Page 11!



WHEN a foreign audience looking at "Samson and Delilah" heard the roof of the theatre starting to creak at the time when Samson was pulling down the walls of the temple, it decided that there was too much realism around, and departed for the exits. The theatre closed for repairs, and the patrons were given back their money.



A THEATRE owner in the midwest, plagued by children who shot BB guns at the screen, warned parents that anyone caught in the act would be taken before a police magistrate, fined, and then be barred from the house.



AN EXHIBITOR who is also the town magistrate fined a disorderly patron \$10, and sentenced him to 30 days, but the sentence was suspended subject to good behavior, at which time the defendant wanted to know if he could come back to the theatre if he behaved himself. The court ruled that this was okeh, and so ordered.



MORTIFIED was the manager who was robbed in his theatre. It seemed that all that was taken was cash belonging to him.



HAVE you signed the Christmas Salute scroll for the Will Rogers Memorial Hospital?

—H. M. M.

I N D E X

VOL. 47, No. 3 NOVEMBER 21, 1951

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THE COVER PHOTO

Upon his recent return from California, where he was first elected president, Theatre Equipment Supply and Manufacturers' Association, J. Robert Hoff, sales manager, The Ballantyne Company, reading congratulatory messages, is greeted at his home in Omaha. Also seen are, left, his wife, son, Jeffrey, 4; R. S. Ballantyne, president, Ballantyne Company, and Hoff's father-in-law, and Mrs. Ballantyne. Another son, Robert B. Hoff, 8, was in school when the picture was taken.

EXHIBITOR

VOL. 47, No. 3



NOVEMBER 21, 1951

The "Quo Vadis" Sales Plan

ELSEWHERE in this issue will be found complete information on the sales plan for MGM's "Quo Vadis." There is no reason here to repeat the company's prospectus. It needs no further clarification for once again Metro Goldwyn Mayer, which has pioneered in new selling ideas, has come up with a milestone in distribution. The friendly company has known how to conduct its business for years. The "Quo Vadis" plan substantiates what many exhibitors have long believed: MGM knows what it is talking about, and always speaks its piece plainly.

BLUNTLY, "Quo Vadis" cost seven millions. Prints and advertising will cost a few more millions. The nut will run close to or over nine millions before any profit is in sight. MGM has to get the top dollar. "Gone With The Wind," released in times when conditions were comparably better, grossed 13 and one half millions the first time around. Therefore, the job to be done for "Quo Vadis" by MGM is obvious.

FORTUNATELY, however, "Quo Vadis" is big, in every respect. It has been pre-sold. Its audience is waiting. The paying patrons know that this is something that comes only once in a lifetime. As a matter of fact, they may never live to see something as big again.

So, while there may have been recent resentment against increased admissions in certain quarters (and this department was one of them), that kind of thinking doesn't apply to a spectacle like "Quo Vadis." People will pay for what they think is worth the money. "Quo Vadis" is that kind of picture. Therefore, it is a "must" higher admission show.

THE MGM sales plan, as expounded by William F. Rodgers, is fair. From where we sit, not even the government could squawk against it. And we don't expect exhibitors to, either. Theatremen may complain all they want but they know that merchandise that brings in a profit is worth a price, as does the public.

"QUO VADIS" is that type of picture. It will rank with the top money pictures of the industry.

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**EDDIE
BRACKEN**

**ANN
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screen play by SID SILVERS & HAL KANTER • directed by JAMES V. KERN

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The
campaign
is under way
and the
drums will
be beating
and the
horns will
be blowing
for the big
New Year's
Event
..from

**WARNER
BROS!!!**



STARRING

GARY COOPER

AS CAPTAIN WYATT, SWAMP-FIGHTER IN THE SAVAGE SEMINOLE INDIAN WAR

WITH **MARI ALDON** as the captive beauty SCREEN PLAY BY **NIVEN BUSCH** AND **MARTIN RACKIN** PRODUCED BY **MILTON SPERLING** DIRECTED BY **RAOUL WALSH**



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FOLLOWING THEIR ANNUAL CONVENTION IN CALIFORNIA, A GROUP OF COMMONWEALTH CIRCUIT EXECUTIVES VISIT THE PARAMOUNT STUDIOS.

Production Remains A Steady Lure

And The Coast Sets Still Attract Lots Of Visiting Firemen On Vacation



Langdon C. Wingham, resident manager, MGM San Francisco exchange, left, and Boyd Sparrow, right, manager, Loew's Warfield, drop in on George K. Sidney, MGM director, who is on location for Technicolor production, "Scaramouche."

WHILE much has been written of the reactions of Hollywood folk visiting the hinterland in the efforts of "Movietime, U.S.A." and the expressions of gratitude from exhibitors in this connection, actually the results of stars, studio personalities, and others meeting exhibitors were not surprising.

For years, many within the business, directing vacations westward, have made it a point to head for the studios, to pay a visit to the stars at work and at play, coming home more firmly convinced than ever that there was a strong bond between player and theatreman that needed only association to be strengthened.

Not only have exhibitors and other industryites come to Hollywood, but, by the same token, when studios have sent out stars for on-the-scene shooting in various sections of the country and particularly in the metropolitan districts, the companies have taken great pains, wherever possible,

to invite exhibitors to meet them.

Exhibitors, visiting Hollywood and meeting the stars and studio executives, have had a chance to exchange ideas, and to listen to the producers' side. And that there is nothing like discussing problems at first hand becomes readily apparent.

Someone once opined that if more exhibitor conventions were held in Hollywood, there would come an exchange of information and ideas that could be very valuable.

But until such time when more organizational and group meetings can take place on the coast, exhibitors, distributors, and their families will continue to visit the sets, and learn for themselves about picture-making.

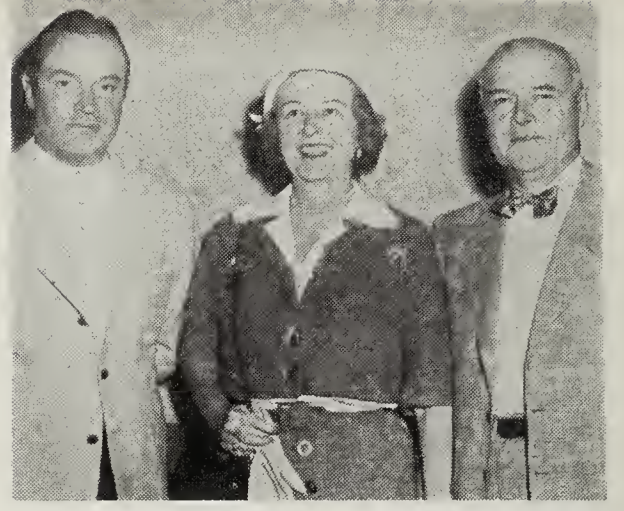
On these pages may be seen some representative photographs, proof positive that on vacation or on business, exhibitors and exchangemen are as fascinated by production as is the layman.



RKO entertains members of the PCCITO at a special luncheon at the studio commissary, and noted, are Mrs. B. C. Johnson, George E. Stone, Mr. and Mrs. Julian Harvey, and star, Jane Greer.



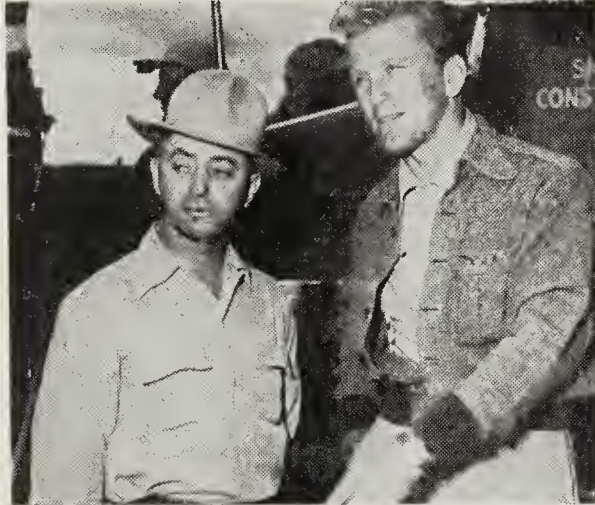
Bob Hope, making "My Favorite Spy" for Paramount release, takes time out to pay his respects to Harry Bercovich, Canadian showman and owner, Broadway, Regina, Sask., who visits the set.



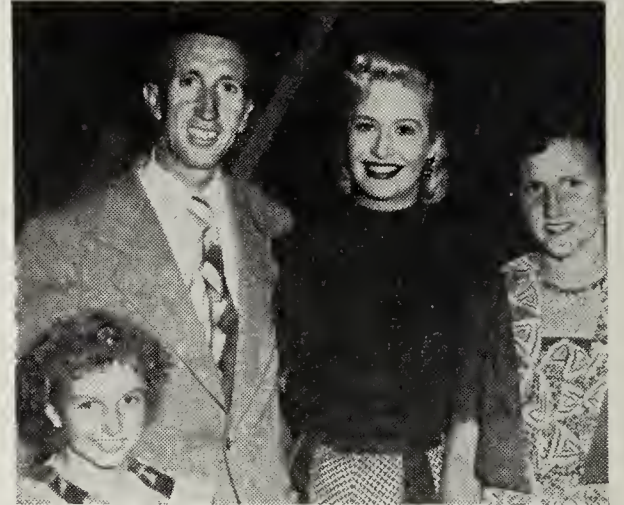
Posing with Hope seems to be the habit as Ralph Talbot, Ritz, Tulsa, Okla., and wife, on their trip to the coast for a vacation, have their picture taken with the Paramount comedian.



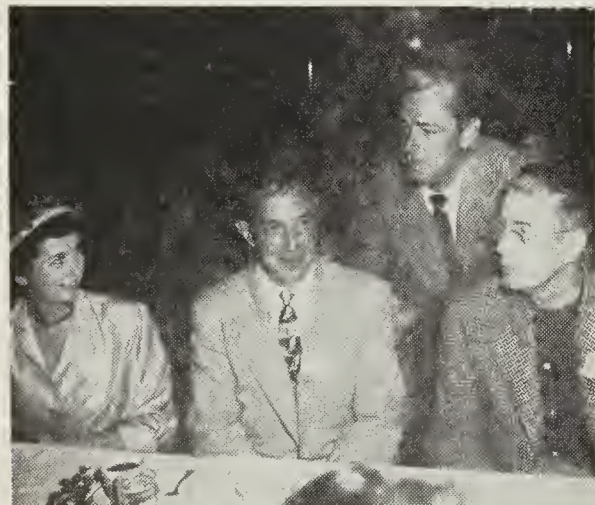
Marvin Goldfarb, left, Denver RKO branch head, and RKO salesman Bill Hobson, right, visit Robert Mitchum and producer Edmund Grainger, in Colorado making RKO's "The Korean Story".



As scenes for Paramount's "The Big Carnival" are being shot near Gallup N. M., Bruce Waugh, who manages the Griffith Circuit's three houses, takes time out to visit the production on location.



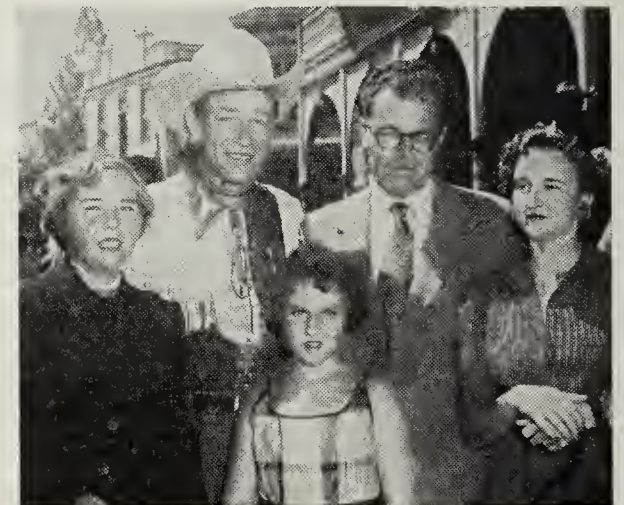
Quite happy to be on the set of Paramount's "The Lemon Drop Kid", and meeting Marilyn Maxwell, are Devere Rasmussen, owner, Dee's, Moroni, Utah, and his two charming daughters.



Delegates to the convention of the PCCITO are hosted at Paramount studios, and seen with Alan Ladd are Mrs. R. Mattecheck, McMinnville, Ore.; W. Graeper, Portland, and E. Graves, Napa, Cal.



A. Neil Ross, manager, Babcock, Billings, Mont., visits the set of Paramount's "Warpath", and receives an award from producer Nat Holt for a sales campaign while star Polly Bergen watches.



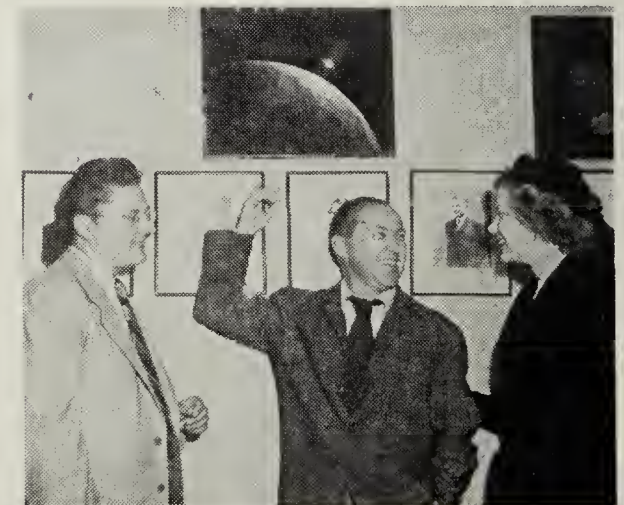
On the set of Paramount's "Son of Paleface", Dale McFarland, assistant to A. H. Blank, president, Tri-States Theatres, Des Moines; Mrs. MacFarland, and family, are greeted by Roy Rogers.



Charlton Heston greets Robert E. Leonard, Tri-States Theatres city manager in Des Moines; Mrs. Leonard, and three children, on the set of Paramount's "Warbonnet" on a studio visit.



On the set of Paramount's "When Worlds Collide", Frank Shipley, right, owner, State, Lenox, Ia., and Mrs. Shipley meet Peter Hansen, who has a prominent part in the Technicolor production.



George Pal, producing "When Worlds Collide" for Paramount, shows exhibitor Joe Miskinis, Jr., and Mrs. Miskinis some sketches. Miskinis operates the Civic, one of Detroit's independent houses.

Mel Konecoff's NEW YORK

MGM vice-president and general sales manager William F. Rodgers last week hosted trade press editors and publishers at a banquet at which the terms for the sale of "Quo Vadis" were announced. These are being presented to the trade generally via paid advertisements in the trade papers.



KONECOFF

For the immediate future, the pre-release first-run of the film will be confined to cities of 100,000 or more. Exhibitors in those localities will be invited to bid for the feature. Their submissions should include name of theatre and operator, guarantee (dollars) to distributor as its minimum share for entire engagement, participating terms, minimum length of run guaranteed, holdover control figure to determine the continuance of the engagement beyond the minimum run guaranteed, and the admission price exclusive of any admission taxes. The distributor will handle and pay for all advertising for pre-opening and first week, exclusive of lobby displays, marquee, and outdoor advertising, and the offer should state the amount to be spent by the exhibitor for the second and following weeks of the engagement.

The following conditions are also applicable: "Quo Vadis" is not to be played

as part of a double feature program, the run granted will be specified, no specific clearance will be granted, and the right to reject all offers is reserved.

Rodgers reported that the film cost approximately seven million dollars exclusive of prints and advertising, with the latter two items probably bringing the total up to over nine millions. As a result, a different method of selling the picture has to be instituted, and the factor of increasing admission prices has to be considered to make money for all concerned. The setting of such admissions, however, will be left to the individual exhibitors since the distributor under law cannot set admission prices, and the local theatre operator knows exactly what his community can stand in the way of increases. Rodgers reported that the admission prices for the film, now playing the Capitol (unreserved, continuous) and the Astor (reserved, two-a-day) at advanced admissions has received no complaints from patrons.

Six test engagements in Loew houses in different parts of the country are to get under way this week, and the type of playoff has been mixed from a reserved seat, two-a-day policy to unreserved, continuous showing to a policy of continuous showings during the day with reserved seats at night at the same theatre. The release plan is called the only practical one under the law, with the large investment involved.

Rodgers hopes that "Quo Vadis" will gross better than did "Gone With The Wind", which cost only half as much. GWTW grossed 13 and a half millions its first time around. It is expected that "Quo Vadis" will start to play generally after the first of the year. Mean-

(Continued on page 25)

"Quo Vadis" Makes Broadway News

NEW YORK—"Quo Vadis", playing at the Astor on a reserved seat policy and at the Capitol with an unreserved seat policy, highlighted Broadway's first-run business last weekend. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"A STREETCAR NAMED DESIRE" (WB). Warner expected the ninth, and final, week to hit \$24,000.

"BEHAVE YOURSELF" (RKO). Paramount, with stage show, claimed \$49,000 for the second, and last, week.

"DAVID AND BATHSHEBA" (20th-Fox). Rivoli announced \$9,000 for the 14th, and last, week.

"LET'S MAKE IT LEGAL" (20th-Fox). Roxy, with stage show, tallied \$48,000 from Tuesday through Sunday, with the second, and last, week heading toward \$53,000.

"AN AMERICAN IN PARIS" (MGM). Radio City Music Hall, with stage show, did \$74,000 from Thursday through Sunday, with the seventh, and last, week expected to hit \$107,000.

"THE BLUE VEIL" (RKO). Criterion reported \$20,000 for the fourth week.

"THE DESERT FOX" (20th-Fox). Globe announced \$15,000 for fifth, and last, week.

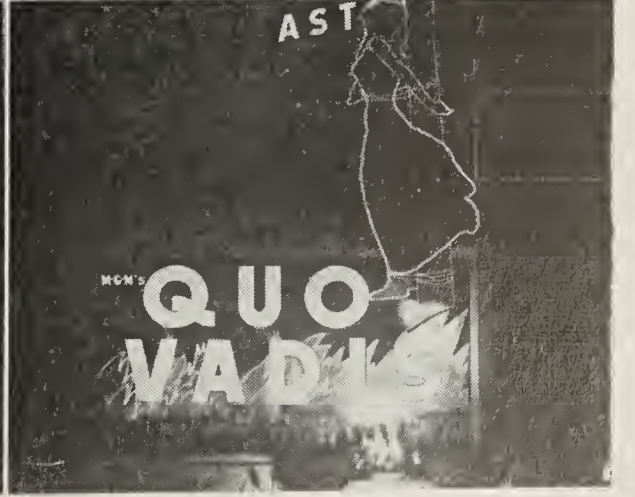
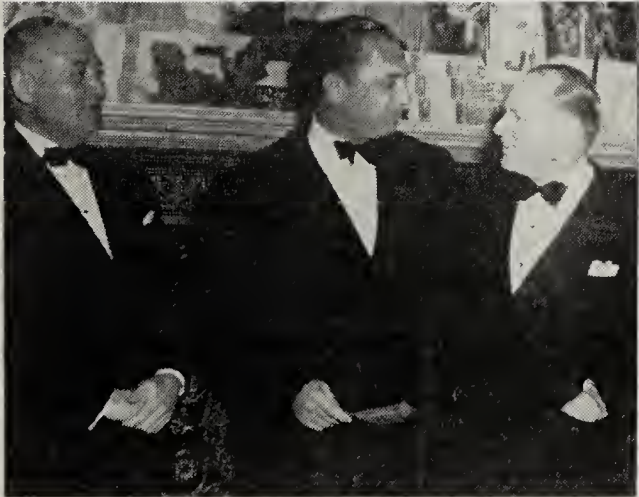
"DETECTIVE STORY" (Para.). Mayfair claimed \$45,000 for the second week.

"ACROSS THE WIDE MISSOURI" (MGM). Loew's State reported \$17,000 for the second week.

"TEN TALL MEN" (Col.). Victoria did \$14,000 on the fourth week.

"QUO VADIS" (MGM). Astor, with reserved seat policy, claimed \$24,000 for the second week.

"QUO VADIS" (MGM). Capitol, with unreserved seat policy, claimed \$105,000 for the second week. The first week's figure was \$120,000.



MGM opened "Quo Vadis" at both the Astor and Capitol, New York City, last fortnight, and among those attending the gala proceedings were, in the usual top to bottom, left to right order: Nicholas M. Schenck, president, Loew's, Inc.; Joseph R. Vogel, vice-president in charge of theatre operations, Loew's, and Mrs. Schenck; Rouben Mamoulin and wife and Howard Dietz,

MGM vice-president, in charge of advertising, publicity, and exploitation; Grover Whelan, Mrs. Whelan, Gus Eysell, and Silas F. Seodler, MGM, advertising manager; Sam Zimolista, "Quo Vadis" producer; Oscar A. Doob, Loew's Theatres executive, and Seadler. The fronts of the Capitol and Astor indicate the striking showmanship employed for the picture's bow.

This Was The Week When . . .

Warners declared a dividend of 25 cents per share on the common stock. . . . Joan Caulfield started a series of personals in the New Orleans territory for "The Lady Says No". . . . Horace McMahon's junket for "Detective Story" was extended by Paramount to cover Cincinnati, Indianapolis, Kansas City, and St. Louis. . . . Jack L. Warner received the Treasury Department's Distinguished Service Award for the studio's leadership in selling savings bonds through three short subjects.

UA announced that every exchange has set up one week in December during which time every theatre in the territory will book at least one UA feature. . . . UA revealed that "The Big Night", bowing in Boston on Dec. 5, would get the benefit of personal appearances of John Barrymore, Jr.

Illinois Theatremen Hit Tax

CHICAGO—The Springfield, Ill., Theatre Owners Association last fortnight protested a suggested three per cent amusement tax to tide the city over its financial crisis. The theatremen contend the proposed tax would be "discriminatory and unfair" in that it singles out one form of business to pay the tax, and also point out that theatre owners, four years ago, voluntarily agreed to increase their license fee from a flat \$100 to 50 cents per seat. They further contend that the claim that the amusement tax would produce revenue of \$80,000 from the 10 motion picture houses is a "gross error". They estimate the figure would be approximately \$25,000, and offer their books to support the claim.

Iowa Allied Asks Arbitration

DES MOINES—Iowa Allied members at their fall meeting last week went on record endorsing the resolutions of National Allied, and urged arbitration of all problems. The Iowa members were critical of outdoor theatres, and spoke out against free admissions and "Buck Nights" operated by the drive-ins.

Mrs. Thelma Parsons, Keota, Ia., vice-president, Iowa Allied, reported on the national convention, with Charles Niles reporting on the actions taken by National Allied. A joint closed session was held with circuit operators and distributors.

Loew's Execs To "Vadis" Bows

NEW YORK—Several Loew's Theatre executives left this week to be present at the pre-release premieres of MGM's "Quo Vadis." Joseph R. Vogel attended the Cleveland opening at Loew's Stillman. Oscar A. Doob flew to St. Louis to cover the Loew's State unveiling. John Murphy went to Atlanta, Ga. Ernest Emerling returned to Memphis. Dan Terrell, exploitation director for MGM, covered the Pittsburgh opening, and MGM executives from the studio, including Howard Strickling, publicity director, attended the San Francisco showing.



Bob O'Donnell, Ansel Teel, and Harry McWilliams are seen at the recent AMPA luncheon in New York City honoring O'Donnell. Miss Tell, former patient at Gonzales Warm Springs Foundation, Tex., presented O'Donnell with a plaque honoring him for his work on behalf of the Foundation.

Mullin Again Heads New England Unit

BOSTON—Martin J. Mullin, president, New England Theatres, last week was re-elected president, Allied of New England, an affiliate of TOA. Others named were vice-presidents Ben Domingo, Boston manager, RKO Theatres; Al Somerby, general manager, Howard, Boston; Samuel Pinanski, head, American Theatres Corporation, and Charles E. Kurtzman, Loew's Boston Theatres; treasurer, Stanley Sumner, University, Cambridge, Mass.; secretary, Kurtzman, and executive secretary, Frank Lydon.

Named to the board were: John J. Ford, Maine and New Hampshire Theatres; E. Harold Stoneman, Interstate Theatres of New England; John S. Giles, Giles Theatres; Edward Cuddy, New England Theatres; James H. Doyle, Broadway, South Boston; Walter A. Brown, president, Boston Garden Corporation; Lloyd J. Clark, Middlesex Amusement Company, Malden, Mass., and Harry Feinstein and Joseph P. Liss, Warner Theatres.

Government Move Opposed

NEW YORK—It was argued last week in the Statutory District Court by former Judge Simon H. Rifkind, representing the law firm of Phillips, Nizer, Benjamin, and Krim, that information requested by the government in its move to amend the "Little Three" decree was purely personal, and of no use to the Department of Justice. Philip Marcus, assistant attorney general, argued that the government sought the information in order to get a clear picture of the actions of certain of the firm members, and the manner in which Eagle Lion Classics was acquired by United Artists. The court reserved decision on a motion by the law firm to squash certain interrogatories directed to them in connection with the action.

NBR Services Cut Down

NEW YORK—Reviewing services of the National Board of Review were discontinued last week in the interests of economy by U-I, RKO, and Paramount. The three companies notified NBR executive Henry Hart that they will no longer pay screening fees.

Officers, Board Re-elected By Mono.

HOLLYWOOD—The entire board of directors of Monogram Pictures was re-elected at the annual stockholders' meeting last week, presided over by Steve Broidy, president, and followed by a board meeting which re-elected the officers.

In addition, the board elected G. Ralph Branton, president, Interstate Television Corporation, a Monogram subsidiary, a vice-president.

The re-elected board includes Branton Broidy, W. Ray Johnston, board chairman; George D. Burrows, executive vice-president and treasurer; Norton V. Ritchey, Monogram International Corporation president, and Edward Morey, vice-president.

Consolidated operations of the company for the first 13 weeks ended on Sept. 29 showed a profit of \$150,465 compared with a profit of \$59,073 for the same period last year.

Skouras Hails Eidophor Color

NEW YORK—The 20th Century-Fox Eidophor theatre television with CBS color opens new vistas in entertainment as vast as the advent of the first talking picture, Charles P. Skouras reported in a cable from Zurich, Switzerland, last week.

"With inspired enthusiasm and a profound pride in our industry," Skouras cabled Gael Sullivan, executive director, Theatre Owners of America, "I want you to know that the 20th Century Eidophor with CBS color which I saw surpassed in definition and life-like portrayal anything that I have ever seen before on the screen.

Attending the demonstration with Skouras were Spyros Skouras, president, 20th Century-Fox; Elmer Rhoden, president, Fox Midwest Theatres, and Frank H. Ricketson, president, Fox Inter-Mountain Theatres.

Montana Exhibs Hear Harvey

BUTTE, MONT.—At the annual two-day fall meeting of the Independent Theatre Owners of Montana last week, Rotus Harvey, Pacific Coast Conference of Independent Theatre Owners, spoke on problems concerning legal and legislative field, film buying and booking, film transportation, showmanship, exploitation and public relations, and management of drive-in theatres. Another speaker was R. C. Schultz, San Francisco RCA representative, on television. Committee reports were made on a variety of subjects to the 75 in attendance.

Fred Arnst, president, presided at a directors meeting.

Liberty "Movietime" Clicks

NEW YORK—Fan reaction to the Liberty Broadcasting System's "Movietime, U.S.A." programs heard every weekday over 432 stations of the coast-to-coast network is fast approaching the proportions of a landslide, according to Liberty officials last week. "The fan mail," declares a Liberty executive, "is unanimous in its praise for the fact that the 'Movietime, U.S.A.' program presents the truth about Hollywood, and tears away the slanderous rumors which some sensation-hungry writers have attempted to spread."

Announcing

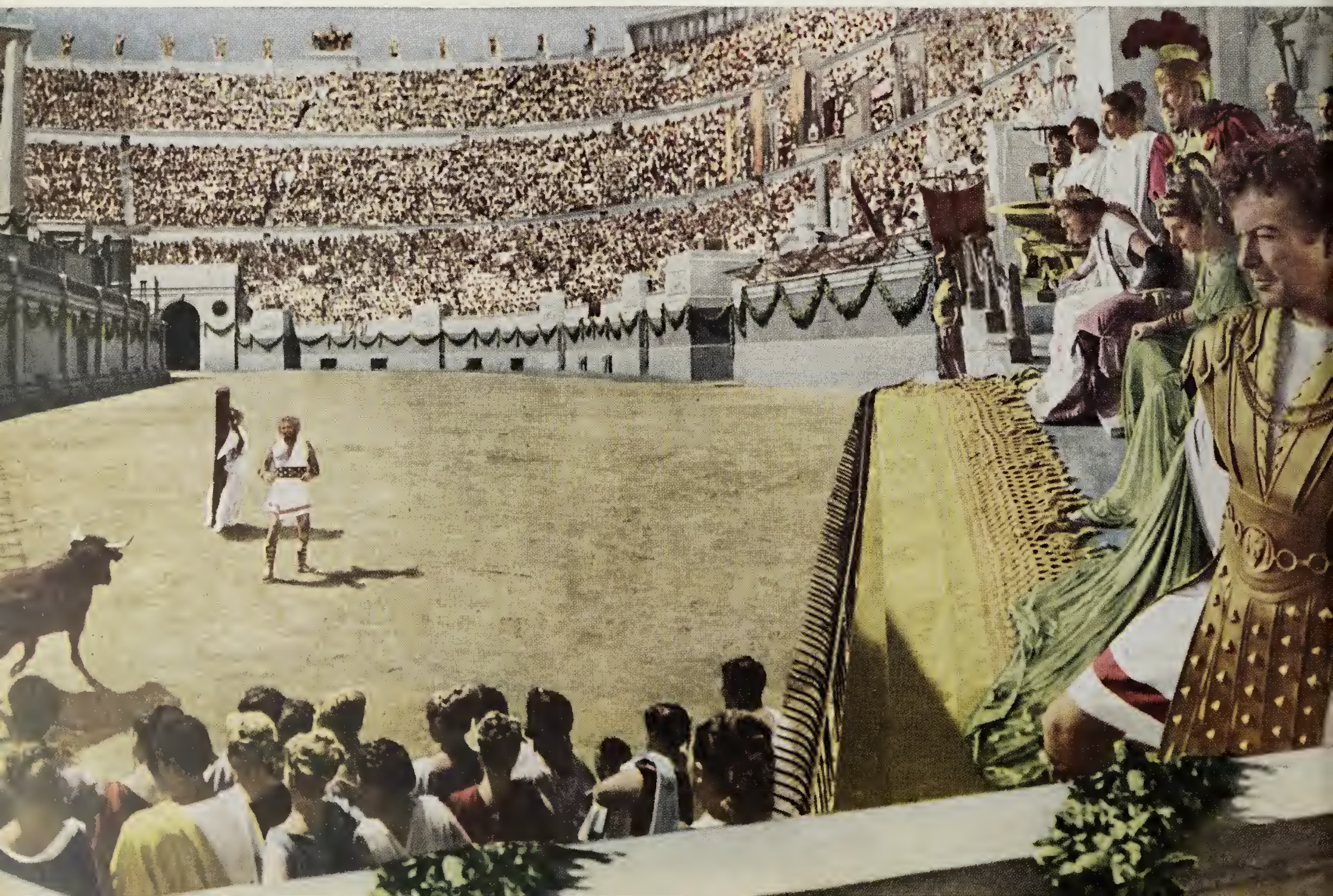
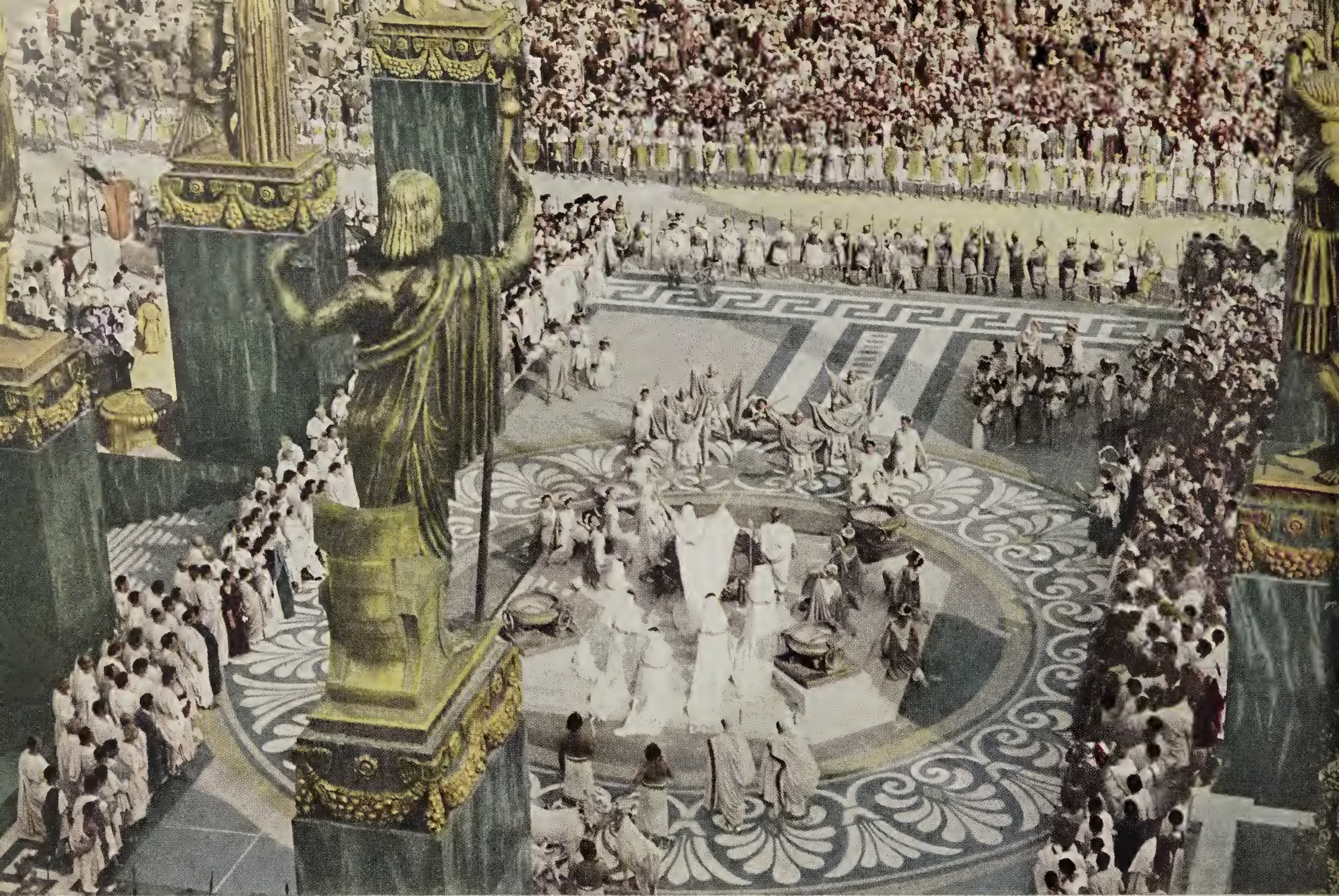
THE SALES PLAN

FOR M-G-M's

QUO VADIS

THE GREATEST MOTION PICTURE OF ALL TIME





THE unusual position in which we find ourselves in the preparation of a merchandising policy for this great picture prompts us to adopt this method of acquainting our customers with the problems confronting us.

QUO VADIS has been produced at a cost in excess of any picture ever before made. It has an actual production cost of more than seven million dollars. This does not include print cost or advertising cost. At the time it is ready for a pre-release market, we estimate that our investment will be some millions more. So costly a production is indeed unheard of in the history of this industry. It is clear to all who understand our business that with the customary methods of distribution, and at regular admission prices, there could not be a chance for us to recoup our investment, much less to earn a profit or produce an appropriate profit for the exhibitors.

Inasmuch as no picture has ever developed the large revenue at regular prices which it would be necessary to achieve in order to pay for such a production, we cannot reasonably expect that under the present market conditions we could do so now.

In view of the restrictions under which we are operating, there is no course but to pre-release this great production on a competitive bidding basis for first run showings in suitable theatres. We have every right to believe we have a most outstanding picture. In fact, as has been stated by those expert showmen who have seen this production, it eclipses anything ever produced.

QUO VADIS will be trade shown in theatres and not in projection rooms. We hope and expect to have a large attendance of theatre owners at all trade shows.

We are fully conscious of the existing Court Decree to which we are subject. We cannot and will not have anything to do with the fixing or determination of admission prices; they will be decided by the theatre operators and no one else. Our entire selling organization understands their responsibilities in this respect. Should any exhibitor at any time have reason to believe that this policy is not followed, we urge upon him to make the facts known to the Sales Head of our organization.

In New York City and Los Angeles we have arranged for special simultaneous exhibitions in two theatres in each city—one on a reserved and the other on a continuous policy. We intend to avail ourselves of the Loew's Theatres for test engagements, so that the exhibitors of the country may be informed of the public reaction to this picture. Because of the unique quality of the picture, we believe that this information will be helpful in acquainting exhibitors throughout the country with its potentialities.



For the immediate future we intend to confine the pre-release first run of QUO VADIS to localities of approximately 100,000 population or more. We shall welcome bids from those exhibitors located in these situations of over 100,000 population who desire to exhibit QUO VADIS first run — such offers to include:

- A. Name of the theatre and operator.
- B. Guarantee (dollars) to distributor as its minimum share for entire engagement.
- C. Participating terms.
- D. Minimum length of run guaranteed.
- E. A holdover control figure to determine the continuance of the engagement beyond the minimum run guaranteed.



The Illustration For One Of The 24-Sheet Posters That Showmen Will Spread Across The Nation

F. Admission price exhibitor plans to charge exclusive of any admission taxes.

G. We, as the distributor, will handle and pay for all advertising for pre-opening and first week exclusive of lobby displays, marquee and outdoor advertising. Offer shall state the amount to be spent by exhibitor for second and following weeks of engagement weekly.

In connection with the above offer, the following conditions apply:

1. QUO VADIS is not to be played as part of a double feature program.
2. The run granted will be specified; no specific clearance will be granted.
3. Our right to reject all offers is reserved.

The sole purpose in asking for admission prices which the exhibitor intends to charge is to enable us to evaluate the offers received and thus award the picture on the basis of the best bid. Any offer which contains a participation in the gross receipts requires an estimate of such receipts for proper appraisal. This estimate, of course, necessitates a knowledge of the admission prices prevailing during the engagement. The failure to include proposed admission prices in an offer will not disqualify the bid, but their inclusion will enable us better to evaluate the bids.

As rapidly as arrangements are completed for the showing of the picture (which has a running time of approximately three hours) in the situations described above, additional localities will be selected, probably larger in number, where also the same procedure will be followed. After these have been completed, other localities will then be selected and the same procedure again will follow.

At some point during the course of the playing-off of QUO VADIS in these selected communities, after sufficient experience has been had, arrangements will be made to make the picture available for second run showing in the places where it has already played first run.

In the smaller communities, it is likely that the possibilities will be exhausted following the second run. In the larger situations, a city will be divided into a number of areas. Theatres located within each area will have an opportunity to bid for this particular run. The theatre winning the bid will have clearance against all other theatres in that particular area. Subsequently, similar provisions will be made for the next run in each of these areas, so that eventually every theatre which is interested will have an opportunity to present this picture.

In the near future we will advise theatre owners when the picture will be available for booking and when bids will be considered.

LOEW'S INC.



THE PRINCIPAL PLAYERS IN M-G-M's "QUO VADIS"



Deborah Kerr is the beautiful Lygia, daughter of a king, beloved hostage of Rome who is treated as a daughter rather than a captive.



Peter Ustinov, Russian-born British actor, portrays the decadent Emperor Nero whose vanity and wickedness are appalling!



Robert Taylor is Marcus Vinicius, Rome's finest soldier, faithful to Nero until he saw that the mad emperor's course meant ruin.



Buddy Baer is the giant Ursus, faithful slave and servant to Lygia, who conquers giants and slays a maddened bull in her defense.



Marina Berti, Italian actress of rarest beauty is Eunice, slave girl who rejects Robert Taylor to stay with Petronius whom she loves.



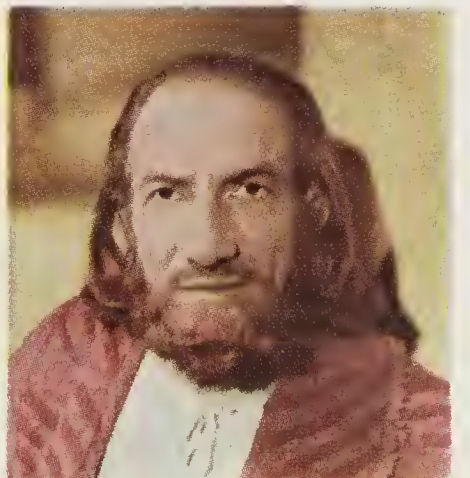
Petronius, Nero's dictator of elegance, is played by British Actor Leo Genn who subtly reveals the vanities and weakness of Nero.



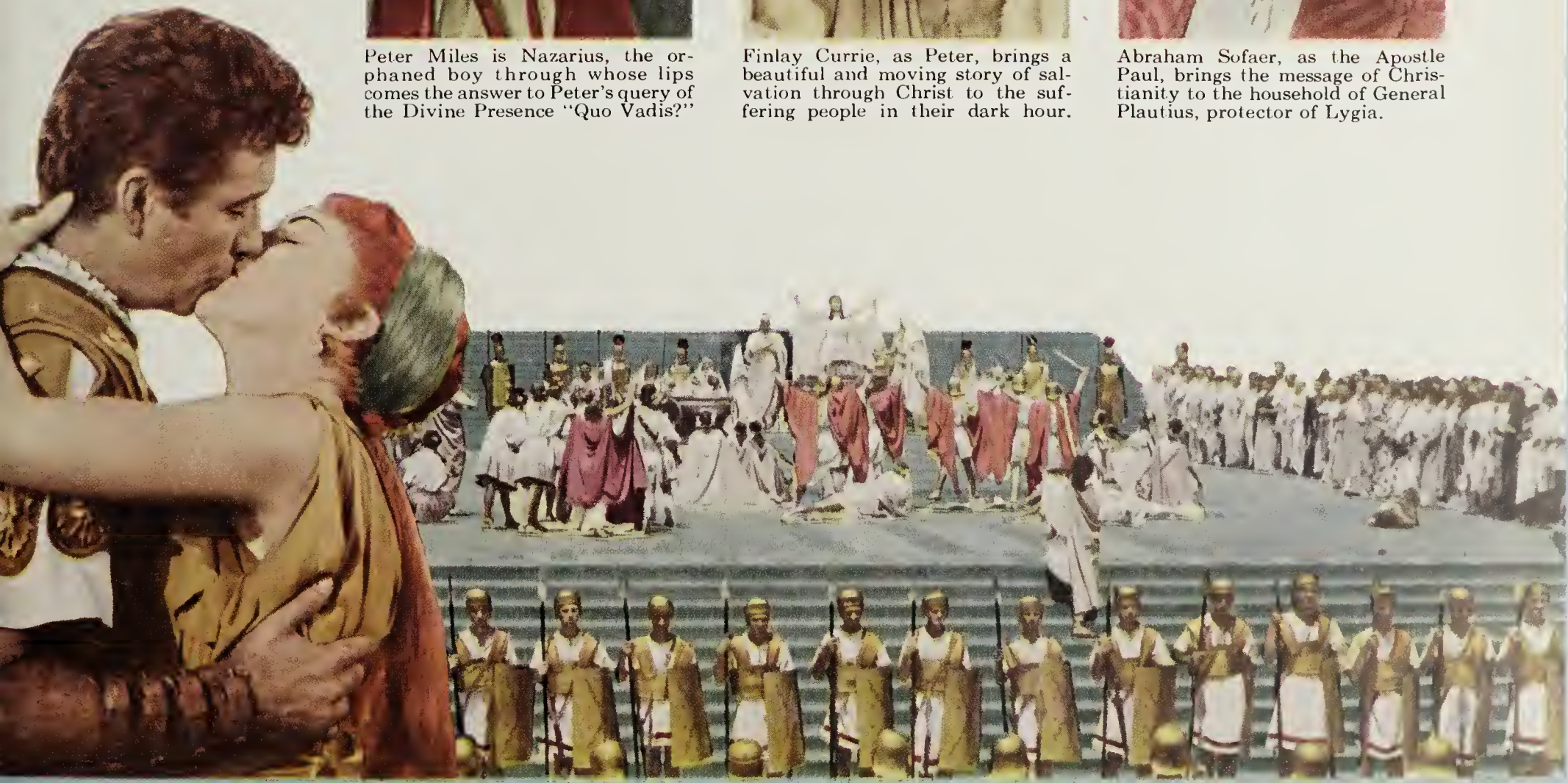
Peter Miles is Nazarius, the orphaned boy through whose lips comes the answer to Peter's query of the Divine Presence "Quo Vadis?"



Finlay Currie, as Peter, brings a beautiful and moving story of salvation through Christ to the suffering people in their dark hour.



Abraham Sofaer, as the Apostle Paul, brings the message of Christianity to the household of General Plautius, protector of Lygia.



M - G - M
presents

QUO VADIS

Starring

ROBERT TAYLOR DEBORAH KERR

LEO GENN
and
PETER USTINOV

Color by
TECHNICOLOR

Screen Play by
JOHN LEE MAHIN
S. N. BEHRMAN SONYA LEVIEN

Based on the Novel by
Henryk Sienkiewicz

Directed by
MERVYN LeROY

Produced by
SAM ZIMBALIST
A Metro-Goldwyn-Mayer Picture



THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in *The Pink Section*.—Ed.)

MGM

"Callaway Went Thataway"—Amusing programmer.

"Quo Vadis"—Topnotch.

"It's A Big Country"—Episodic feature has considerable merit.

"Westward The Women"—High rating.

RKO

"Double Dynamite"—Names may help.

20TH-FOX

"Elopement"—Moderate programmer.

PARAMOUNT

"Hong Kong"—For the duallers.

"Red Mountain"—Good Ladd.

"Movietime" Tours Set

NEW YORK—A supplementary series of "Movietime" Hollywood personality tours, designed to cover territories which have requested their visits, is set to tee off on Nov. 25.

Under the joint chairmanship of George H. McKenna, Basil's Lafayette, Buffalo and William Dipson, Dipson's Theatre, Batavia, N. Y., the Buffalo territory will be host to three well-known film players, one writer, and one director. After four days in the Buffalo area, this same troupe will move to Albany, where chairman Harry Lamont is arranging a three-day itinerary.

Simultaneously, two more tours will open, a nine-personality cavalcade covering the Salt Lake City area and a three-personality team covering the smaller towns of Western Pennsylvania. On Dec. 2, a 15-personality team will embark on a "Movietime" tour of Louisiana and Mississippi.

Trans-Lux In Mag. Deal

NEW YORK—Richard P. Brandt, vice-president, Trans-Lux Theatres, revealed last week that he has made arrangements with the Tesbee Publishing Company for the distribution of a program-magazine called, "The Marquee", to the patrons of Trans-Lux Theatres. "The Marquee" will be an informative magazine dealing with table tips, social notes, hints on attire, and a run down on the current motion picture attractions in the Trans-Lux first runs. "The Marquee" is being published by the Tesbee Publications, which is a new organization headed by Leonard Segal and Henry Tishman. Representing Trans-Lux Theatres will be Charles Barron.

Soule Buys Pictorial

NEW YORK—Frank Soule, chairman of the board, newly formed Motion Pictures Unlimited, Inc., last week announced that firm's purchase of Pictorial Films, Inc., from Pathe Industries. Included in the transaction was the entire Pictorial Films library numbering several hundred motion pictures. The new firm will distribute sub-standard gauge films for non-theatrical use throughout the world.

Allied Of Illinois Okehs Arbitration Plan

CHICAGO—Directors of Allied Theatres of Illinois last week unanimously endorsed the all-inclusive system of industry arbitration proposed by its president, Jack Kirsch, at the 18th annual convention of Allied States Association of Motion Picture Exhibitors, held recently in New York, "authorizing and directing him to work unceasingly for its development and early establishment."

Abbott, Costello Ask Damages From U-I

NEW YORK—Bud Abbott and Lou Costello filed suit last fortnight seeking \$5,000,000 from Universal Pictures Company and Realart Pictures, Inc., accusing the two companies of a secret conspiracy to "cheat and defraud" them. The action seeks an accounting of monies due the comedians from films in which they had participating interests, and asks for a determination by the court that all contracts are cancelled as a result of alleged breaches by the film companies.

The plaintiffs contend that U supplied them with improper and false accountings on contracts between 1940 and 1948, and also entered into a secret agreement with Realart in 1947 giving a 10-year franchise on the company's 1945 and 1946 product, including Abbott and Costello features. A and C claim an accounting to them on reissue sales was at least \$600,000 short. U, it is further charged, chopped up some A and C features into shorts without consent, netting \$1,250,000, which was not accounted for. Trailer revenue amounting to \$164,772 up to April, 1951, was also omitted, they claim.

Improper and unreported receipts, padding of costs, and a "variety of illegal schemes" by the film company are claimed.

An accounting, contract cancellation, and injunction restraining production and release of the shorts made from the features are asked, as well as damages.

FCC Holds Hearing

WASHINGTON—The Federal Communications Commission last week ordered a pre-hearing conference for today (Nov. 21) prior to the consolidated hearing involving the ABC-UPT merger and investigation into Paramount's radio and TV station ownership. Hearing examiner Leo Resnick ordered the conference upon the request of Allen B. Du Mont Laboratories to consider the necessity or desirability of simplification, clarification, amplification or limitation of the issues; the possibility of stipulating with respect to facts; the procedure of the hearing, and other matters.

PI To Reissue Backlog

NEW YORK—William C. MacMillen, Pathe Industries' president, announced last fortnight that PI is contemplating a move to reissue a backlog of product to which it retained rights, although most ELC product, of which PI was the parent company, was turned over to United Artists for release. Pathe held out television rights in the UA deal.

Rep. Production To Cost 15 Millions

HOLLYWOOD—Republic has appropriated over \$15,000,000 for production during the next 12 months, President Herbert J. Yates told studio executives last weekend.

Yates reaffirmed his faith in the future of the motion picture industry.

"A strong array of Republic pictures is now in release or soon available," the Republic president stated, "including John Ford's 'The Quiet Man', filmed in Ireland and Hollywood in Technicolor, starring John Wayne, Maureen O'Hara, Barry Fitzgerald, and Victor McLaglen; 'Hoodlum Empire', starring Brian Donlevy, Claire Trevor, Forrest Tucker, John Russell, Gene Lockhart, and Luther Adler; 'The Adventures Of Captain Fabian', starring Errol Flynn and Micheline Prele; 'The Sea Hornet', starring Rod Cameron, Adele Mara, Adrian Booth, and Chill Wills; 'Lady Possessed', starring James Mason and June Havoc; 'The Wild Blue Yonder', starring Wendell Corey, Vera Ralston, Forrest Tucker, and Phil Harris, and two Judy Canova shows in Trucolor, 'Honeychile' and 'Oklahoma Annie.'

"And we're going ahead with full steam," Yates promised, "with John Wayne's 'The Alamo'; Garland Roark's 'Fair Wind To Java', 'Ride The Man Down', 'The Man From Texas', 'Jubilee Trail', 'Citizen Soldier', 'Flight Nurse', 'Minnesota', 'Song Of Youth', 'Bal Tabarin', 'The Golden Herd', and 'A WAC From Walla Walla'."

Speaking of exhibitors, Yates said: "The success of 'Movietime, U.S.A.' came as no surprise to me. I have found that every time you give the exhibitors something genuinely constructive to work with, they come through with flying colors.

"We're still at it strong," the Republic president continued. "On Nov. 29 at Omaha we shall premiere 'The Wild Blue Yonder' in cooperation with the Air Force and the city of Omaha."

Yates concluded, "I am more conscious now than ever before of the necessity of leadership in this industry. Motion picture theatres are the first and foremost source of amusement and entertainment to millions of people all over the world, and their leadership will endure."

Coast Foreclosures Set

HOLLYWOOD—Security First National Bank was in the process last fortnight of foreclosing eight independent pictures with an original investment of approximately \$8,000,000. Applications have been filed for the foreclosure of the pictures, now in the hands of distributors.

The pictures are: "Carnegie Hall", produced by William LeBaron; "New Orleans", Jules Levey; "On Our Merry Way", Ben Bogea; "Lured", Hunt Stromberg; "Montana Mike", Seymour Nebenzal; "Atlantis", Nebenzal; "The Long Night", Anatole Litvak, and "Fun On A Weekend", Andrew Stone. All are UA releases, with the exception of "The Long Night", released by RKO.

Ohio Unit Files With COMPO

NEW YORK—Martin G. Smith, Toledo, O., president, Independent Theatre Owners of Ohio, last week filed the group's application for membership in the Council of Motion Picture Organizations.

PEOPLE

NEW YORK—Announcement was made last week by Charles Amory, vice-president in charge of sales, Souvaine Selective Pictures, that James Hendel, formerly EL western division manager will join Souvaine Selective Pictures early next month with a divisional manager's position.

J. E. McInerney Mourned

NEW YORK—John E. McInerney, 55, director of advertising and publicity, United Paramount Theatres and for the Paramount Theatres on Times Square and in Brooklyn, died last week after a brief illness. He had been with the company since 1926, and founded and edited for several years Publix Opinion, house organ of the company. He is survived by his wife, a son, and a sister.

Local H-63 Wins at 20th-Fox

NEW YORK—In three National Labor Relations Board elections last week, the home office employes of 20th-Fox, Fox International, and the New York exchange all voted overwhelmingly to have Home Office Employes Union Local H-63, IATSE, represent them as their bargaining agent.

Hallmark Men Meet

WILMINGTON, O.—National agents of Hallmark Productions convened at the General Denver Hotel for a two-day meeting last week.

Kroger Babb, Hallmark president, flew in from the west coast with other executives.

SLEEPLESS NIGHTS?



GREAT! You're just the guy to stay up all night to count the dough when you play

UNIVERSAL-INTERNATIONAL'S
WEEK-END WITH FATHER

The Week End that Shook the World
...with LAUGHTER!

Reagan Relected By SAG On Coast

HOLLYWOOD—Overwhelming confidence in the administration headed by President Ronald Reagan was voted last fortnight at a membership meeting of the SAG.

The TV authority was attacked for "betraying the interests of all performers" while the announcement that the Guild collected \$984,814.51 from producers in claims for its members was hailed. The TVA was condemned for "unjustified acts of aggression" against SAG.

Reagan was reelected president, and William Holden, vice-president. Others named were Walter Pidgeon, second vice-president; John Lund, third vice-president; Paul Harvey, recording secretary, and George Chandler, treasurer. Elected to the board for three years were Regis Toomey, Rosemary DeCamp, Chick Chandler, Louise Beavers, Tyrone Power, Frank Faylen, Robert Keith, Nancy Davis, Lurene Tuttle, Cliff Lyons, and Wallace Ford. Named for two years were George Murphy, Lyle Talbot, Frank Marlow, and Percy Helton. Fred Clark and Rhys Williams were unopposed for one-year terms.

Boris Karloff was awarded a gold life membership card as a founder.

Levy Starts Business

NEW YORK—William B. Levy, former world sales director, Walt Disney Productions, announced last week the organization of William B. Levy Enterprises to engage in the launching and development of publications and the acquisition and exploitation of films on a world-wide basis. Offices have been opened at 35 West 53rd Street.

TOA Honors Warners

NEW YORK—The Theatre Owners of America last week presented a silver plaque to the Warner brothers, Harry M., Jack L., and Albert, on the occasion of Warners' silver anniversary of talking pictures. The plaque was given by TOA President Mitchell Wolfson.



Seen at the recent annual convention of Kansas-Missouri Theatre Association at the Hotel President, Kansas City, were, left to right, Elmer Rhoden, Jr., Commonwealth Theatres and general convention chairman; Tom Bloomer, Belleville, Ill., newly elected president, MPTO of St. Louis, Eastern Missouri, and Southern Illinois; Dale Danielson, Russell, Kans., retiring president, KMTA, and Leon Bamberger, sales promotion manager, RKO.

"SEE A MOVIE TONIGHT"

(In *The Educational Focus*, October issue, published by Bausch and Lomb Company, Rochester, N. Y., there appeared an article entitled "See A Movie Tonight". The subject is reprinted in part because it represents a viewpoint which may well be reprinted in newspapers and other publications. It is suggested that exhibitors read it with this in mind.—Ed.)

CONFESSEDLY, there are plenty of bad movies. You wonder who wrote them, who produced them, and why anyone ever consented to appear in them. But there are also bad books, bad plays, bad radio programs, and bad architecture. Yet, in spite of the inferiority which spreads its chilling breath over a few pictures, the fact remains that many movies are artistically, technically, and histrionically excellent. Think of the movies you've seen over the past 12 months. How many were really bad? How many were good? And you have been infecting yourself with the nonsense that the one inferior product tainted the quality of all the others? That, if you'll pardon an aside, doesn't make sense.

Movies are here to stay. There is no sounder, more colorful, or varied form of entertainment anywhere at the price. For the admission fee you put down at the boxoffice, producers have spent, necessarily, hundreds of thousands of dollars, and regretted that they couldn't spend more. In exchange for the few pennies you pay, hundreds of electricians, scene builders, script writers, technical consultants, and directors have picked their brains dry. Millions of dollars have been invested in equipment, properties, and plants. What other medium of entertainment can duplicate this record? Radio? No. A radio program is a one-time proposition, and does not justify the expenditure of such large sums. Reading? Music? Yes. But movies are more dramatic in their form of presentation, and books are moving up in price, whereas for the cost of a recording of Beethoven's *Fifth* you can see and hear five or six first-rate movies. Not to mention the fact, of course, that the movies are themselves now providing excellent artistic fare, drama, opera, concert, and performances by many of the world's leading artists.

So we advise you to go to the movies. Go tonight. Go next week. You don't know what you're missing. We're interested because we make the best picture-taking and projection lenses found in Hollywood or anywhere else, and we're frankly proud of what the motion picture industry is doing with them.

RKO Pictures To Vote

DOVER, DEL.—Stockholders of RKO Pictures will elect directors at the meeting on Dec. 5, according to an announcement mailed last week to the stockholders.

Five incumbent members are nominees for reelection, President Ned E. Depinet, Noah Dietrich, Howard R. Hughes, Frank J. O'Hara, Jr., and J. Miller Walker.

Stock owned by them is as follows: Depinet, 35,000 shares; Dietrich, none; Hughes, 1,013,420, of which 929,000 is in his own name; O'Hara, 1000, Walker, 3000.

RKO directors and officers as a group are estimated to receive \$268,000 remuneration.

NOT SINCE

"FRANKENSTEIN"

and "DRACULA"!

HOUSE OF EVIL...
LAIR OF NAMELESS

HORRORS!

...that the
dread
Sire de
Maletroit
alone
commands!



ROBERT LOUIS STEVENSON'S
Masterpiece of TERROR!

"The
Strange DOOR"

Starring

CHARLES LAUGHTON • BORIS KARLOFF

SALLY FORREST RICHARD STAPLEY

Based on

Robert Louis Stevenson's Story
"The Sire de Maletroit's Door"



Screenplay by JERRY SACKHEIM • Directed by JOSEPH PEVNEY • Produced by TED RICHMOND • A Universal-International Picture

U-I Makes the Money-Makers!

NAUSEATED?



BY THE SIGHT OF
MONEY?
Then for gosh sakes don't play



The Week End that Shook the World
...with **LAUGHTER!**

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Egypt: New crisis finds British guarding Suez Canal.

IN ADDITION TO THE ABOVE:

MOVIE TIME NEWS (Vol. 34, No. 92) England: Churchill says United States is bulwark of free world. Italy: Pope appears at Dogma rite. Japan: Emperor and Empress visit Hiroshima. Italy: Rome firemen are acrobats (except Los Angeles and San Francisco). San Francisco, Cal.: Movie stars fete "Golden Girl" (only Los Angeles and San Francisco). Pigskin Parade: Michigan State crushes Irish; Stanford nips USC (except Philadelphia, Boston, and New York; Princeton rips Harvard (only Philadelphia, Boston, and New York City).

NEWS OF THE DAY (Vol. XXIII, No. 222) Chicago: Flight from Manila saves baby's life. Canada: Royal couple end tour. Italy: Rome firemen are acrobats. New York: World premiere of "Quo Vadis". Football: Stanford nips USC; Michigan State crushes Irish.

PARAMOUNT NEWS (No. 25) England: Churchill says United States is bulwark of free world. Key West, Fla.: On vacation with President Truman. Korea: Air war continues. Football: Stanford nips USC; Michigan State crushes Irish.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 508) Korea: Air war continues. Hollywood: Filmdom fashion show. Football: Michigan State crushes Irish; Stanford nips USC.

WARNER PATHE NEWS (Vol. 23, No. 27) Korea: Air war continues. India: Chester Bowles welcomed at New Delhi as new envoy. Key West, Fla.: On vacation with President Truman. Japan: Emperor and Empress visit Hiroshima. Hollywood: "The Tanks Are Coming" premiere. Football: Michigan State crushes Irish; Stanford nips USC (New Orleans only). South salutes armed forces in Tulane-Kentucky game.

TELENEWS DIGEST (Vol. V, No. 46-A) Egypt: New crisis finds British guarding Suez Canal. Korea: Air war continues. Germany: Russians unite against Stalin as new movement gets under way in Wiesbaden. Canada: Country's first jet. Pennsylvania: Gargantuan steel mill. New York: Fur fashions. California: UN family.

IN ALL FIVE:

Washington, D. C. and Paris: West in peace drive as UN Assembly opens; President Truman offers arms plan.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 91) Washington: General Eisenhower leaves for Paris. Yucca Flats, Ariz.: Latest atomic bomb blast. Korea: Reds free 11-year-old Korean boy. Chicago: Snow. England: "Tally-Ho" Time. Pinehurst, N. C.: Ryder Cup golf classic.

NEWS OF THE DAY (Vol. XXIII, No. 221) Washington: General Eisenhower leaves for Paris. Korea: Reds free 11-year-old boy. Washington: Soviet Embassy celebrates 34th anniversary of Russian revolution. Cypress Gardens, Fla.: Sand skiing. Pinehurst, N. C.: Ryder Cup golf classic.

PARAMOUNT NEWS (No. 24) Washington: General Eisenhower leaves for Paris. England: Royal film performance. Washington: Soviet Embassy celebrates 34th anniversary of Russian Revolution. USA: Message of faith. Preparations for Thanksgiving.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 507) Washington: Marine heroes get Medals of Honor from President Truman. Korea: Reds free 11-year-old Korean boy. Griffin, Ga.: New-style turkey "dressing". Mt. Hood, Ore.: Skiing season underway. New York: Roller derby rough-house.

WARNER PATHE NEWS (Vol. 23, No. 26) Washington: President Truman leaves for Key West, Fla., vacation. Korea: Reds free 11-year-old Korean boy. Washington: General Eisenhower leaves for Paris. Australia: Aqua-skier sets speed record. Los Angeles: Wool in California colors. Football: Rams vs. 49ers.

TELENEWS DIGEST (Vol. V, No. 45-B) Washington, D. C. and Paris: West in peace drive as UN Assembly opens; President Truman offers arms plan. Korea: Reds free 11-year-old Korean boy. Indo-China: Assassinated Commissioner of Cambodia is buried. England: Admiral Fecteler meets with top British sea dogs in London. Washington: Soviet Embassy celebrates 34th anniversary of Russian revolution. St. Louis: Worst snow storm. New York: Baseball stars turn professors for benefit of city's young fry. Germany: New dance hall in West Berlin.

NATIONAL BOARD OF REVIEW

Nov. 10, 1951

SELECTED FEATURES: "The Unknown Man" (MGM); "Elopement" (20th-Fox); "Too Young To Kiss" (MGM).

ANSWER TO YOUR TECHNICAL PROBLEMS . . .



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Service Man and
the organization
behind him*

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Altec
Service
Man




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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT


THE TIP-OFF ON BUSINESS


(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The rating given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. The rating given does not constitute the business of each individual engagement but an honest attempt is made to present a general average. By studying the ratings, which may be changed in accordance with newer information, exhibitors will be able to determine how to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (NOVEMBER 21, 1951)






Swell, topnotch, record-breaking or close to it in all types of houses. 








Just fair, nothing out of the ordinary, returns about average. 

Good, although not breaking the walls down, but solid returns. 










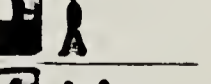
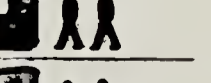

Disappointing, way below the average expected, decidedly off. 



The Week's Newcomers

- ANNE OF THE INDIES (81m.) (20th-Fox) 
- DETECTIVE STORY (103m.) (Paramount) 
- QUO VADIS (170m.) (MGM) 
- THE TANKS ARE COMING (89m.) (WB) 
- THE RACKET (87m.) (RKO) 

- JOURNEY INTO LIGHT (87m.) (20th-Fox) 
- LET'S MAKE IT LEGAL (77m.) (20th-Fox) 
- LOST CONTINENT (86m.) (Lippert) 
- MARK OF THE RENEGADE (80m.) (U-I) 
- MR. IMPERIUM (87m.) (MGM) 
- NO HIGHWAY IN THE SKY (97½m.) (20th-Fox) 
- PAINTING THE CLOUDS WITH SUNSHINE (87m.) (WB) 

Continuing

- A MILLIONAIRE FOR CHRISTY (90½m.) (20th-Fox) 
- A STREETCAR NAMED DESIRE (125m.) (WB) 
- ACROSS THE WIDE MISSOURI (78m.) (MGM) 
- AN AMERICAN IN PARIS (113m.) (MGM) 
- BEHAVE YOURSELF (81m.) (RKO) 
- BRIGHT VICTORY (96m.) (U-I) 
- CAVE OF OUTLAWS (75m.) (U-I) 
- COME FILL THE CUP (113m.) (WB) 
- CROSSWINDS (93m.) (Paramount) 
- DARLING HOW COULD YOU (96m.) (Paramount) 
- DRUMS IN THE DEEP SOUTH (86m.) (RKO) 
- HARD, FAST, AND BEAUTIFUL (76m.) (RKO) 

- REUNION IN RENO (79m.) (U-I) 
- RHUBARB (94m.) (Paramount) 
- SATURDAY'S HERO (111m.) (Columbia) 
- TEXAS CARNIVAL (77m.) (MGM) 
- THE BLUE VEIL (114m.) (RKO) 
- THE DESERT FOX (88m.) (20th-Fox) 
- THE FIRST LEGION (86m.) (UA) 
- THE MAGIC FACE (89m.) (Columbia) 
- THE MAN WITH A CLOAK (80m.) (MGM) 
- THE MOB (87m.) (Columbia) 
- THE WELL (85m.) (UA) 
- THE WHISTLE AT EATON FALLS (86m.) (Columbia) 
- THUNDER ON THE HILL (84m.) (U-I) 

FALLEN ARCHES ?



That's tough! 'cause you'll have to hire someone else to carry the heavy dough — when you play

UNIVERSAL-INTERNATIONAL'S

WEEK-END WITH FATHER

The Week End that Shook the World ...with LAUGHTER!

MR. EXHIBITOR!

ONLY 5 WEEKS



WALTER WANGER'S

Maddin and his lamp

A MONOGRAM PICTURE

THE INTERNATIONAL SCENE

Canadian Comment

In Toronto, H. C. D. Main, chairman, television committee, Motion Picture Theatres Association of Ontario, reported that it was estimated that theatre attendance has dropped six per cent in the Windsor, Ont., area, where TV set ownership is estimated at a set for every two families.

In Toronto, Angus Jewell, Jewel, Cannington; W. J. McLaughlin, Espanola, and William Summerville, Jr., supervisor, Bloom and Fine Theatres, Toronto, were announced as the new directors elected to the 1951-52 board of the Motion Picture Theatres Association of Ontario. They succeed Sam Fine, Toronto, who retired as director; Clare J. Appel, who resigned to become executive secretary, Canadian Motion Picture Distributors Associations, and Stan Gosnell, Toronto, who died.

In Montreal, William E. Lester was elected president, Quebec Allied Theatrical Industries, succeeding J. Arthur Hirsch, president for 15 successive terms. J. M. de Roussy was elected vice-president and J. G. Ganetakos, treasurer.



Americo Aboaf, U-I foreign sales head, recently welcomed two distinguished visitors from Colombia to the U-I home office in New York, Dr. Carlos Gutierrez, member of the board of directors, and Dario Vasquez, assistant general manager, Cine Colombia S.A., which operates 65 theatres, controls the bookings of 198 more theatres, and has been U-I's distributor for many years in that territory. Pictured from left to right are: Dr. Gutierrez, Aboaf, Vasquez, and Ben Cohn, U-I foreign department executive.

Allport In Belgium

BRUSSELS—Fayette Allport, MPAA representative in England, arrived last fortnight to endeavor to forestall threatened Belgium restrictions on American film exports and remittances. He rejoined Eugene Van Dee for new discussions with the joint committee representing government and industry named to explore the subject of restrictions.

McCarthy Honored By Italy

ITALY—It was announced last fortnight that the Italian government had conferred the Star of Solidarity upon John G. McCarthy, MPAA vice-president in charge of international affairs. The honor was given, Alcide De Gasperi, president, Italian Council of Ministers, said, in recognition of McCarthy's efforts in behalf of friendly relations between the film industries.

French Ask Quota's End

PARIS—M. Frichet, president, French Syndicate of Exhibitors, declared last fortnight that his group has asked that the quota system be abolished, feeling that the French industry needed no protection.



Arnold Picker, UA vice-president in charge of foreign distribution, was greeted recently at the London airport by M. C. Morton, UA general sales manager in Britain, and Louis Lober, UA's continental manager, as the newly appointed foreign sales chief began his first swing around the UA foreign field for a survey of conditions.

Rembusch Reelected By Indiana Allied

INDIANAPOLIS—At its silver anniversary convention last week, Trueman T. Rembusch was reelected president along with Sam Neall, vice-president; Marc J. Wolf, treasurer; William A. Carroll, executive secretary, and Ann Craft, secretary.

William F. Rodgers, MGM's vice-president in charge of sales, told the meeting "The sooner we can learn to live in peace together the better it will be for all of us. . . . No industry could stand the number of lawsuits that are being filed today."

John M. Sims, TV research expert, General Precision Corporation, stated that "the time may come when you will pay 10 cents a seat for the World Series in your theatre." He predicted 500,000 seats for theatre TV by the end of 1953.

Wilbur Snaper, president, New Jersey Allied, and coordinator, National Allied film committee, reported on general sales manager acceptance of Allied's arbitration efforts.

Rembusch announced that the following men have been invited to serve on the Allied arbitration committee: Jack Kirsch, Chicago; Nathan Yamins, Boston; Snaper, New York; Colonel Harry Cole, Dallas; Abram F. Myers, general counsel, National Allied, and himself.

Film clinics were also held.

The directors voted to support resolutions on increased admissions, excessive film rentals, and arbitration passed at the National Allied convention.

A banquet, at which speakers were Colonel William McCraw, Dallas, executive director, Variety International, and Rev. William Alexander, Oklahoma City, closed the activities.

Legion Files Report

WASHINGTON—Noting with approval the increase of moral themes in Hollywood-made films, and viewing with concern objectionable foreign pictures, the Legion of Decency last week made its annual report to the Catholic bishops of the country.

The Bishops received the report from the Most Rev. Raymond A. Kearney, Auxiliary Bishop of Brooklyn and chairman, bishops' committee on motion pictures.

The Legion reviewed 365 American films during the past year. Of the total, 136, or 37 per cent, were classified as morally unobjectionable for general patronage; 162, 44 per cent, suitable for adults; 66, or 18 per cent, morally objectionable in part, and one, less than one per cent, was condemned.

Bishop Kearney also reported that 77 foreign films were reviewed, and of these 19, or 25 per cent, were found to be objectionable in part, and 13, or 17 per cent, were condemned.

He declared that the Committee on Motion Pictures were considerably concerned over the announced intention of the producers of foreign films to avoid the self-regulatory system of the Production Code Administration in the distribution of their films in this country. The code system, backed by American industry, has been a strong bulwark against "immoral and indecent" films, the report added.

Bishop Michael J. Ready, Columbus, O., succeeded Bishop Kearney as the chairman, film committee.

NERVES ALL SHOT?



You can buy
a whole new set
with the profits from

UNIVERSAL-INTERNATIONAL'S

WEEK-END WITH FATHER

The Week End that Shook the World
...with LAUGHTER!

Konecuff

(Continued from page 9)

while the picture, described as the most expensive in the history of the industry, will be tradeshown to exhibitors in theatres only.

For more detailed particulars, the reader is urged to see the MGM insert elsewhere in this issue. It is believed that this is the first time a distributor has paid for space to relate the company's selling policy on a film. Similar announcements on "Quo Vadis" will be forthcoming in like fashion.

PICTURE PIONEERS: Last week, the Picture Pioneers gathered at the Waldorf-Astoria for the 12th annual dinner attended by some 600 members and guests who saw Harry, Jack, and Albert Warner honored as "pioneers of the year," and presented with an inscribed plaque. The event was also marked by the induction of close to 100 new members by Judge Ferdinand Pecora into the organization, which requires 25 years of service in the industry as a prerequisite for membership.

Al Lichtman, 20th-Fox, acted as master of ceremonies, introducing Rev. William Alexander, Frank Folsom, and Mario Giannino. The dais consisted of Joseph Bernhard, James Grainger, Herman Robbins, Joseph Vogel, Gus Eyssell, Judge Pecora, Si Fabian, Rabbi Julius Mark, E. V. Richard, Jr., Jack Alicoate, Barney Balaban, Jack Cohn, Adolph Zukor, Nate Blumberg, Ted Curtis, John J. O'Connor, Abel Green, Harry Brandt, Sam Rinzler, Sam Pinanski, Sam Dembow, Jr., Mitchell Wolfson, and Milton Berle.

Jack Warner, joking, thought that he and his brothers were the oldest trio since the Andrews Sisters, and recalled that the brothers started in the business when both Mary Pickford and Sam Goldwyn had curls. He also said he and his brothers were proud to be part of the industry.

Harry M. Warner noted, "In this gathering are pioneers from the four major parts of our business—production, distribution, exhibition, and publicity, and it seems to me that each of these pioneer groups must dedicate itself seriously to see the broadest challenge that we have ever faced. It is not the challenge of dollars. It is the challenge of ideals and ideas. If the producers of pictures see only the dollar sign at the end of their production efforts, then I believe those production efforts will fail. If distributors concern themselves with immediate technical problems only, and do not realize that cans of film can distribute American ideals, they are failing in their job. If our exhibitors concern themselves only with exhibition of films, and forget that they have the responsibility of leadership in the community, then they are guilty of wasted effort.

"Motion pictures can have a tremendous effect both in this country and beyond our borders. They can portray the spirit and meaning of America in a way that nothing else can. . . . Perhaps we have been too concerned with externals, worrying about what the world outside thinks of us, instead of what we think of ourselves. . . . The potential force of motion pictures for good has just begun to be tapped. All we have done is only a foundation for future greatness, but we can take pride in the fact that our foundation is a firm one. It



William F. Rodgers, vice-president and general sales manager, MGM, is pictured at a recent press luncheon in New York City as he discussed the sales policy for "Quo Vadis" with Edward M. Saunders, left, assistant general sales manager, and Charles M. Reagan, right, sales exec.

is solid bedrock for future generations of pioneers to build upon."

Major Albert Warner also addressed the audience as did Berle.

PRODUCTION EXPERIMENT: Last week we saw demonstrated a new process that will be used to make puppet features and shorts for both theatres and television. The process, temporarily dubbed the "Thousand-Faces", was demonstrated in the pilot-studios of Michael Myerberg. After taking us on a tour of the small plant, which is expected to move shortly into its own building in the midtown area, he showed us a test reel, using the puppets for the scheduled feature in color on which he is presently working, "Aladdin And His Wonderful Lamp." It was very good.

The puppets, with faces cast in rubber via a revolutionary method, and with joints that move in every direction and hold their shape, are amazingly lifelike to the eye and to the touch. A close-up head of each puppet, which is manipulated electrically from a master board of 16 calibrated dials, can register any expression that a human actor can achieve, plus some 3700 additional emotional combinations beyond human reach. Not only that, but it can recapture the identical expressions again and again.

Both United Artists and Paramount have expressed interest in the Myerberg process, and it is expected that the feature length version of "Aladdin" in color will be ready for release for Christmas, 1952, with several three dimensional sequences included. Future work of the company will not only confine itself to children's fairy tales but will also include several plays which Myerberg produced on Broadway. He expects to make two features every three years at a cost considerably less than full-length cartoon features.

THE METROPOLITAN SCENE: The Nov. 10 issue of Cue magazine devoted much of its space to "Movietime, U.S.A."; some of the industry's best product is blueprinted, and the industry's positive points are brought to the fore. . . . Bill Levy, former world sales director of Walt Disney Productions, has formed William B. Levy Enterprises which will engage in the launching and development of publications and the acquisition and exploitation of motion pictures on a world-wide basis. His address is 35 West 53rd Street. . . . Paramount is making things easy for the press by sending out an alphabetical

list of players in company product. . . . A cute pressbook is out on "Mr. Peek-A-Boo" and "The Well." . . . The U-I's midnight preview of "Meet Danny Wilson" at the Park Avenue was well attended by the entertainment world; Robert Q. Lewis made a tape recording; among those present were Frank Sinatra, Ava Gardner, James Mason, Ann Sothorn, Xavier Cugat, Mel Torme, Dagmar, Eileen Barton, Charlie Feldman, Milt Berle, Dane Clark, Janis Paige, Johnny Johnston, Jack Carter, Dick Haymes, Jackie Cooper, etc., so Dave Lipton can well be proud of the job Charlie Simonelli, Phil Gerard, and Jeff Livingston and staffs did.

SAVE YOUR HAIR!



STOP WORRYING ABOUT MONEY! PLAY

UNIVERSAL-INTERNATIONAL'S
WEEK-END WITH FATHER

The Week End that Shook the World
...with LAUGHTER!

WHY

YOUR BEST BUY

Block from Times Square . . . Walking distance to everything worthwhile.

HOTEL
LINCOLN

44th to 45th STS. at 8th AV.
NEW YORK

1400 Rooms, each with Tub and Shower, from . . . **\$3.50**

SPECIAL RATES FOR SERVICE MEN

BEST

TOA Holds Two Meetings In NY

NEW YORK—TOA's executive committee last week approved a COMPO suggestion that the organization participate in a recruitment program for the Department of Defense, with the understanding that the theatres importance in the project be thoroughly recognized. Theatres are willing to offer their screens and other facilities for the campaign, COMPO is to be notified.

The approval came following receipt of a communication from Arthur E. Mayer, COMPO executive vice-president, outlining a three-phase program to aid in the recruiting program seeking additional enrollments in the WAC, WAVES and WAAFS. The program is to be started with the inclusion of a clip in all newsreels. Later there will be a one-reel information short, followed by recruiting depots in as many theatres as possible. The latter will be manned by government personnel.

September 14-18 has been set as the dates for the 1952 convention at the Shoreham Hotel, Washington, D. C. Chairman will be A. Julian Brylawski, with Sidney Lust and Morton Thalhimer co-chairmen. In connection with the 1952 convention, TOA again will attempt to work out a joint equipment exhibit and trade show with TESMA and TEDA. A special committee is headed by Walter Reade, Jr. Others serving include J. J. O'Leary, George Skouras, Gael Sullivan, Brylawski, Charles E. Lewis, and Nat Lapkin, with

RKO Eliminating Low Budget Pictures

HOLLYWOOD—Only pictures of important boxoffice stature will be produced by RKO in the coming year, it was revealed last week following a meeting of the studio's top executives.

Attending the meeting were Howard Hughes, Noah Dietrich, C. J. Tevlin, Ned E. Depinet, William F. Clark, Garret Van Wagner, and Francis O'Hara.

Decision means virtual elimination of low-budget product from RKO's 1952 production schedule.

S. H. Fabian and Mitchell Wolfson serving ex-officio.

The executive committee okehed Gael Sullivan's suggestions that TOA establish associate memberships in a move to broaden the organization's work into the manager and assistant manager fields. Sullivan's proposal that TOA units create schools at all conventions at which more experienced showmen could meet with younger theatremen was also okehed.

A tentative date, Jan. 27-30, was agreed upon for the board meeting at Los Angeles.

Sullivan was empowered to work out with COMPO and the TOA executive committee the date of the annual COMPO membership meeting. Wolfson was named TOA's representative for the next COMPO seminar.

Sullivan, speaking on the mechanics of regional operation, said they should cover such things as planning, program, and function, as well as the setting up of grievance panels and the establishment of schools for younger members.

E. D. Martin, Jr., emphasized his belief that many small exhibitors could be helped by meeting in discussions with larger theatre operators. Organization work on the local level could also be aided by the small exhibitor, particularly in such public relations matters as contacting legislatures.

Preparing for future regional meetings the executive committee named committee heads as follows: Fabian, New York; E. D. Martin, Jr., Atlanta; John Rowley, Dallas; James Coston, Chicago; F. H. Ricketson, Jr., Denver, and Charles Skouras, Los Angeles.

Plenty of Activity At Regional Session

NEW YORK—The regional meeting of the Theatre Owners of America last week at the Hotel Astor was highlighted by comment, criticism and suggestions on industry problems.

The practice of placing an inflexible national sales policy on pictures, with branch managers unable to adjust to local conditions, is one of the biggest complaints being registered by exhibitors, said Mitchell Wolfson, TOA president.

Wolfson said he believed a national sales policy is necessary, but that policy should not be so arbitrary that managers are not permitted to negotiate for deals on the basis of local problems and local economic conditions.

An ever-mounting problem, Wolfson continued, is the increasing number of road shows and so-called road show picture deals.

"Distributors," Wolfson warned, "should be ever careful about increasing friction

between the three branches of the industry through the designation of many good boxoffice pictures, not really road shows, with so-called roadshow sales policies." Wolfson declared the national sales policy should be flexible enough to permit local autonomy to local heads in determining local sales policy.

TOA's executive meeting voted to instruct each regional chairman to appoint a committee of three exhibitors to collect grievances. These will then be forwarded to the regional chairman, and, if necessary, to the grievance board at the New York headquarters.

Those in attendance included Si H. Fabian, Ed Fay, Morton Thalhimer, Fred Schwartz, Ed Grainger, Eddie Fabian, Harold Eskin, Wolfson, E. D. Martin, Thornton Sargent, Lewen Pizor, Albert Pickus, A. Julian Brylawski, Sam Pinanski, Byron Linn, Harry Lamont, Robert Levine, John Rowley, Sam Rosen, Thomas James, Sidney Lust, Walter Reade, Jr., Harold Blumenthal, J. J. O'Leary, Gael Sullivan, Herman M. Levy, Dick Pitts, and Howard L. Bryant.

Levy, general counsel, stated that any system of arbitration worked out should include production as well as distribution and exhibition. He said, "TOA is now, as it and its predecessors have been, in favor of an industry system of arbitration operated on an efficient and inexpensive basis. It is still willing at any time to sit down around the conference table, without pride of authorship, to work out the mechanics of such a system; thereafter to seek the Department of Justice approval and to work for the inclusion of the system in the final decree of U. S. vs. Paramount, et al. A system of industry arbitration will be achieved only by an equal partnership of men and minds between production, distribution, and exhibition, each with a full and respected voice."

TOA's executive committee and regional participants were briefed on arbitration by Levy and Dean Wesley A. Sturgess, Yale Law School, chairman American Arbitration Association.

The conference made no recommendations on the problem.

S. H. Fabian, regional meeting chairman, offered to go with Thalhimer and other Virginia exhibitors in a survey of exhibition conditions in a number of communities in that state following a proposal by Thalhimer that a competent research group be engaged to survey the economics of theatres. The study would seek to determine whether admission prices are equitable with economic conditions, whether scales could be increased, whether pictures are properly exploited, and similar questions.

Thalhimer's idea is to attempt to point up some of the economic problems of exhibitors in various areas. The regional gathering felt that because of cost factors nothing could be achieved along these lines on a national basis.

The TOA executive committee endorsed a proposal of Pickus, committee member from Connecticut, that training and informational films on civilian defense instruction should be developed for use in theatres. Sullivan was instructed to expedite negotiations with COMPO and other industry groups for more active support of the CD program.

UGLY
FAT?



LAUGH IT OFF!

GET MONEY-HAPPY! PLAY

UNIVERSAL-INTERNATIONAL'S

WEEK-END
WITH FATHER

The Week End that Shook the World
...with LAUGHTER!

CANDYDLY SPEAKING

THE holiday season is usually a good time to use some additional efforts to stimulate extra profits sales, and the use of a little ingenuity will usually show a handsome dividend on the time and money expended. From present indications, there will be many excellent pictures available for booking during the holiday period, and theatre attendance should therefore be good.



BILL ENGLAND

In general, promotion efforts at holiday time can be divided into three major groups: decorations, seasonal merchandise, and special activities. The first is available to all theatres, while the other two require considerable time and effort to accomplish properly.

DECORATIONS:

The traditional decorations are usually best. Lovely wreaths, red and green streamers, cut-out figures of Santa Claus, bells, small Christmas trees, and the use of red and green crepe paper, all can be used to good advantage. The size of the space available will govern the amount of decoration which will be required. All of these various types of decorations come in materials that have been treated to become fire-resistant. It is important to use fire-resistant material, both to meet local fire department regulations, and to insure a safe operation.

APPROPRIATE MERCHANDISE:

The spirit of the holiday decorations can be further carried through if it is possible to obtain special Christmas candies, candy canes, Santa Claus figures in either solid chocolate or chocolate covered marshmallow, and mixed hard candy are the usual items.

Whenever seasonal type candy is used, there is always the problem of ordering only enough so that a sellout will be assured. Special candy that remains after the holiday is difficult to dispose of at normal profit margins.

SPECIAL ACTIVITIES:

From time to time, various people have tried to use the theatre candy stand as an

(Continued on page EP-6)

When Walter Creal and Joe Damon built their new Center, Omaha, they not only made provision for the concessions stand but also located tables and chairs for patrons near the stand.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS



INCREASED REVENUE

with no box office increase



Y

es...you can increase your revenue—and profits—without raising prices at the box office. Thousands of exhibitors are boosting the per-admission take by offering theatergoers the refreshment they would buy elsewhere. That means ice-cold Coca-Cola. All it takes is a few square feet of idle space—and your choice of vending methods. For the money-making details, address: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.





This view of a candy counter in use to help promote the sale of ice cream at the Capitol, Sarnia, Canada, was used as a film slide by J. J. Fitzgibbons, Jr., for his talk at the recent Ice Cream Manufacturers' meet in Detroit.



Another photo used as a film slide by Fitzgibbons, an executive of Theatre Confections, Ltd., Toronto, was this one showing an early method of merchandising ice cream with signs, displays at the Regent, Sudbury, Canada.

The Future Potentials Of Ice Cream Sales

The Detroit Meeting of The International Association of Ice Cream Manufacturers Hears Leaders In The Theatre Concessions and Extra Profits Field In A Discussion Sponsored by EXHIBITOR

EDITOR'S NOTE: The annual convention of the International Association of Ice Cream Manufacturers at the Hotel Statler, Detroit, last month was highlighted by a panel discussion which included four industryites, Paul J. Greenhalgh, EXHIBITOR general manager and vice-president, as moderator; Miss Marie Frye, executive in charge of confection vending activities, Tri-States Theatre Corporation, Des Moines; Ralph Pries, manager of theatre operations, Philadelphia area, ABC Vending Company, Berlo Vending division, and J. J. Fitzgibbons, Jr., president-general manager, Theatre Confections, Inc., of Canada. The subject discussed was "Experiences In, and Future Potentials of, Ice Cream Sales In

Theatres", followed by questions and answers from the floor. Portions of the various talks begin in this issue, with further discussion in subsequent issues.

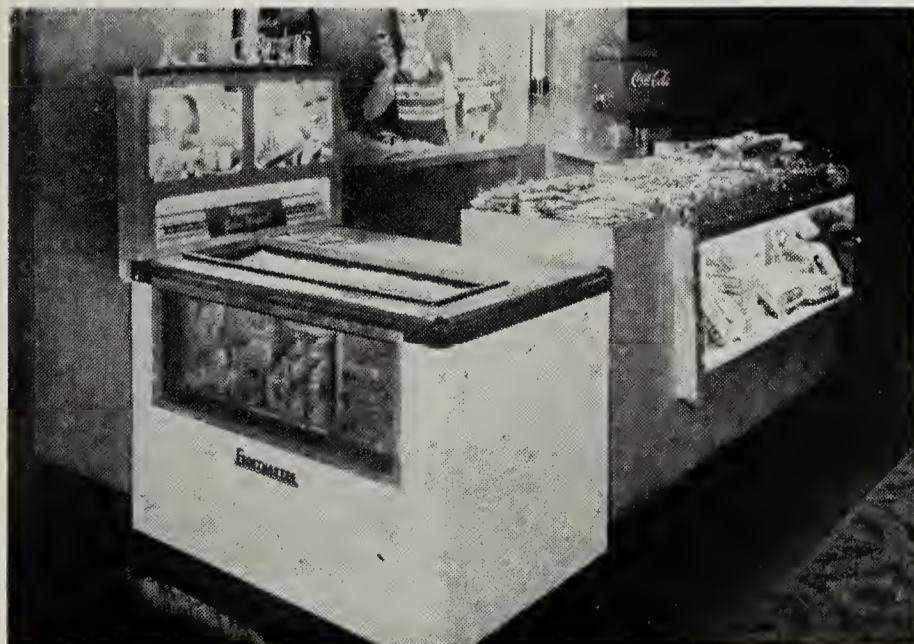
Paul J. Greenhalgh:

For the industry's short experience in the lobby vending of ice cream, and how it compares to the relatively longer efforts to sell candy, popcorn, and soft drinks, you will hear more from the other members of this panel who have had the actual experience in the handling, merchandising, and exploiting of it. I only want to point out that the sale of confections in theatres is not new. It is a matter of historical fact that in the days of Shakespeare and the Elizabethan the-

atre, girls wandered through the audience selling oranges and other delicacies, the residue of which was used to pelt the actors when the boys in the pit were not pleased.

Contemporaries will remember the aisle selling of candy, soft drinks, and even cups of ice water during intermission time of the most important stage plays of the 1920's and 1930's, and there were also the tiny metal cabinets on the back of the opera chairs that, in response to a properly placed dime, popped up an oversized candy bar. These were the patron services of the past.

Our tastefully arranged, well stocked, and personally attended lobby stands in



This open type Frostmaster at the Imperial, Toronto, was another subject for a slide. This unit, in operation five months, has sold 1,187 gallons of ice cream. With the cabinet hidden, 385 gallons were sold the previous year.



Further illustration for Fitzgibbons' talk was this photo of a tray used in many theatres served by Theatre Confections, Ltd., to sell ice cream to hold-out crowds. This tray is especially adaptable for use in long theatre lobbies.

roofed theatres; our sanitary, well-equipped confection buildings in drive-in theatres, and our self-contained automatic dispensing units are the patron services of today and of the future.

A quick picture of the continued growth of confection vending in theatres, despite, and actually reversing, the trend of fluctuating attendance, can be gained from the following:

The trend away from candy vending machines as the main vending source and the conversion to lobby stand operation permitting a wide variety of items actually got under way in 1942. In the short space of five years, or in 1947, the first complete national survey of roofed theatre confection vending was conducted by the EXTRA PROFITS department of EXHIBITOR, and disclosed an annual gross business of \$303,000,000, of which ice cream represented 5.7 per cent or about \$17,271,000. Less than four years later, during the summer of 1951, a new national survey, of roofed theatres only, disclosed an annual gross of over \$400,000,000, of which ice cream represented nearly eight per cent or about \$32,000,000, and this is without tally of the tremendous sales in drive-ins, where the total confection sales have run as high as 60 per cent of the admission dollar, and the per capita consumption of ice cream is very great.

You are in a better position than I to know how many gallons of ice cream are represented by a \$32,000,000 gross retail volume. And that, gentlemen, was a nearly 100 per cent increase, in the face of a 33 per cent drop in theatre attendance. That, also, gentlemen, was in a market little known to most of you, and only lightly encouraged by the ice cream industry as a whole.

Here is a captive market without competition from any other brand of ice cream except your own. At even the minimum two-hour show, the industry's

minimum 60,000,000 weekly patrons will spend 120,000,000 hours per week with only your brand of ice cream available. Here is a market that does not compete with your drug store, candy store, or giant market outlets, for during his two-hour show period, the patron is removed from their realm of sales possibility. And theatre sales of ice cream are consumed on the premises, and not carried home or stored in the deep freezers to compete later with the neighborhood store. Here is a quality market removed from price cutting or cut throat competitive practices. Here is a continuing weekly traffic of relaxed, pleasure bent, interested people in the husky, large-appetite, age groups. The advertising implications of which are instantly obvious.

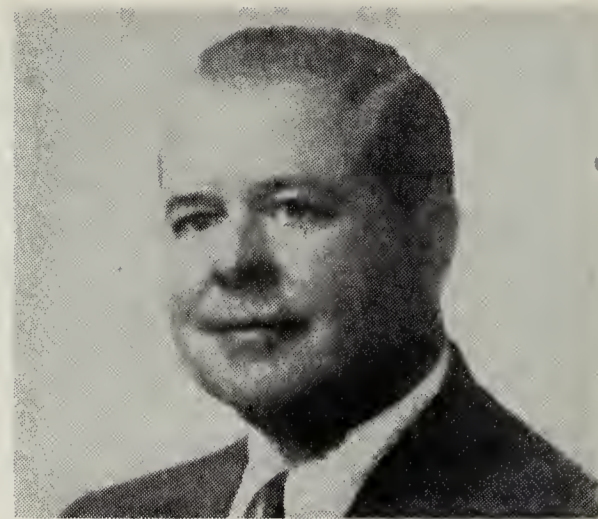
And now, gentlemen, following me are typical examples of your newest large volume ice cream customers, let me introduce you to a typical cross section of the motion picture theatres of the world.

Miss Marie Frye:

Theatre merchandising, we know, is a specialized business, and requires specialized items. To date, it has been built chiefly on popcorn, candy, and, in more recent years, soft drinks. And now a new baby has joined the family, and its name is "I. Scream." We in the theatre concession field are always looking for "plus business" to augment our present revenue, and the ice cream industry, I assume, is on the alert for "plus business", also. The attainable volume from ice cream in theatre outlets deserves our mutual efforts in the creation and merchandising of specialized theatre ice cream items.

It may surprise you to know that in many theatres more than 50 per cent of the patrons purchase popcorn. In many theatres more than 50 per cent of the patrons buy candy. Do you consider that popcorn and candy have more universal appeal than ice cream? I'm sure we all agree that ice cream is just as well liked by everybody, but popcorn and candy are in such form as to be more naturally and more easily sold at theatre confection counters. There are some peculiarities of theatre merchandising that you will have to consider before your product has the same opportunity. To be frank with you, the nature of our operation is such that we require a high margin of profit on the items we sell at our counters, higher than your industry has been accustomed to allow retailers. In other words, we can't be expected to become enthusiastic about the sale of a 10 cent ice cream bar that will give us only 25 per cent gross profit when we can sell a box of popcorn or a candy bar that will give us a much higher return. It is to your advantage, if you are really interested in our market, to give us specialized items that will produce important volume, and provide a high profit.

Please don't suggest that if we want this profit, we can take some of your established items, a 10 cent drum stick, for instance, and mark it up to 15 cents in our theatres. We can't do that, not in the territory that I represent anyway. It simply would not be good business in Iowa. Our patrons would resent it very much. We do want something that will be accepted as a dime value (or a quarter, or whatever



John J. Noonan recently was appointed exclusive distributor for Liquid Carbonic Corporation's complete line of soda fountains and luncheonette equipment for the New York metropolitan area and Northern New Jersey. Noonan, formerly with Liquid Carbonic Corporation as eastern regional manager, has his new offices and showroom in New York City, under the name of Universal Soda Fountain Equipment Corporation.

the case may be), and gives us a profit at least comparable to what we are now realizing on popcorn, candy, and soft drinks. The "Eat-it-All" cups which we now sell in many of our theatres are a step in this direction. In our locality, I believe I am correct in saying that this item is sold only through theatres. It is generally recognized as a dime value—our cost on it is approximately five cents.

Potential volume and margin of profit are indeed important factors in determining the items we wish to merchandise in our theatres, but there are others.

The next point I ask you to consider is that, generally, our patrons buy only what they can eat while they are watching the show. Some of them can consume unbelievable quantities of food as long as they are watching the picture, but they will not carry a partially eaten box of popcorn or a half-eaten candy bar out of theatre when they leave. Instead they will leave it behind them. Nor are they inclined to make any "take home" purchases at our counters as they leave the theatre. Remember, too, that our patrons are consuming this food in a darkened theatre. They don't look at every bite as they eat it, and they don't want anything that will smear their hands or damage their clothes. This attitude doesn't cause us any particular trouble in the sale of popcorn and candy, but you can see that we would have a house keeping problem with ice cream if we are not careful to select the right items, properly packaged.

That brings us to the next point in theatre merchandising, which is that we prefer pre-packaged goods—

Because of inventory control, because of the limited space which most theatres can allot to their confection stands, because of the necessity of speed in handling our rush periods, because of sanitation, and because our patrons like it that way.

Unlike the merchandising of candy in a department store, our theatre patron doesn't expect us to maintain great displays of bulk candy to tempt his appetite. He is perfectly content to be served quickly with a pre-packed candy of his choosing.

(Continued on page EP-8)

EXTRA PROFITS

Vol. 6, No. 9 November 21, 1951

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarian Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles 36, California.

Editorial consultant: W. B. "Bill" England.
Advisory boards—
Composed of executives and heads of the concessions and vending departments of theatre circuits:
Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dole Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Donnell, Interstate Circuit, Dallas; Raymond Willie, Interstate Theatres, Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Warner Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections, Ltd., Toronto, Canada.

Composed of manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:
A. F. Rathbun, Fred W. Amend Company, Chicago; Richard C. Fowler, The Coca-Cola Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers Inc., Poughkeepsie, N. Y.; C. M. Said, McNeil Chocolate Company, Oswego, N. Y.

Joy N. Houck, President, Joy Theaters,
operating 59 theaters in Louisiana, Mississippi,
Arkansas and Texas,

**says: "We sell a lot of chewing gum
at our concession counters.
It's good, profitable business
for our theaters."**



Yes...Chewing Gum Improves Your Profit Picture!

***It Pays To Display and Sell
Your Patrons' Favorite Brands***

● Yes, people just naturally like to chew gum at the movies—especially to freshen the taste and sweeten the breath after they've eaten a snack or treat from the refreshment counter. Chewing gum helps them relax and get extra enjoyment watching the picture, too.

Take advantage of the popularity of chewing gum to build extra good will and revenue for your theater. Display Wrigley's Spearmint, Doublemint, "Juicy Fruit" and other well known, fast-selling brands where patrons can easily see and buy them. It's good business.



PROFIT ITEMS

Of special interest to theatremen are new developments in the field, offering possibilities of extra sales opportunities to alert showmen-tradesters



Drive-in snack bars get a new aid to faster service with the introduction of Atlanta Paper Company's low cost carry-out tray. Neat partitions hold sandwiches smartly in place, while four holes for cups accommodate ice cream or soft drinks. The tray design provides space on the sides for advertising.

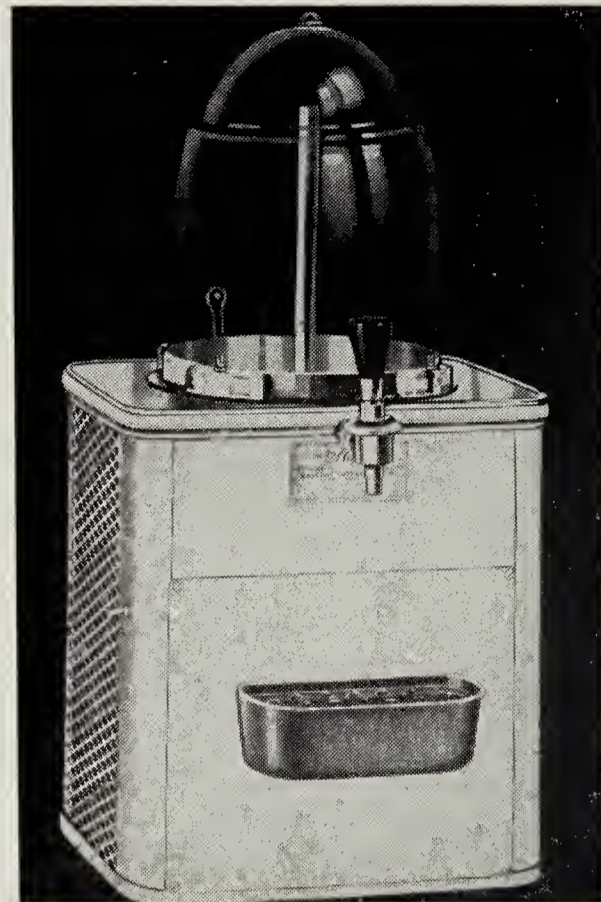
New Dispenser

Sno-White Equipment Sales Company, Los Angeles, is marketing its newly developed CD Super-3 three-drink dispenser of carbonated beverages. The dispenser is designed for heavy volume sales, the company states, and is said to draw up to 300 drinks within a 15-minute period.

It comes equipped with a one-half or three-quarter horse power compressor, and a 100-gallon-per hour carbonator. Overall height of the dispenser is 50 inches. Stainless steel, refrigerated syrup tanks, coupled to stainless steel faucets, with stainless steel tubing, assure pure beverages.

Lucite Bowl Featured

Majestic Enterprises, Ltd., Los Angeles, has announced a new model juice dis-



The improved juice dispenser recently introduced by Majestic Enterprises, Los Angeles, embodies a removable Lucite bowl and a revolving stainless steel paddle which constantly agitates the juice.

penser which features a streamlined removable Lucite bowl. The capacity of the bowl has been increased to hold more than three gallons. Agitation is achieved by means of a revolving stainless steel paddle, which is said to keep the juice in constant suspension. The dispenser is equipped with a self-contained, heavy duty compressor motor, and is thermostatically controlled to maintain an even temperature of 40 degrees or lower. The cabinet is grey, and requires 13- by 14-inches of counter space.

Candydly Speaking

(Continued from page EP-1)

order center for holiday goodies, usually candy, fruit cake, Christmas cookies, or special fruit. In some instances, rather comprehensive campaigns have been used, including trailers on the screen, special ordering tables surrounded by display advertising, etc. The writer has never heard of one of these special promotions which has been an outstanding success. Usually the results are hardly substantial enough to warrant the expense and effort that was incurred.

In order for such activities to be successful, it would seem that the following basic conditions would have to be met. First of all, the product to be sold on an order basis should have outstanding merits, exceptional quality, something unusual that is not readily available in the usual retail outlets. Secondly, a well-thought-out educational campaign would have to be developed in order to educate the public to change their buying habits. A program of this type would have to be evaluated in terms of a two- or three-year period to determine its effectiveness.

Bill England

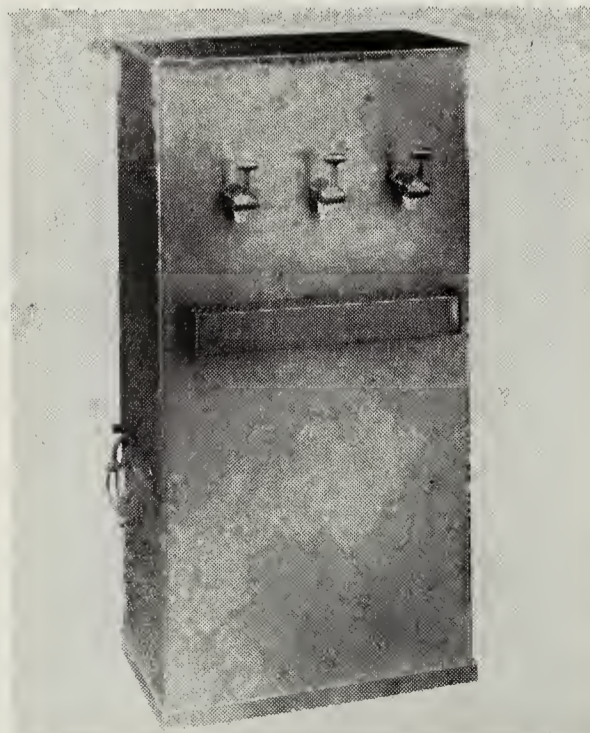


The NEW Patented SPEED-SCOOP

Three times more efficient. Scoop and pour a bagful of popcorn in one single easy motion. Made of light, stainless aluminum. Cool hordwood handle. Perfectly balanced for maximum efficiency and speed. Only \$2.50 at your Theatre Supply or Popcorn Supply Dealer.

SPEED-SCOOP

109 Thornton Avenue, San Francisco 24, Calif.



This recently announced refrigerated three-drink dispenser of the Sno-White Equipment Company, Los Angeles, with a capacity of 10 gallons per hour, can draw up to 300 drinks in 15 minutes.

OUTDOOR REFRESHMENT SERVICE
from Coast to Coast over 1/4 Century

Refreshment Service for
DRIVE - IN THEATRES

SPORTSERVICE CORP.
SPORTSERVICE BLDG. • BUFFALO, N. Y. Phone MA. 5014

QUALITY... PURITY...



Advertised in **LIFE**
SATURDAY EVENING POST
BILLBOARDS • TELEVISION

QUALITY... PURITY... HEIDE...

words that sound well
together and that time has proved
belong together!

QUALITY... PURITY... HEIDE...

the rightful slogan of Heide Candies
today as when Henry Heide
first made them 82 years ago.
Jobbers and retailers alert
to their own best interests
not only sell but recommend
Heide Candies because their quality and
purity assure rapid turnover.



HENRY HEIDE Incorporated NEW YORK, N. Y.

Panel

(Continued from page EP-4)

I'd like to make a point also of a matter which I mentioned briefly just a minute ago, and that is the limited space in which we have to work. The new, modern theatres have made adequate provision for spacious, well-located confection counters and proper storage space for necessary supplies, but the older theatres and most of all the small town theatres already have crowded lobbies, and they are not particularly interested in adding any new item to their counter unless it has most interesting sales possibilities, and unless it can be handled in a limited space.

Ice cream, in certain forms, can qualify for this, but I just want to advise you that the average theatre owner would not be interested in installing elaborate machinery for the sale of soft ice cream or even storage cabinets and toppings and mixers for the sale of sundaes and malted milks. Most of us are resigned to the fact that theatre merchandising is a peculiar field all its own, and we don't want to operate soda fountains or restaurants in our lobbies.

Preparatory to coming to this convention, I sent out a questionnaire to all of our theatre managers who have had experience with sale of ice cream. You may be interested in the questions I asked the managers and their replies.

First, I inquired as to the item or items being sold. Most of our indoor theatres sell the 10 cent "Eat-It-All" cup. I don't think the edible ice cream cup is the only ideal theatre item, but it is undoubtedly one of

the best that has been offered to date. Some of our managers commented that the crispness of the cup could be improved, and it was also suggested that if each individual cup were encased in an envelope, it would simplify the handling of them at our confection counter, and also give our patron an assurance of sanitation. But, generally, it is an acceptable theatre item.

Some of our drive-ins sell, at 10 cents, Popsicles, ice cream bars, and other items which retail at stores in town for a nickel, but these generally sell at ball parks and outdoor amusement parks for 10 cents, so we consider that price okeh for the drive-in theatres also. However, we will not offer them at 10 cents in our indoor theatres, not in our territory, at least. We don't sell five cent candy bars for a dime in our indoor theatres. By the same token, we do not feel that we can ask our public 10 cents for an ice cream item that retails everywhere else in town for a nickel. Costs on the various 10 cent items sold ranged from 45 cents to 70 cents a dozen. The average was 60 cents.

In all instances, our managers reported that they received excellent service from their local manufacturers, and generally they were satisfied with the quality of the product being supplied them. To promote the sale of ice cream in our theatres, some of our managers have used counter cards and displays, some have used trailers on their screens, and some have used neon signs.

In answer to my question as to what percentage of their total merchandising revenues was derived from ice cream sales, I received answers from five per

cent to 10 per cent, but I feel that this percentage merely scratches the surface compared to what we can do through intelligent coordination of your industry with ours.

I also asked for suggestions of other ice cream products we could sell in our theatres that might have equal or better acceptance from our patrons than those we are now offering. Several of the managers cautioned against offering ice cream on a wooden stick or paddle. Most of them suggested a special 10 cent drum stick if it could be furnished at a satisfactory margin of profit. Some of them inquired about the new ice cream bonbons, and I might say that as soon as they are available in our territory, we plan to test them in some of our better theatres. They seem to embody many of the features desired in a theatre item.

And last, but not least, I would like to suggest for your consideration the development of a special, individual, pre-packaged theatre malted milk for our business. Call it a "Malt-O", or a "Choc-O-Malt" or a "Malt-O-My" or some other short, descriptive name. I envision this as packed in an attractive paper cup, and capped with a tight lid through which an oversized paper straw can be inserted. It seems to meet all the requirements of a perfect theatre item—

1. Certainly this is something that has universal appeal.
2. It would definitely be "plus business" as we have nothing similar to offer our patrons at present.
3. It could be popularly retailed for 25 cents, which means it would be very important gross-wise and profit-wise to both your industry and the theatre concession business, even if it sold to a comparatively small percentage of the customers.
4. It could be enjoyably and safely consumed while the patron watches the show.
5. It is something that would require minimum storage space and minimum time in serving.

If you can produce it, I am sure we can sell it!

(To be continued in next issue)



"My, that popcorn smells good...
let's go back and get some!"

ONLY

popsit plus

**WITH BUTTERLIKE FLAVOR AND AROMA—
BRINGS 'EM BACK EVERY TIME!**

Check the plusses of Popsit Plus } the only popping oil with a real butter-like flavor
measures more accurately
pours readily in all kinds of weather
costs less per bag
produces fewer "duds"

ONE GALLON 7.7 LBS.
popsit plus!
LIQUID POPCORN POPPING

Made of American Ingredients—Always Available!

popsit plus!

Made by **C. F. Simonin's Sons Inc.** Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

Myers Talks In Chicago

CHICAGO—A talk by Van Meyers, Wometco Theatres, Miami, Fla., on popcorn merchandising in theatres will highlight the Popcorn Industries convention and exhibition at the Congress Hotel from Dec. 4-6.

Also included in the program is a panel discussion of popping techniques, in which Charles J. Cretors, C. Cretors Company; S. T. Jacobson, Krispy Kist Korn Machine Company, Charles E. Manley, Manley, Inc., H. Eifert, Dunbar and Company, and William Moran, Star Manufacturing Company will take part.

Featured in the exhibition will be 48 booth displays of new machinery equipment, and supplies by the most prominent firms in the allied supply industry. Popping technique demonstrations are scheduled, as are exhibits showing the latest developments in popcorn containers, seasonings, and cheese flavorings. moisture-testing equipment, vending and packaging equipment, display racks, and other items.

NEWS OF THE

Territory

BRANCHES

Atlanta

Ernest Martin, Grand, Montezuma, Ga., Sidney Laird and L. J. Duncan, West Point Amusement Company, West Point, Ga.; J. H. Thompson, Martin and Thompson Theatres; Clyde Sampler, Duncan, Carrollton, Ga.; W. Welch, Dallas, Dallas, Ga., and John Miller, Dixie, Cordova, Ala., were in booking.

James E. Connor, uncle of Kate Wright, Astor, passed away. . . . C. O. Jefferies, district manager, Alexander Film, was a visitor. He has a new son, Michael.

Louise Matthews, formerly with Monogram, is now with Republic. . . . Carrie Aiken, formerly with Realart, is now with Kay. . . . It's a new son for Billy Kelly, branch manager, U-I. . . . Harry Fellerman, home office representative, U-I, was in. . . . Thelma Haglund and Sam Sherman, U-I, returned to their desks after a meeting in St. Louis. . . . Bill Scully, home office representative, U-I, stopped off on his way to Florida.

Edna Lamb, cashier, MGM, and Sam Brown were married. . . . Added to the office force at MGM are Charles Anderson, Gloria Moretz, Pat Powers, and Eilene Watson. Mrs. Nettie Yancey resigned from the company.

Visiting were A. C. Austin, Ardmore, Tenn.; Clyde Sampler and Ebb Duncan, Duncan Theatres, Georgia; E. D. Remos, Saint Augustine, Fla.; Rufus Dabis, Martin and Davis Theatres, Dothan, Ala.; Oscar Oldknow, National Theatre Supply; Nelson Scott, Moonlight-Drive-In, Trion Ga., and Nat Hancock, Jefferson, Ga.

E. D. Ramos is the new owner, Florida, Saint Augustine, Fla. . . . Byron Admas, UA branch manager, checked in after a trip to Florida.

James McDannold, former manager, Montgomery Drive-In, Savannah, Ga., is now with the Bay-Lan Drive-In, St. Petersburg, Fla. He was former assistant, local Fox. . . . Carl Floyd, president, Floyd Theatres, Florida, opened his new 350-car drive-in at Seberling, Fla., the Sevon.

Mel Haber, manager, Miracle, Miami, Fla., was back there after illness. . . . A. J. Terranova, booker, and Patricia Tufano, secretary, are new at MGM, Jacksonville, Fla.

The Variety Club held a membership meeting, board of directors meeting, and luncheon in the clubrooms. John Fulton, Chief Barker, announced that the annual meeting for the election of officers will be held on Dec. 3.



Seen at the recent MGM sales conference at the Ambassador East Hotel, Chicago, were, seated, left to right: Joel Bezahler, in charge of bidding at the home office; Charles E. Kessnich, Atlanta district manager; Leonard Hirsch, home office assistant to Rudy Berger, southern sales manager; Berger, and Charles Briant, New Orleans. Standing, left to right, are: William G. Brenner, in charge of checking at the home office; Fred Hull, Jacksonville, Fla.; Louis Ingram, Memphis; H. R. Gaus, Atlanta; J. C. Reville, Charlotte; Jerome Adams, Washington, Harold Postman, home office assistant.

Highlights of the "Quo Vadis" campaign staged by Emery Austin, MGM publicist, and Boyd Fry, Loew's Grand, were: terrific newspaper layouts and the building of a large and elaborate front. This included a giant illuminated sign running five stories in height from the front of the Grand, a giant medallion 13 feet in diameter mounted on the front of the building, special transparent signs completely around the marquee, and a giant Roman atmospheric false front under the marquee. One of the largest posting campaigns in Atlanta was used, and a street banner 50 feet long and four feet high was hung across Peachtree Street. Illuminated signs were used on the backs of Yellow cabs, and bumper strips were used on an added 100 cabs, while all railroads and bus lines were covered with posting, and excursion tieups were effected. All ministers were circularized with copies of "Peter's Speech To The Christians," schools okehed still displays on bulletin boards, etc., costumes used in the film resulted in window displays, and book store tieups were made, as well as music stores. Five thousand book marks were distributed through the public library system.



Noted at the recent opening of MGM's "Quo Vadis" in New York City were, left to right, Ernest Rogers, The Atlanta Journal; Paul Jones, The Atlanta Constitution; Oscar Doob, Loew's Theatres executive; Ben Parker, The Memphis Commercial Appeal motion picture critic, and Emery Austin, MGM field publicity representative.

while, among the many other window displays, three were secured from a department store on merchandise tieups.

Visiting were: D. L. Buzbee, Ritz, Dadeville, Ala.; John Gaither, Heflin, Heflin, Ala.; L. J. Duncan, West Point Amusement Company, West Point, Ga.; John Moffett, Carver, Montgomery, Ala.; Hugh Martin, Martin Theatres, Florida; R. E. Cannon, Lake City and Live Oak, Fla.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; J. S. Tankersley, Chatsworth, Ga., and O. C. Lam, Lam Amusement Company, Rome, Ga.

Paul C. Bryan, 67, a pioneer of the drive-in business in the area, died after an illness of a year. A native of Pennsylvania, he had lived here for 30 years. In the late 1920's, he was Fox manager, and had been a film salesman for Fox and Universal.

In Savannah, Ga., it was announced that Thomas W. Patrick had been appointed manager, Circle Drive-In. Heretofore he had handled concessions at the spot. . . . Hugh L. Burger has been appointed manager, Montgomery Drive-In, Savannah, Ga. He has made a successful record as manager of several Lucas and Jenkins theatres, and was recently manager of the Piedmont Drive-In, Dixie Drive-In Theatre Company.

Credit for all-time record in the past nine years is due Tommy Read for his publicity for the Shrine Circus. . . . Booking and visiting were: Colonel Marvin Peck, Rex, Sparta, Ga.; Sidney Laird and L. J. Duncan, West Point Amusement Company, West Point, Ga.; Edd Duncan and Clyde Sampler, Duncan Theatres, Georgia; A. L. Bishop, Bishop Theatres, Georgia; E. P. and the Maddox boys, Georgia; J. E. Martin, Grand, Montezuma, Ga.; Nat Williams, Interstate Enterprises, Thomasville, Ga.; R. H. Brannon, Roswell, Roswell, Ga.; Mel Brown, Montgomery Drive-In, Savannah, Ga.; W. R. Boswell, Union, Union Point, Ga.; Mrs. V. M. Edwards, Dixie, Wrens, Ga.; Walter Morris, Pike, Knoxville, Tenn., and Joe Slatsky, Lyric, Brookside, Ala., for the first time in 15 years.

In Fort Lauderdale, Fla., the theatre started something new for Saturday matinees. It has set aside for children a special place for them to sit.

Nat Williams, Jr., son of Nat Williams, president, Interstate Theatres, Georgia and Florida, was in the hospital in Thomasville, Ga., because of an injury received while returning from a football game in Chaple Hill, N. C.

Fred Moon, amusement editor, The Journal, made a tour with the stars for "Movietime in Georgia."

The David Crockett, Gatlingburg, Tenn., closed. . . . The stork passed over the home of Mrs. Wilma Ashcraft, formerly with Lippert, and left a baby girl.

The Wilby-Kincey Service Corporation is cooperating with the Variety Club in the annual charity Thanksgiving Day football game between the U. of Georgia Freshmen and the Georgia Tech Freshmen, with entire gross receipts from sale of tickets going to the Hospital for Scottish Rite Crippled Children.

Jack Pickett, assistant manager, Palace, Jacksonville, Fla., is in the army.

Morgan Hudgins, MGM studio representative, was in for a talk to the Youth Council. The meeting was sponsored by Miss Christine Smith, censor. Hudgins illustrated his lecture with color slides showing phases of "Quo Vadis" being made in Italy.

Toddy Pictures closed a contract for exclusive distribution to all southern states for 10 former Paramount releases produced by William Pine and William Thomas. Contracts were signed by Toddy with Jules Weill, representing Specialty Pictures.

New president of the Alabama Theatres Association is R. M. Kennedy, chosen to succeed Mack Jackson, Alexander City. Vice-president is Stanley Rosenbaum, Florence; secretary-treasurer, T. E. Watson, Montevallo, and chairman of the board of directors and representative of the Theatre Owners of America Board, Mack Jackson. New directors are D. B. Dixon, Gadsden; R. E. Hook, Aliceville; William R. Griffin, Cullman; P. A. Engler, Birmingham; W. S. Thornton, Carbon Hill; Lester Neely, Jr., Marion; R. C. Cobb, Fayette; C. B. Grimes, Tuscaloosa; T. E. Orr, Albertville; Harry M. Curl, Birmingham; William N. Wolfson, Montgomery; E. D. Martin, Columbus, Ga.; J. A. Jackson, Clanton, and J. M. Miller, Jr., Cordova.

In booking were: Colonel T. E. Orr, Orr Theatres, Alabama; Mack Jackson, Alexander City, Ala.; R. E. Hook, Hooks Theatres, Alabama; Ernest Ingram, Lineville and Ashland, Ala.; L. T. Sheffield, Alabama; Mr. and Mrs. M. C. Moore, Lake Shore, Jacksonville, Fla.; W. W. Mobray, Royal, Blue Ridge, Ga.; R. H. Dunn, Camilla, Camilla, Ga.; W. M. Snelson, Co-At-Co; Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga.; Gault Brown, Hollywood, Madisonville, Tenn.; R. D. Page, Lyric and Maury, Mt. Pleasant, Tenn., and Walter Morris, Knoxville, Tenn.



MGM's special publicity office in Atlanta, recently set up for "Quo Vadis," to premiere at Loew's Grand on Nov. 20, is seen above. From left to right are Boyd Fry, manager; Lou Weiner, special publicity representative from Hollywood, and Emery Austin, MGM field representative.

Charlotte

Don Graham, manager, Charlotte branch, Berlo Vending Company, is the new Chief Barker, Variety Club. Graham succeeds Tom A. Little. Also elected were Bob Alander, First Assistant Chief Barker; Johnny Dineen, Second Assistant Chief Barker; H. H. Everett, Dough Guy, and J. E. Holston, Property Master. The new officers were elected by and from the ranks of the crew, or board of directors, which were named by the membership. The new crew, in addition to the officers, is composed of Francis White, Bob Jefferies, L. L. Theimer, Frank Lowry, Hugh Sykes, and Jack London. . . . Pastime Amusement Company, Charleston, S. C., will take over operation of the Ashley, Charleston, S. C., effective on Dec. 1. . . . The Variety Club spent \$37,158.49 for charity projects in the first 10 months of this year, a report issued by Scott Lett, chairman, "Heart Fund," reveals. The report read at the annual membership meeting shows that \$35,000 was contributed to the fund for erection of a new wing at Memorial Hospital. The club will operate a children's diagnostic clinic there. Included in the projects of the club are Christmas gifts for boys at Jackson Training School, ACTH for burned children, TV sets for hospitals, fresh air funds, and mobile unit movies for shut-ins.



The personal appearance at the State, New Orleans, recently of Jean Peters and Louis Jourdan, stars of 20th-Fox's "Anne Of The Indies," brought out the Crescent City's populace to meet them.

Wanda Hendrix was honorary queen of the Carolinas Carrousel. She was accompanied here by Bill Hendrix, King Kennedy Associates. . . . Edith McLester, Republic, spent a weekend at Fayetteville, N. C. . . . J. L. Steele has taken over operation of the Stone, Stoney Point, N. C. Former owner was Arthur Martin. . . . Jane Little and Jim deBerry, salesman, Columbia, will be married on Dec. 22.

Max Wilson, Kingsport Drive-In, Kingsport, Tenn., was in conferring with Russ Henderson, Theatre Booking Service. . . . The Franklin Drive-In, Franklin, N. C., closed for the winter. . . . United Artists moved its office to 231 South Church Street. . . . Mitchell Little, Republic office manager, is now a 33rd degree Mason. . . . T. Y. Walker, Colony, Greenville, N. C., was a recent visitor. . . . Buck Roebuck, salesman, United Artists, Atlanta, was in conferring with Russ Henderson, Theatre Booking Service. . . . Mrs. Sara Taylor, wife of A. E. Taylor, Sylvan, Rutherfordton, N. C., is convalescing at home after several days in the hospital. . . . Wilby-Kincey Circuit will take over operation of Publix-Bamford Theatres, Asheville and Canton, N. C. . . . R. L. "Sonny" Baker has taken over operation of the Webb, Gastonia, N. C.

Visiting and booking were: Joe Kelley, Carolina, Sanford, N. C.; W. G. Fussell, Blandenboro, Roseboro, and Fair Bluff, N. C.; Walter Bond, Bond's Auto Drive-In, Bennettsville, S. C.; Jim Hayatt, Midway, Lancaster, S. C., and Mr. and Mrs. G. C. Lovelady, Norwood, Norwood, N. C.

Memphis

After a dull two weeks following the convention, Film Row made some startling changes. . . . Cliff Wallace, associated with several film exchanges on the Row, and recently a salesman with RKO, bought the Realart agency from Mr. and Mrs. J. D. Jernigan. The Jernigans are taking a rest in Florida, and will later go to New Orleans.

Tate Baker, long time salesman with Columbia, resigned to join RKO in the same capacity. Baker's wife, Mrs. Mary Katherine Baker, resigned as office manager at Astor to take on the same duties with Cliff Wallace at Realart. . . . A Bristol, Tenn., theatre manager, Wilfred Gillenwater, is offering a \$10 reward and a month's pass for information on the marksmen who brought down his flying saucer with two rifle bullets. He built the saucer, and sent it up 200 feet from the Paramount roof as a stunt to advertise "The Day The Earth Stood Still." The saucer was about 20 feet in diameter, painted a greyish-white, and carried three neoprene bags filled with helium to keep it aloft. Guy wires from the roof kept it steady. Gillenwater had hoped to keep the stunt a secret until Sunday morning, but a shot fired from a crowd that gathered as it went up, made the saucer nose dive.

New Orleans

George B. Elam, owner-operator, Avon and Princess, Winnsboro, La., assumed operations of the Lion Drive-In, which he recently purchased from W. M. Clark, Monroe, La. The project is now undergoing a thorough reequipment and remodeling process to the tune of \$23,385, which the government recently approved. Theatres Service Corporation will also buy and book.

Mr. and Mrs. O. L. Germany announced that they have acquired the recently closed Penn, Pensacola, Fla. H. D. and C. F. Vucovich and Ed Ortte transferred ownership.

Ernest Delahaye, Maringuoin, La., and O. Gudie, Port Allen, La., visited. . . . It was a gay 25th birthday for Connie Black Aufdemorte. Her fellow workers at Joy Theatres, Inc., treated her to a party, with cake blazoned with candles.

Mrs. Robert C. Quave, Joy Theatres, Inc., returned from a brief visit with her husband in Montgomery, Ala., where he is confined to Maxwell Air Force Base Hospital.

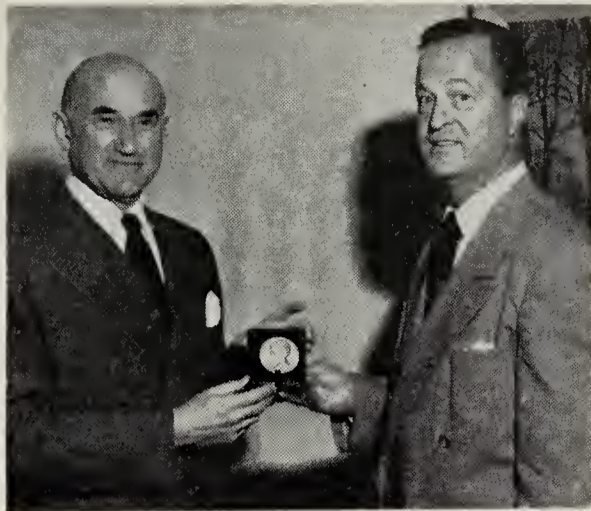
Visitors were: Cecil Kelly, Fox Plain Dealings and Cil, Stamps, Ark.; William B. Burrill, Royal, Clayton, La.; Jack O'Quinn, Kaplan, La.; N. Erdey, Osyka, Miss.; Jack Pope, Rayville, La.; Roy Pfeiffer, Istrouma, Baton Rouge, La.; Charles Waterall and sons, Charles, Jr., and Jack, Prichard, Ala.; Vinton Thebeau, Pat, Lafayette, La.; Stanley Taylor, Crosby, Miss.; Al Morgan, manager, Fred McLendon Circuit; C. Edward Jenner, and Robert L. Long, Bayou Theatres, Inc., Baton Rouge, La.; F. J. Lacey, manager, Joy, Moss Point, Miss.; Fred Houck, Shreveport, La., and Arthur Lehman, Jackson, Miss.

Milton Dureau, vice-president and general manager, Masterpiece, announced that he has acquired the franchise for Realart and Jack Broder Production, in the exchange territory. The deal was consummated by E. V. Landaiche, former franchise owner, and Realart and Masterpiece officials, Messrs. Lillis and Dureau.

Visiting Joy Theatres headquarters were: Fred Houck, Shreveport, La.; F. J. Lacey, Moss Point, Miss.; Vinton Thebeau, Lafayette, La.; Jack Pope, Rayville, La., and Jack O'Quinn, Kaplan, La.

George R. Pabst, manager, United Artists, joined the family of EXHIBITOR readers. . . . Sam Stockard, Memphis, old-timer in the distribution field, visited. . . . Pat Wagner and Goldie Foerster attended the captain's dinner and cocktail party aboard a Dutch ship in port.

Henry G. Pitt, operations manager, Paramount Gulf Theatres, Inc., returned from a visit in Philadelphia and other eastern points. In Philadelphia he was one among several of the New Orleans delegates at the recent gathering of the Cerebral Palsy Association.



Samuel Goldwyn, whose latest production is "I Want You," an RKO release, is seen in New York as he recently accepted the Parents' magazine award medal for the film from Phil Wilcox, director, motion picture relations for the magazine.

John F. Saunders, district manager, Manley, Inc., headquarters, Memphis, accompanied by the missus, visited with G. Y. Harrel, Jr., and staff. . . . B. W. Stevens, Theatre Display Service, Inc., left for Lake Providence, La., where he is in charge of the architectural structure of D. B. Fiske's Drive-In. Hodges Theatre Supply is furnishing the Motiograph equipment.

George Coiron, public accountant, is kept busy on the Row. His present stand is at Lippert. . . . The film industry was the second unit of the Community Chest to top its quota within the limited time. Chairman is Harold "Babe" Cohen, local franchise owner, Lippert.

W. Y. DeJarnette Altec Service representative, returned after completing the installation of Simplex and Altec projection and sound equipment in R. B. Cox's new Eureka, Union, Miss.

Mr. and Mrs. Harold Cohen, franchise owners, Lippert, have made reservations to attend the annual Lippert sales convention in Chicago on Nov. 27-30 and Dec. 1.

Albert Schwartz, formerly with Florida State Theatres, has been assigned as theatre operations manager, United-New Orleans Theatres.



George C. Hoover, division manager, Florida State Theatres division, United Paramount Theatres, Miami, Fla., was recently chosen Second Assistant International Chief Barker, Variety Clubs.

Seen hobnobbing at Gentilich were Bob Sigler, Dome, Hattiesburg, Miss.; Tom Watkins, RKO sales representative, and Thomas McElroy, Shreveport, La.

The girls of Joy Theatres, Inc., did a grand job assisting their co-worker Connie Aufdemorte, in selling her quota of forget me nots the first day. She is a member of Chapter 27, Gregory A. Slavich auxiliary, Disabled Veterans.

Pat Wagner and Joyce Quave, Joy Theatres, Inc., are giving one day a week service with the mobile blood-collecting units operating from the newly instituted regional blood center on the ground floor of the Lee Circle building.

Joel Blustone, formerly Republic sales representative, who recently blossomed out in his own business as theatre representative, announced that he has produced a 16mm. film for the government which will be televised both at home and in foreign countries, showing how the Delta Line Steam Ship Company handles the in-coming and out-going foreign mails. It was previewed by government officials.

George Pabst, manager, United Artists, made a special business trip to Kaplan, La.

A dance at the Tulane Room was part of the activities at the election and installation of officers of Zeta Rho Fraternity. Elaine Favalaro, Joy Theatres, Inc., was reelected secretary.

Gaston J. Dureau, recently appointed president Paramount-Gulf Theatres, Inc., made the rounds with J. T. Howell, introducing him as his successor as buyer-booker.

Display newspaper ads were used by Paramount Gulf Theatres, operating the Saenger, Crown, and Loop, Mobile, Ala., notifying the public why the ticket prices were increased as much as three cents on a ticket at theatres. From headquarters in New Orleans, Maurice E. Barr, in charge of advertising, publicity, and public relations, said that the hike in prices was effected by the city's increased city amusement taxes in theatres at the start of the fiscal year to secure sufficient funds to meet a blanket 10 per cent salary increase to its civil service employees. Since Alabama levies its taxes on the bracket system, the city tax is not recognized by the federal government. The city of Mobile obtains sufficient funds by amending the previous city ordinance permitting a 10 cent exemption on the sale of each ticket. This amounted to approximately a one-cent increase on each ticket. This elimination of the ten cent exemption caused the increase.

Rex Polk is the new manager, T.V. Garraway's Pinehill Drive-In, Picayune, Miss. He was formerly at the helm of the Prentiss Drive-In, Prentiss, Miss. . . . Arthur Y. Hearn, Jr., Paramount Gulf manager, was moved from the Loop, Mobile, Ala., to the Lyric, Tupelo, Miss., where he succeeds William J. Davis.



Barney Balaban, center, president, Paramount Pictures Corporation, was made an honorary detective recently by Joseph H. Harley in recognition of the "realistic and intelligent" portrayals of police officers in "Detective Story." Harley, president, New York City Detectives' Endowment Association, made the presentation as Horace McMahon, who plays a detective in the picture, looked on.



The Bernard brothers, who pantomimed and danced their way to fame on two continents, are shown upon their recent arrival at International Airport, Los Angeles. They will be starred in Republic's forthcoming musical, "Go's and Gals." Jan Hubbell plays straight.



Seen in New York recently welcoming home daughter Marilyn from Europe are Murray Silverstone, president, 20th Century-Fox International and Inter-America Corporations, Marilyn's 12-year-old sister, Susan, and Mrs. Silverstone.

Joan Caulfield's personal appearance will highlight the world premiere of "The Lady Says No," at the Tudor, kicking off a series of premiere engagements throughout the Louisiana-Texas-Mississippi-Alabama area. Miss Caulfield will follow her New Orleans radio-television-theatre stand with personal appearances in four other cities involved in the saturation opening: Mobile, Ala., where "The Lady Says No" will premiere at

the Downtown; Baton Rouge, La., Rex; Lake Charles, La., Paramount, and Shreveport, La., Glenwood. Among the additional theatres which will premiere "The Lady Says No" are: Avenue, Bi.oxi, Miss.; Joy, Monroe, La.; Jefferson, La.ayette, La., and Leo, Texarkana, Tex.

Florida

Miami

When a session of "Packaging, Merchandising, and Selling Popcorn" is held on Dec. 5 during the seventh annual and third international Popcorn Industries convention and exhibition at the Congress Hotel, Chicago, Van Myers, Womotco Theatres, will speak on the subject as it applies to theatres.

Central Florida

Bill Tison's Dreka, DeLand, Fla., was the scene of some excitement when shots rang out, a man fell, and police whistles blew. It turned out to be Stetson law students setting up a murder trial to practice courtroom procedure. Tison scheduled a special Hallowe'en midnight show and gave a month's free admission to the best dressed spook. . . . Joe Fleishel, Athens manager, staged a pre-Hallowe'en midnight party with various prizes given for unusual costumes.

During "Fire Prevention Week" in New Smyrna Beach, Fla., school children were treated to special morning showings. The Victoria and the Star donated their services as well as free ice cream, while the fire department conducted a fire drill.

The Empire, Daytona Beach, Fla., got a face lifting. . . . A patron filed suit for \$25,000 damages against Florida Inland Theatres, Inc., claiming that as a result of a fall in the Empire over an obstacle "carelessly left in the aisle," he broke his leg.

Mark Dupree, Empire manager, gave a defense bond to a woman patron who dared to sit in the darkened theatre for a special showing of "The Thing."

John Henderickson headed a delegation of theatre owners who greeted Michael O'Shea and other luminaries as part of the "Movietime, U.S.A." celebration.

Staff at the No. 1 Drive-In, South Daytona, Fla., now consists of Ray O. Dunn, manager; E. H. Smith, concession manager; Dan Warren and Douglas Whaley, assistants, and Jack Vost, projectionist. Mrs. Belle Dow and David Sattenstein recently bought out Nathan and Robert Bernstein.

Louisiana

Shreveport

Forrest Tucker, in Paramount's "Crosswinds," was in for personal appearances at the Strand. He was greeted at Municipal Airport by Ben Bicknell, manager, Strand, and a number of civic leaders. Tucker made two personal appearances at the Strand, visited the U. S. Veterans' Hospital, and was



Two of U-I's fast rising players, Susan Cabot, right, and Judith Braun, are seen upon their recent arrival in New York from Hollywood enroute to Fort Eustis, Va., where they reported for current location filming of "Red Ball Express."



Winners of the annual Photoplay magazine poll for new screen personalities, Mitzi Gaynor, left, and Anne Francis, right, 20th-Fox starlets, recently received their award scrolls from magazine editor Fred Sammis while visiting New York.



Muriel Lawrence and William Ching recently planed in to New York from Paris following location sequences for Republic's musical film, "Bal Tabarin."

guest of honor at a Junior Chamber of Commerce luncheon.

North Carolina

Creedmoor

The Granville has been sold by Cullom Peed to Henry J. Stallings, Henderson, N. C., who has taken charge as owner-operator. It was established about 10 years ago by Peed.

Gastonia

The Webb, an 830-seat house, has been sold to R. L. Baker, Jr., Hickory, N. C., and J. D. Brinkley, Valdese, N. C.

NEWS OF THE

Territory

Chicago

Danny Kaye is using a special auto license, "Movietime, U.S.A. in Illinois—No. 1," issued to him by Secretary of State Eddie Barrett. He will give the plate to the first GI he meets in Korea. . . . The Chelton is now being operated by Gardner Stone, with Ray J. Polfus as manager.

The Kincaid, Kincaid, Ill., closed after a fire, was opened. . . . A series of children's programs are being presented at the Beverly under direction of manager Raymond J. Kenny with the sponsorship of the local PTA.

Oscar A. Brotman, member, Allied Theatres' board of directors, is associated with Michael F. Ryan, civil service attorney.

Harold B. Hyle took time out from the star, Fremont, Ind., to hunt deer in Canada. . . . Harry and Elmer Balaban, Esquire and Surf owners, are joining Sylvan Goldfinger in operation of the Carnegie. . . . The Illinois, Belleville, Ill., reopened after four months of renovation, under management of Harold Smythe.

Sherwin Friedman was named Marbro assistant. . . . Monmouth Theatres bought the Bijou building at Monmouth, Ill. . . . Jack Hunt, Barger Theatres general manager, vacationed at his winter home in Sarasota, Fla.

The Clark is using radio and the Woods radio and subway poster advertising. . . . Charley Hogan, Oriental stage booker, will provide vaudeville for the Tower, Kansas City.

The American Legion post at Sarles, N. D., bought a building for theatre conversion.

The Grand and the Rosewood have admission tieups with a photographer. . . . The new Crest, Superior, Neb., was opened with Ray Watkins as manager.

Federal Judge Igoe modified the two-week playing time rule in the Loop, granting the State-Lake a six-week run for "An American In Paris." . . . J. E. Singleton, owner, New, Marked Tree, Ark., and Tyro, Tyronza, Ark., purchased the Grand, Trumann, Ark., from Bob and Norris Taylor. . . . Waldemar Weverstad, owner, Broadway, Centerville, Ia., bought the Orpheum, Rock Valley, Ia., from Mr. and Mrs. John Nebben.

Bill Bishop, for many years MGM midwest publicity chief, opened a public relations office at Sea Island, Ga. . . . The Imperial Theatre Company bought the Skyway Drive-In, Forrest City, Ark., from Walter Priddy.



Seen at the recent annual convention of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois at the Chase Hotel, St. Louis, were, left to right, Leon J. Bamberger, RKO sales promotion manager; Bess Shulter, Columbia, St. Louis, named regional vice-president; Joseph C. Ansell, Ansell Theatres, St. Louis, re-elected treasurer; Paul Krueger, Wehrenberg Circuit, St. Louis, St. Louis director; Mrs. L. Binero, and Mrs. J. C. Ansell.

Dallas

Merle Hubel, owner of Southwest Theatre Advertisers, and H. K. Carrington, Nationwide Pictures, have become partners in the first complete trailer making service to be established in the southwest, Nationwide Trailer Service. Personnel include Larry Gianneschi, sound engineer, and Joe Lacovic.

C. A. "Pappy" Dolsen was elected Variety Club, Tent 17, Chief Barker. At an informal ceremony prior, two new members were inducted, Frank Foster, General Artists Company, and Jerry Ebier, San Marcos, Tex. Also elected were: Al. H. Reynolds, First Assistant Chief Barker, L. M. "Mike" Rice, Second Assistant Chief Barker; Meyer Rachofsky, Dough Guy, and Harold Schwarz, Property Master. Other crew members are Joe Caffo, Charles E. Darden, Mat Dowling, Phil Isley, Sam Landrum, and Ken Way.

National Theatre Supply has announced that Lou Walters, has taken charge of the repair department. Walters, one of the pioneers in the field of projection and maintenance, has been actively associated with National Theatre Supply for over 20 years, the last 10 as manager, Cleveland branch.

The Coronet is replacing its seats with the British-made Ambassador band, designed by seating engineers of the J. Arthur Rank factories in London.

Lou C. Baxley, chairman, membership committee, Houston, Tex., Variety Club, reports the following new members taken into the club during the last six months: Felix Tijerina, restaurant; D. Davison, Gillette Motor Transport, Inc., Dallas; Edward E. Tewis, KPRC-TV; Ray Ryan, oil operator; Frank Navels, Hearne Drive-In; W. T. McKaskle, police department; George Wright, The Houston Press; T. D. Morrison, chief of police; Ralph Johnston, oil; M. W. Miracle, food broker; Immanuel Olshan, Olshan Demolishing Company; William A.

Smith, banker and contractor; Herschel Duncan, Duncan Coffee Company; Rex Earl Potter, Gulf Brewing Company; John D. Browning, Interstate Circuit; James D. Sims, Outdoor Advertising, Inc.; Mike Harrington, Outdoor Advertising, Inc.; A. P. Boyett, Campus, College Station, Tex.; Richard H. Beier, Boulevard; Billy Bishop, orchestra; W. Ed Allen, Greer, Hawkins, and Allen; Richard Erwin Gottlieb, KPRC-TV; Harry Calvert, concessions; Ted Roggen, promotions, and Rev. J. F. Wilson, chaplain.

Republic moved from Jackson Street to 412-14 South Harwood. Jack Houlihan is branch manager.

Colonel H. A. Cole, state chairman, Texas COMPO Showmen, announced plans for the support and cooperation of the "Go To Church Sunday and Take Someone With You" drive. A special "Go To Church" trailer, in color, and lobby material are now available.

L. M. Rice, member of Texas COMPO speakers' bureau and consulting attorney for exhibitors in the southwest, spoke to approximately 100 business men and a larger radio audience over KDSX at a luncheon meeting in Dension, Tex. He was presented by Truman Riley, Interstate city manager.

Denver

Clifford J. Hayes, for years projectionist, Fox Intermountain Theatres at Longmont, Colo., died. He is survived by his wife, Bessie, and four daughters.

Robert Quinn, studio publicity man for Paramount, was here from Hollywood to move his family there. . . . Howard Metzgar resigned as salesman at Lippert.

Al Kolitz, division manager, RKO, went to Salt Lake City to hold a sales meeting. . . . William Albright, for years manager, Victory, resigned to go with the Long Circuit, Houston, Tex. . . . Bud Lovell and Bob Connors are building a 300-car drive-in at Spearfish, S. D.

George Pal, Paramount producer, was here for the opening of "When Worlds Collide," Denham. He spent most of the time while here visiting with Dave Cockrill, owner, and Ward Pennington, Paramount branch manager. . . . Sammy Seigel, publicity man, brought Columbia's \$10,000 bill for showing during "The Magic Face," Paramount.

Des Moines

The new theatre at Garnavillo, Ia., has been named the Garwood, A \$50 defense bond was paid to a patron suggesting the name.

The Variety Club held a pre-Thanksgiving dinner-dance at the Standard Club.

Dwight Eugene Hanson, manager, Valley, Eddyville, Ia., announced his engagement to Janice McMullin, also of Eddyville, for a wedding next spring.

Kansas City

In spite of the blizzard, approximately 300 people attended the KMTA banquet in the ballroom at the Hotel President. Slapsy Maxie Rosenblum entertained the guests at the luncheon, and the presence of Gene Autry, John Barrymore, Jr., Richard Arlen, Mala Powers, Margaret Sheridan, and Barry Sullivan was a big attraction. Alexander Film, Manley Popcorn Company, and Pepsi-Cola entertained with a cocktail party, while at the banquet, United Film furnished the wine. Dale Danielson, Dream, Russell, Kans., the out-going president, introduced Arlen who, in turn, introduced the guests. L. Kimbriel, Missouri Theatre Supply, chartered a public service bus to take the visiting exhibitors to the Ashland, where E. Van Duyne, RCA Service, conducted a tour explaining all about theatre television. Danielson was presented with a gold wrist watch in appreciation of the two years he had served as president. Fred Meyn, treasurer, Kansas-Missouri Theatre Association for 25 years, was presented with a pen and pencil set. The novel idea of showing trailers was received very favorably, with some of the trailers live models were used. With the trailer on "Ma And Pa Kettle At The Fair," a live pig was used. This pig was later won by L. Kimbriel, Missouri Theatre Supply.

Seen on Film Row were: Milton L. Overman, publicity man, United Artists; Dwight Zieger, United Film Service; John Kawkins, A. V. Cauger Film Service, Independence, Mo.; Irving Mack, Filmack, Chicago; E. L. Harris, Alexander Film Company, Dallas; Marty Vinzant, Regent, Kansas City; Mr. and Mrs. Robert Woodson, Drive-In, Dodge City, Kans.; Mr. and Mrs. Glen A. Cooper, Drive-In, Dodge City, Kans.; Bill Parsons, Aladdin, Kansas City, Mo.; Warren Weber, Midway, Junction City, Kans.; Mr. and Mrs. Ernie Block, Civic, Sabetha, Kans.; H. Jeans, Roxy, Warsaw, Mo.; Leo Hayob, Mary Lou, Marshall, Mo.; R. E. Davis, Mid-Central Theatres, Manhattan, Kans.; J. A. Becker, Sr., and J. A. Becker, Jr., Associated Theatres, Independence, Mo.; Mr. and Mrs. William Silver, Silver, Cameron, Mo.; Mr. and Mrs. A. Jarboe, Ritz, Cameron, Mo.; Mr. and Mrs. Chet Borg, Drive-In, Fort Scott, Kans.; Chris Ellis, United Theatres, Kansas City, Kans.; Mr. and Mrs. K. Ehret, Star, Clay Center, Kans.; Mr. and Mrs. M. J. Aley, Princess, Eureka, Kans.; Mr. and Mrs. J. E. DeLong, Ute, Mankato, Kans.; Mr. and Mrs. Craig Culley, Pastime, Medicine Lodge, Kans.; Mr. and Mrs. C. S. Schafer, Regent, Blue Rapids, Kans.; Ralph Larned, Paramount, LaCrosse, Kans., and Ness, Ness City, Kans.; John Basham, Topeka Drive-In, Topeka, Kans.; R. H. Meek, Annel, Maysville, Mo.; Jay Wooten, Drive-In, Hutchinson, Kans.; Virgil Anderson, C-B, Bucklin, Mo.; R. C. Davison, Binney, Pattonsburg, Mo.; Max Hoffman, Uptown, Tulsa, Okla.; J. T. Ghosen, Uptown, Sedalia, Mo.; Mr. and Mrs. Calvin Strowig, Plaza, Abilene, Kans.; Charlie Knickerbocker, Liberty, Columbus, Kans.; Mrs. Thelma Morris, Plaza, Howard,

Kans.; J. A. Schnack, Electric, Larned, Kans.; F. F. Chenoweth, Roxy, Albany, Mo.; Earl Kerr, Roxy, Albany, Mo., and Frank Plumlee, Ritz, Farmington, Mo.

The Paramount has gone back to the regular 50 cents and 60 cents admissions. . . . Jack Shriner, Gem, installed a new RCA plastic screen and a new three-flavor Drincolator.

The Allied Independent Theatre Owners of Kansas and Missouri had a board of directors' meeting.

Los Angeles

Dick Jeha, manager, Park, Richmond, Cal., was held up at the theatre, and robbed of \$77 of his own money.

Jack Sonenshine, Embassy, gathered up a talent troupe and convoyed them to the Army Air Base, March Field, Riverside, Cal., for the purpose of entertaining the armed forces and also to "Beat the Drums" for the Community Chest. Among those who generously contributed their talents were George "Beetlepuss" Lewis, Lorraine Lee, Rosalie Miller, Betty Morgan, Dorothy Lee, and George Rose. . . . Jeanne Swords, Warner boxoffice clerk, resigned after five years to join the Cal Pac Drive-In Theatre Corporation. . . . Sam Fineberg, Pittsburgh's Film Row, paid a surprise visit, and was immediately surrounded by a host of his Smoky City pals. . . . Harry Lloyd, Warner head shipper, was down with that old virus bug.

The newly formed Film Row Club designated the following members to serve as the steering committee for a six-month period, at which time a general election will be held: Stan Lefcourt, chairman; Ben Peskay, vice-chairman; Bill Wasserman, executive secretary; Mrs. Milton Smith, recording secretary; James Finkler, first treasurer; Alex Cooperman, assistant treasurer; George Ingham and Cliff Harris, social chairmen; Sol Mahler, membership chairman; Izzy Berman, publicity chairman; Mel Evidon, Milton Smith, and Bill Warner, good and welfare committee chairmen, and Max Factor, sergeant-at-arms. A committee in charge of women's activities consists of Iris Ross, chairman; Jeanette Nadler, Molly Singer, Jeanette Banks, and Marilyn Krauthamer. Ezra Stern and Herbert P. Nussbaum, attorneys-at-law, will serve as the advisory council. . . . Fox West Coast Arizona district manager Dick Smith was in. . . . Fox West Coast bookers Fred Friedman and Harold Brislin were handling vacationer Dan Polier's district, doing a swell job while Polier enjoyed his sojourn in Manhattan.

Jules Gerlach joined UA as salesman. . . . Herb Eberstein, Pacific Concessions Service Corporation, appointed Murray Peck as theatre concession supervisor. . . . Alden Brinham resigned as manager, Reseda. . . . Gus and John Mohme, Clasa-Mohme, Inc., departed for Mexico City. . . . Visitors were Mason Siler and Dodie Samuels. . . . Heartiest congratu-

tulations go to Bob Beretta, National Theatre Supply salesman, celebrating his 75th birthday. He is the oldest man on the Row in point of years and service. We hope he lives to celebrate his 100th natal day. . . . Talmage Allen, former projectionist, reopened the Allena. . . . Arthur Aronson, Hollywood Advertising Company, trained to New York. . . . Dick Barth and Sam Nathanson, Classic, moved to new quarters at 1908 South Vermont Avenue. Also moving into the same office is Robert Cronenberg, Manhattan.

Milwaukee

A special series of holiday ads tying up the "Movietime" campaign with Thanksgiving and Christmas has been prepared by the Wisconsin "Movietime" Committee. The ads, available in two-column, three-column and four-column size, are being furnished all theatres in the state for insertion in their own local newspapers.

"Pictures often flop because they have bad audiences," said Mike Simons, New York, MGM public relations representative, in an address given before the Wisconsin State Better Films Council. Bruce Wallace, promotion manager, WTMJ-TV, discussed the contributions films had made for television. Also on the program was Mrs. George Romine, Chicago, who covered the role of the Illinois setup from its inception, and Mrs. Woods Drefus. Slated to cover another angle of the industry was Al Kvoool, Warner executive. However, Kvoool was in court, and sent his regrets. Elected officers were: Mrs. S. F. Sprengel, president; Mrs. H. C. Engholdt, vice-president; Mrs. E. J. Keppler, Sr., secretary; Mrs. Ralph Koenig, treasurer, and Mrs. Robert Root, Kiel, nominating chairman.

Bob Groenert, Alhambra manager, is strutting around. The little tyke's name is Bonnie Lee. Mother is the former Eunice Scharf, aide at both the Alhambra and Warner.

Krambo Food Stores has been sponsoring free cooking schools at both the Plaza and Uptown.

The Mars is under new management. Norman Sturm took over. . . . The Fischer boys opened the Lincoln again.

Charley Koehler, Astor, sparked his Western Electric and Bell Telephone picture deal from scratch to second place in the nation.

Perrien Pictures' Milt Abrams, has given up his single blessedness. . . . Harold Pearson, AITO executive secretary, and wife flew to the New York convention, as did a number of others. Pearson's secretary, Miss Irene Preston, was on vacation in New York.

Minneapolis

The Astor closed because of a dispute with the projectionists' union. The firm allegedly "locked out" employees after reportedly refusing to conform to a bargaining agreement the union had with the theatre's former owner. The house

was closed when projectionists insisted on having two in the booth at all times. An agreement with Minnesota Amusement Company, which sold the theatre to Don Swartz and associates in June, 1950, calls for four regular men and one relief man. Swartz said that "80 per cent of the theatres in the Twin Cities have only one man."

Negotiations between the projectionists' union and the University of Minnesota, in progress since 1950, took a new turn. Harry Hanson, state labor conciliator, was requested to assist the parties in concluding an agreement. The main controversy centers on wage rates. Three men are involved in the dispute.

A plan launched a few months ago by Minnesota Amusement Company to issue identification cards to juniors has been cancelled. The cancellation notice appeared at the top of the circuit's ads in the daily papers. Juniors will receive a 25-cent refund for their cards. Juniors also will be charged a cheaper admission price because of a recent change in the admission price tax law.

Theatre Management Company moved from 1010 Builders Exchange to 5400 Wayzata Boulevard. Ralph Green is president. The firm operates a number of theatres and drive-ins in the Twin Cities and outstate.

B. J. Benfield, a theatre owner for more than 30 years, sold the Morris, Morris, Minn., to Melvin Randgaard. Benfield will devote his time to touring the nation's race tracks with his horses. Randgaard will assume operation of the house on Jan. 1.

Harry B. French, president, Minnesota Amusement Company, attended a conference of United Paramount Theatres at White Sulphur Springs, W. Va. . . . The Deluxe, St. Paul neighborhood house, reverted to its former owner, Louis Milgrom. Milgrom sold the house to Joe Johnson about a year ago.

Hearings on the suit of the Homewood, charging major film companies and Minnesota Amusement Company with collusion in depriving the house of product continued in federal district court. Witnesses were branch managers W. H. Workman, MGM; Art Anderson, Warners; Fay Dressell, RKO; Roy Miller, U-I, and M. A. Levy; 20th-Fox. Exhibitors called to testify were Ben Berger, Charles Rubenstein, Ben Friedman, Ted Mann, and Joe Wolf. S. G. Lebedoff and his son Martin, the plaintiff in the action, also testified.

Oklahoma City

Snow and icy roads accounted for an automobile accident near Newcastle, Okla., in which Connie Carpou, Metro salesman, was seriously injured. At the time the accident occurred, he was hurrying home to be with his wife and newly born son. Both Carpou and his wife are in Wesley hospital, Oklahoma City. . . . Grady James, 20th-Fox salesman, was slightly injured recently when his car went off of an embankment near Siloam Springs, Ark. . . . Mrs. Dorothy Moran,

assistant cashier, Warners, is leaving to join her husband in Dallas.

The following exhibitors were seen on Film Row: O. L. Smth, Marlow, Okla.; H. S. McMurry, Dumas, Tex.; Mr. and Mrs. R. M. Downing, Collinsville, Okla.; W. T. Kerr, Sulphur, Okla.; H. T. Burns, Apache, Okla.; Mrs. Truman Ellerd, Blanchard, Okla.; Mr. B. L. Adams, Sunray, Tex.; Mrs. C. M. Ausherman, Wakita, Okla.; Lewis W. Long, Guymon, Okla.; E. D. Holt, Coalgate, Okla.; Mrs. E. A. Faulk, Billings, Okla.; Bill Slepka, Okemah, Okla.; Amos Page, McLean, Tex.; Mr. J. E. Jones, Sand Springs Drive-In, Tulsa, Okla.; Les Nordean, Konowa, Okla.; Mrs. C. W. Duncan, Weleetka, Okla.; L. E. Snyder, Apache and Modernaire Drive-Ins, Tulsa, Okla.; Lamar Guthrie, Erick, Okla.; Delbert Cummings, Stratford, Tex., and Mr. Henry Simpson, Bristow, Okla.

John McCune has sold the Tivoli, Kaw City, Okla., to A. E. Frickholm.

Skytrain Theatre, Inc., has been granted 50-year-charter of incorporation. Capital stock is \$100,000. Incorporators are James D. Fellers, L. Karlton Mosteller, and John C. Andrews, all of Oklahoma City.

Omaha

Hollywood stars and top brass in the Strategic Air Command's headquarters at Offutt Air Force Base, Fort Crook, Neb., are scheduled to appear in the world premiere of "The Wild Blue Yonder" at the Orpheum on Nov. 29. The Chamber of Commerce is taking an active part.

Mable Mitchell, Ralph Goldberg Corporation, secretary, pinch hit as manager, Dundee, during the absence of Ben Magzamin.

I. W. Weiner, Omaha general chairman for the Will Rogers Hospital Fund drive, announced that Pat Halloran, 20th-Fox salesman, would be distributor chairman for the Iowa territory; Marty Grassgreen, Columbia salesman, for the South Platte area, and Bob Daley, RKO salesman, for the district north of the Platte River. . . . Film Row had a heavy representation among pheasant and duck hunters.

The Weeping Water, Neb., Community Club is putting on free Saturday afternoon shows at the Chief. . . . The theatre in Scandia, Kans., featured a series of pictures taken by a hometown boy during his navy duty.

Carl White, Jr., son of Carl White, Quality Theatre Supply, has been drafted. . . . John McQuiston, ex-Bloomfield, Neb., exhibitor, visited industry friends while in town for the "Ice Follies."

Portland

Boxoffices have shown at least a 10 percent drop. . . . John Payne and feminine associate stars, making personal appearance tours, created much interest before the Northwest independent theatre groups and theatre owners in large centers.

Stage acts and features comprised the "Show of Shows," and brought on some \$6,000 at a one-night stand at the May-fair. Credit is due to Jack O'Bryan, United Artists.

J. L. Beaucage opened his Crown.

In Spokane, Wash., Forman Theatres, Inc., Seattle, headed by William Forman, purchased an interest in the Autovue Outdoor Theatre, and also plans on a new drive-in to accommodate 1,000 to 1500 cars. Joint announcement came from Cyrus Young and Raymond L. Strawick, president and vice-president, AutoVue Theatre, confirmed by Forman.

In Salem, Ore., James O'Connell is associated with Forman Theatres, Inc., as city manager of three theatres.

Announcement was made by Jack Thomas, vice-president, Hallmark Productions, Inc., of the promotion of Richard Edge from unit manager to zone manager, Seattle - Portland - Salt Lake City zone. With Hallmark zone manager supervisor George Foreman, he is now booking all Hallmark productions in the northwestern states.

St. Louis

Harry Londoff, who owns the Palm, reopened that house. His son, Harry, Jr., manages.

Tom Bloomer, Bloomer Amusement Company, Belleville, Ill., was elected president, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois at the closing session of the two day annual meeting. Bloomer, who, as president, succeeds Tom Edwards, Farmington, Mo., previously had been the Illinois regional vice-president. Edwards, who declined to seek reelection as president, was unanimously named honorary president and an ex-officio member of all committees of the organization. Other officers named were: vice-president, Tommy James, St. Louis, Mo.; chairman of the board, Louis K. Ansell; secretary, Lester Kropp, co-general manager, Wehrenberg Circuit; treasurer, Joseph C. Ansell, and regional vice-presidents, for St. Louis, Bess Schuler; for Illinois, Bill Waring, Jr., Osbden, Ill., and for Missouri, L. J. Williams, Union, Mo. Elected to the board were: For St. Louis, Russell Bovin, Christ Efthim, Charles Goldman, A. L. Matrieci, Paul Krueger, Philip Nanos, William T. Powell, Frank Speros, and William Kaimann; for Illinois, Eddie Clark, Metropolis; Loren Cluster, Salem; William Griffin, Cairo, Alphonse B. Magarian, East St. Louis; John Meinardi, Belleville; Forrest Pirtle, Jerseyville; Carson Rodgers, Cairo; Mrs. Regina Steinberg, Madison, and Robert Johnson, Fairfield, and for Missouri, Russell Armentrout, Louisiana; Dean Davis, West Plains; Senator Edw. V. Long, Bowling Green; Robert Marchbank, Washington; T. D. Medley, Sikeston; Val Mercier, Perryville; Harry Miller, Festus; Frank Plumlee, Farmington, and Charles Weeks, Dexter, Mo.

Ray Colvin, president, TEDA, spoke at the annual meeting of the Theatre Owners of North and South Carolina at

Charlotte. . . Bill Weiss, former Republic salesman, was a patient at Barnes Hospital. His condition was serious.

John C. Greenmore, manager Roxy, Shelbyville, Ill., arranged with the Daily Union to conduct an Indian message decoding contest in connection with "Apache Drums."

The worst November snowstorm in the entire 117-year history of the St. Louis Weather Bureau struck here, producing 12.3 inches of snow here and more in other parts of the state. The truck lines that transport film to the 725 or so theatres served by the exchanges found the going very tough. The road conditions were such practically all of the film salesmen stayed in.

Patrick J. Sullivan, 32, a shipping clerk for 20th-Fox, died of a heart attack. He had been a member of the Film Exchange Employees Union Local 1 for several years. . . . Tom Baker, Bunker Hill, Ill., exhibitor was in a hospital at Litchfield, Ill., for a check-up.

A movie-going polecat caused some commotion in the Grand, Grand Tower, Ill., but the cash customers remained. . . . Patrons of the Kay Drive-In, Shelbyville, Ill., contributed \$103.40 to the Junior Women's Club Polio Fund drive.

Eldon DeSilva, resident manager in West Frankfort, Ill., for Fox Midwest, who resigned, plans to announce soon other business plans. Al Spargur of Marion, his successor has been with the circuit for 23 years.

Manager Bill Hope, Hope, Elkhville, Ill., issued a warning to parents of boys and girls who carry the small BB pistols into the theatre, and use its screen for target practice. Any child caught is to be taken before a police magistrate and fined, and then is to be barred from the theatre in the future.

The Grand, Mount Olive, Ill., reopened after being closed for much of the summer. Bob Johnstone is managing the house for Jo Katz, Benld, Ill. . . . Mr. and Mrs. James R. Hill, Chandler-ville, Ill., have taken over the Golden, Golden, Ill.

San Antonio

A small fire broke out in the balcony floor of the Majestic. Tom Powers, assistant manager, reported that a framed painting lighted with small bulbs caught fire. There was no panic, and only three patrons asked for ticket refunds. . . . Dude Skiles has been named manager, Municipal Auditorium, replacing Harry Griffith.

C. H. Weaver, Paramount manager, Oklahoma City; the Rev. William H. Alexander, and H. B. Houghton, also from Oklahoma City, stockholders in the Hi-Ho Drive-In, were in for a meeting.

In to book were: Eddie Reyna, booker, Frels Circuit, Victoria, Tex.; Jose Garcia, National, Asherton, Tex.; Enrique Flores, Rio, Mission, Tex., and Hector and Miguel Benitez, Benitez Circuit, Weslaco, Tex. . . . Interstate

Circuit plans to produce at least one variety vaudeville show at the Majestic each month starting in December.

The Queen, Austin, Tex., becomes one of Austin's three first-run theatres. Dick Waite will continue on as manager. . . . Ed Besserer, 73, died in Austin, Tex. At one time he operated a circuit of theatres.

Chester R. Sandidge, manager, Sunset, Fort Worth, Tex., was attacked by a group of young thugs after closing the theatre, and then later repelled a second assault by scaring the boys off with pistol shots. The boys, according to Sandidge, had tried earlier in the evening to strong arm their way into the theatre. Before closing for the night, Sandidge received a telephone call from the members of the gang telling him to meet them at a place "because we have something to settle."

The National and Palace, Breckenridge, Tex., were sold by the Interstate Circuit to Douglas and Associates. . . . Henry Penix has taken over operation of the Tower, Wichita Falls, Tex. . . . J. L. Fife and V. F. Nichols purchased the Joe Love Theatres, Snyder, Tex. John Fuller, formerly manager for Love, has taken over duties as booker-buyer for the new owners. . . . The Secretary of State, Austin, Tex., assigned the trademark, "Lucky License Nite," to K. M. McDaniel, owner-operator, 500-car capacity Bayou Drive-In, La Marque, Tex. . . . Lou Wald, film salesman for Republic, is recovering from injuries received in an accident near Nixon, Tex.

Salt Lake City

In a sneak preview at the Centre, the audience acted as guinea pigs for "The Greatest Show On Earth." Cecil B. DeMille judged audience reaction. He was accompanied by a large troupe from the studio, including Gordon Jennings and Henry Wilcox. DeMille asked that no review be made in the press.

John Rowberry, Cedar City, Utah, announced the sale of properties which include the Cedar and Park. They were sold to Glen Yergensen, Monroe, Utah, and his brother, Elden Yergensen, Nyssa, Ore. The sale was reportedly made for \$200,000. Both buildings have been under lease to the Pix Amusement Corporation for the past 15 years. It is expected that Glen Yergensen, who operates the Carrol, Monroe, will operate the two Cedar City theatres.

San Francisco

George Cohen, veteran aide, Loew's Warfield, resigned to work for Graham Kislingbury at the United Artists. . . . Mel Klein, sales manager, Columbia, has been calling on all Columbia exchanges for prints of "Saturday's Hero." . . . Juanita Flynn, secretary to Mel Klein, Columbia, returned to work after taking care of her husband, on the sick list. . . . Visiting were Anson Longton, Bella Vista, Cal.; Nate Krevitz, Blumenfeld division manager, Pittsburgh, Cal.; Jack Hammond, Mt. Shasta, Cal., and Emil Balermo, Stockton, Cal.

The 1170-seat Mission, San Jose, Cal., formerly operated by United Artists, is now operated by Golden State. . . . Tiger Thompson, publicist, and manager Jack Allen, Stage Door, promoted an Indian art exhibit from the Emporium in conjunction with "The River." . . . Jerry Zigmond, San Francisco division manager, United-Paramount, returned from New York and Chicago.

Excitement of the week centered around the premiere of "Golden Girl," Fox. Eddie Yarbrough and John Norcop, 20th-Fox, handled the complete campaign.

Seattle

Instead of closing his drive-ins, William Forman decided to experiment to operate them as far into December as possible on a weekend schedule. Included are the Midway, Duwamish, Starlite, Aurora and Fife. John Danz, Sterling Theatres, closed his Sunset Drive-In, Facrotia, Wash. Cosmo Rockey closed his Alderwood Manor Drive-In, and left for a vacation.

Evergreen Theatres is completing the installation of 2,000 new push-back seats in its Paramount. In the University district the company's Neptune is being dolled up.

Harry and Mildred Wall, Lewiston, Idaho, after attending the ITO annual meeting in Seattle, flew out for a vacation in San Francisco. . . . Russell Miller, Chief, Manson, Wash., left for Nebraska. . . . Les and Cora Theuerkauf, South Tacoma, Wash., exhibitors, left for a motor trip to California. . . . W. H. Thedford, general manager, Evergreen Theatres, returned from a conference with Oregon district officers.

Bessie Rodgers, bookers' stenographer, Paramount, who recently resigned, left to join her husband. She informed office associates that she was married to James Towne, navy radio man first class, stationed at Longview, Wash. She has been succeeded by Ruth Studdert. . . . Francis Bateman, western district manager, Republic, was here.

Forrest Tucker, Paramount, in addition to appearances at the Coliseum, visited the Bremerton Naval Hospital, addressed a matinee crowd of 1,000 children at a special matinee in the Admiral, a personal appearance at the blood bank in Tacoma, Wash., and participated in numerous radio interviews.

Chilt and Lola Robinett, Raymond, Wash., and Archie and Mrs. Holt, Portland, were in for the Oregon State-Washington game. . . . R. J. Pratoovich, who operates theatres in Craig and Klawock, Alaska, was in. . . . William Haugen was in from Poulsbo, Wash., booking and buying. . . . Bud Hamilton, Republic salesman, returned from a trip through his territory. . . . Ted Galanter, MGM exploitation, was setting up the campaign for "An American In Paris." . . . State exhibitors on The Row included: Jim Hoffner, Tacoma, Corbin Ball, Ephrata and Moses Lake; Ed Johnson, Spokane, and Carrol Barney, Arlington.

Every Exhibitor Welcome

Member or not

to the

31st Annual

CONVENTION

of the

***Allied Motion
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Owners of W. Pa.***

Monday and Tuesday, November 26-27

WILLIAM PENN HOTEL, PITTSBURGH, PA.

MONDAY

**Open meeting starting
with lunch at noon.**

TUESDAY

**Meeting for exhibitors only
and election of officers.**

GALA BANQUET — TUESDAY, NOVEMBER 27th, 7:00 P.M.

Movie Stars — Entertainment — Dancing — A Good Time For All

Tickets — \$12.50

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NEWS OF THE

Territory

BRANCHES

Cincinnati

A \$3,750,000 damage suit against six major film distributing companies and several other industry corporations was dismissed by Judge John H. Druffel in U. S. District Court following a settlement out of court. The suit, filed by the S. and S. Amusement Company, operating the Twin Drive-In, charged the drive-in was unable to get first-run films until some time after showings in downtown houses. Attorney Jerome Goldman, representing S. and S., said that under the compromise agreement, the drive-in would now be able to get new films much sooner than before. Defendants included Loew's, Inc.; Warner Brothers Pictures, Inc.; Radio Keith Orpheum, Inc.; Universal Pictures, Paramount Pictures, Columbia Pictures, RKO Midwest Corporation, Southern Ohio Theatres, Inc.; Cino Theatre Company (Ohio), Greater Cincinnati Theatres, and Southern Ohio Theatres.

Snow storms and sub-freezing temperatures played havoc with drive-in attendance, with the result that practically all closed for the season.

Jay Goldberg, Realart branch manager, is having success with his "Horror Pictures Week." First tried out in Columbus, O.; the stunt was repeated at the downtown Lyric, and Bill Rush, house manager, reported that more than 50 patrons attended each of the first six-day showings, and thus were entitled to free admissions on the seventh day.

J. B. Rosen, 20th-Fox branch manager, has been named chairman for the exchange area for the fund-raising campaign for the Will Rogers Memorial Hospital, Saranac Lake, N. Y. . . . Robert Weber, assistant to Howard Minsky, Paramount division manager, was in. . . . Gene Tunick, Lippert branch manager, and Jay Goldberg, Realart branch manager, were away on business.

Frank W. Huss, president, Associated Theatres, and Jim Christian, booker, and Bob Doppes, student booker, U-I, were on the sick list. . . . Margaret Woodruff, Lippert office manager and booker, escaped serious injury while enroute to a Florida vacation, when her car skidded. . . . A. J. Mitrin, manager, suburban Dixie, vacationed in New York City.

The MGM Club presented Bob Morrell, salesman, with a desk pen set upon his leaving to become associated with Rube Shor. . . . Edward Farrell has been promoted to booker at Paramount, replacing William Gregory, resigned. . . . Janet Stalf is a new telephone operator at UA. . . . Joyce Daley has replaced Helen Luken as secretary, Realart.

Exhibitors visiting Film Row included: Paul Russell, New Lexington, O.; R. A.

Emerick, Germantown, O.; George Turkulas, Hamilton, O.; Hank Davidson, Lynchburg, O.; Jack Needham, Columbus, O.; Fred Krimm and Roy Wells, Dayton, O.; Don Keesling and Goode Homes, Bramwell, W. Va.; Sylvan Banks, Williamson, W. Va.; G. C. Porter, Beckley, W. Va.; Jack Joseph, Salem, W. Va.; James Howe, Carrollton, Ky.; George Marshall, Danville, Ky.; E. C. Harvey, Raceland, Ky., and Adelaine Ward, Somerset, Ky.

Cleveland

Theatre attendance in the exchange area has taken an unseasonal drop, and exhibitors have not been able to diagnose the cause.

Howard Minsky, Paramount eastern division sales manager, was in on a routine visit with local branch manager Harry Buxbaum.

Mrs. Nat Barayh, wife of the National Screen Service branch manager, was ill. . . . Milton A. Mooney, president, Co-operative Theatres of Ohio, announced that about the middle of January he will reopen his Buffalo branch office, which he closed temporarily, and will continue in his present location, 259 Delaware Avenue. . . . Bill Twigg, who managed the Co-operative Theatres of Buffalo, joined the Warner sales force in Albany.

The 15-year old son of John C. Wein, business manager, Local F-5 and B-5, Local 160, was seriously ill in Grace Hospital where he was operated on. . . . Hazel Mack, NSS, received a postcard from Nate Bigelson, manager, reporting himself as a vacationist in Miami, Fla. . . . Installation of RCA TV equipment in Warners' Allen, is progressing.

Oscar Ruby, Columbia branch manager, is accepting congratulations on the occasion of his new status as a grandfather following the birth of a boy to his son and daughter-in-law, Mr. and Mrs. Gene Ruby, in Milwaukee.

The G and P Amusement Company anti-trust suit hearings in federal court before Judge Emerich B. Freed was expected to be concluded.

Gertrude Tracy Reynolds, Parma manager, was out of circulation to fight the flu. . . . Earl Penrod, Indianapolis, who handles theatre promotions, was a visitor.

The National Automatic Merchandising Association held a display of new product in the Cleveland Auditorium.

Omar Ranney, movie editor, The Press, was elected a member of Lakewood School Board, running at the head of the ticket. . . . Leo Gottlieb, Lippert branch manager, was using public transportation while his car was recovering from injuries sustained in an accident. . . . Dick Wright, Warner Theatres district manager in charge of local labor problems, was in New York. Ohio zone manager Nat Wolf was inspecting the Warner theatres in southern Ohio.

Detroit

The Greater Detroit Motion Picture Council, representing 68 civic, religious, and educational groups, announced a

program, under the direction of Isobel Lokie, which requests neighborhood theatres to hold special matinees programmed for children, and to eliminate "definitely adult" pictures from Saturday matinees.

When the 32nd annual convention of Allied Theatres of Michigan, Inc., are held at the Book Cadillac Hotel on Dec. 3-4-5, film clinics are to be a major feature of the meet as well as the annual election of directors and alternates and a complete report on the national convention in New York City. Speakers at the banquet will be Colonel William McCraw, Variety Clubs International, and Kroger Babb, Hallmark Productions.

Clarence Green, co-producer-writer, "The Well," was in to launch the Motor City premiere of the United Artists release at the Fox.

Kenneth McEldowney, producer, "The River," and his wife, Melvina, together with Adrienne Corri, featured in the United Artists release, arrived from Cincinnati to participate in premiere festivities for The Theatre Guild presentation at the Krim.

Indianapolis

The Ritz, Alexandria, Ind., operated by R. S. Weilert, is being dismantled. The 325-seat house is being remodeled to suit the needs of a department store. . . . Mr. and Mrs. E. Paul Janny, Gaston, Ind., left for San Diego, Cal., to visit her daughter and new grandson. . . . The Grand, Union City, Ind., has been very successful with stage shows, according to Ben Fuller.

Columbia is the first exchange to announce its Christmas Party at the Variety Club rooms on Dec. 20. Olive Alte is the chairman. . . . Oral Jolly, assistant shipper, Columbia, resigned, and joined Carl Taylor, resigned. Charles Crawford will succeed Jolly at Columbia.

Manager William Hames, United Artists, was in Chicago. . . . 20th-Fox reported some changes in personnel. Donna Elliott replaces O'Deema Shain on the switchboard, and Edna Brown replaces Vivian Smith in the booking department. . . . Ruth Goodridge, inspectress, 20th-Fox, returned to work after a long illness caused by a major operation.

Division manager Ray Moon was in at 20th-Fox, and attended the ATOI convention. . . . Otha Northington, 20th-Fox custodian, was called to his home in Guthrie, Ky., by the death of his mother.

Exhibitors seen were: William T. Studebaker, Logan, Logansport, Ind.; Harry Van Noy, Van Noy, Middletown, Ind.; T. J. Arrington, Arrington, New Haven, Ind.; Walter Weil, Weil, Greenfield, Ind.; Guy Hancock, Prewitt, Plainfield, Ind.; Bruce Kixmiller, Colonial-Indiana, Bicknell, Ind.; Matt Scheidler, Orpheum-Hartford, Hartford City, Ind., and Al Blankenbaker, Pastime, Richmond, Ind.

The Emboyd, Quimby Circuit, Fort Wayne, Ind., changed its program on Saturday and Sunday nights. The new

change of vaudeville with one feature is now more than successful. Harvey Cocks is the general manager.

District representatives of Jack H. Levin Associates, concluding conference at the Lincoln Hotel, succeeded in setting up plans for several regional surveys to be instituted within the next few weeks. According to Jack Levin, head of the national survey, research, and checking company, one phase of the projects will be a study of some 300 key newspapers which will have a bearing on the disposition and format of theatre advertising. Another deals with various aspects of refreshment-concession management in amusement places. Host of the regional meeting was Harry Daniels, district representative, Cincinnati-Indianapolis territory. Attending were representatives of the Associates from Chicago, St. Louis, Cleveland, Minneapolis, Detroit, Cincinnati, and Indianapolis.

Pittsburgh

Additional counties okehing Sunday movies at the recent elections were Brighton Township, Beaver County; Wayne Township, Erie County; Hanover, Upper Milford and Upper Saucon Townships, Lehigh County; Hamilton Township, Monroe County, and East Huntingdon Township, Westmoreland County.

Plans for the 31st annual convention of the Allied Motion Picture Theatre Owners of Western Pennsylvania were shaping up, according to convention chairman Dave Hadburg. The meetings will be held on Nov. 26 and 27th in the Monongahela Room of the William Penn Hotel. The first day's sessions will be highlighted by talks featuring Max Youngstein, United Artists; Jerry Pickman, Paramount; Dan Terrell, MGM, and Jack Jackson, National Screen Service. The second day's meetings will be for exhibitors only, and A. F. Myers, chairman of the board and general counsel, National Allied, will speak. Elections will be held during that day. November 27 is the time set for the banquet to feature a talk by Andrew Bernard, managing editor, The Pittsburgh Post-Gazette. Three stars or personalities will attend the affair, with several top vaudeville acts and dancing planned. The Hollywood personalities are touring Western Pennsylvania the week of Nov. 25 for "Movietime, U.S.A.," and will attend the banquet as COMPO's contribution to the local Allied unit.

John Bennett is leaving the Warner Circuit publicity department to join the Aluminum Company in New Kensington, Pa. He will analyze sales reports, and then prepare brochures on them. Danny McKenna, poster department, moves up, and Robert Sedlock takes over McKenna's post. . . . Rita Lois, daughter of United Artists salesman Irving Frankel, will marry David Lowenthal next month. . . . Howard Crombie, former Monogram and RKO salesman, joined the Tri-State Automatic Candy Company.

Mark Browar, former theatre owner now residing in California, and a recent visitor, returned to the coast. Other state

visitors included: Louis Cuppiraggi, Strand, Dunbar; Harry Rachele, Strand, Sharpsburg; Charles Blatt, Blatt Circuit, Somerset; Steve Rodnok, Jr., Oaks, Oakmont; Max Arnold, Nemo, Pitcairn; Fuzzy Lund, Carmichaels; Ray Woodward, Kayton, Franklin; Lee Conrad, Park, Meadville; Edgar Shaffer, Slippery Rock; Vic Notopolous, Capitol, Altoona; Jake Silverman, Holidaysburg; Ted Manos, Manos Circuit, Greensburg, and William Fox, Carnegie.

Two well-known showmen passed away. Charles Truran, former manager, Park and Meade, Meadville, Pa., had a sudden stroke, although he had been ill for several years. His son is the West Virginia salesman for National Screen Service. Dave Green, owner, Beacon who had been ailing for the past few years, was the other theatre owner who passed on suddenly.

James Hendel, former EL district manager in this area, later was promoted to the west coast, and then assistant to the vice-president of Sterling Theatres, Seattle, when EL was bought up by United Artists, resigned that position. He will take a Florida vacation before assuming an executive position in the east with a distribution company.

National Screen Service announced a new type lighted standee set piece for theatres. . . . Blatt Brothers sold their interests in their house in Mayville, N. Y., to local people who desire the theatre to remain open all year 'round. . . . WB Theatres dressed up the Sheridan Square with a new marquee, front, and steel frames.

Raymond Barry reopened the Brusten, Brusten Mills, W. Va., after it had been closed for four years. . . . The Alpine Circuit, with many houses in West Virginia, contracted for the National Screen Service merchant plan for paid Christmas greetings from the screens of its houses.

Bernie Ellinoff, Warner Theatres booking staff, took a vacation in New York, as did Leonard Mendlowitz, The Sun Telegraph critic.

The mother of Wally Allen, "Movietime, U.S.A." executive director, was able to leave the Presbyterian Hospital after almost a month following a heart attack.

Highlights of the campaign planned for "Quo Vadis," Loew's Penn, by J. E. Watson, MGM publicist, and William Elder, were a special constructed front, a huge posting campaign of 500 teaser one-sheets, 500 tack cards, 100 six-sheets, 250 three-sheets, 1,000 one-sheets posted around town, the distribution of 2,250 "Story Behind Quo Vadis" booklets; 10,000 blotters and 10,000 bookmarks to 16 library branches, 20 or more window displays, three co-op. ads, and three newspaper contests, one with the Seck Hawkins Club of the Pittsburgh Press. Ballyhoo included bannerings of Pittsburgh News Company trucks; 100 cards in bus terminals within a 100-mile radius, 200 more in Blue Ridge bus

terminals, 2,000 posters in tieups with Whitman's candy and Lux soap used in stores or windows, a display in North Catholic High School, daily spot announcements on radio, including a jingle contest on the Jane Gibson KQV show with cash, and record album awards. Promotions were also worked with the local School Board and universities. Menus and table cards of downtown restaurants were imprinted.

The pictures of Paul Bronder, Grandview and Castle Shannon, exhibitor, and his family were used for a political campaign, and their pictures were plastered all over town on 24-sheets, car cards, and huge painted signs.

The Vernon Central fire department had a benefit show at the Airway Drive-In, Meadville, Pa., but, after the show had started, the fireman taking tickets and working in and about the theatre had to leave to attend to a grass fire threatening nearby buildings. The benefit was a success, anyhow.

Ben Stahl is representing the Steel City Freight Forwarders, and has secured the National Screen Service account. This will allow for prompt delivery of material from New York to the local office. Ben Stahl is a brother of two exhibitors, Harry, Sharon, Pa., and Herman, Oil City, Pa.

The new tax law took the federal tax off passes, and eliminated the 20 per cent admission taxes from amusement enterprises such as the Pittsburgh Operettas, the non-profit operas and symphonies, and high school sports.

Kentucky Louisville

In connection with "Rhubarb," Rialto, the theatre played host to a cat's lanquet in the lobby to the guest cats of Mrs. Nicky Horner.

Marvin Rogers, formerly assistant to Tom Maxedon, Shelby and Burley, Shelbyville, Ky., replaced Bod Dodson as manager, Grant, Williamstown, Ky. All three theatres are part of the Chakeres Theatre Circuit.

Seen on the Row were: Erwin W. Rau, Alice, Leitchfield, Ky.; Tex Richards, State, Crouthersville, Ind.; Fred Belcher, Family Drive-In, Charles-town, Ind.; Morris Smith, Valley, Taylorsville, Ky.; A. N. Miles, Eminence, Eminence, Ky.; Tom Maxedon, Shelby,

USED THEATRE CHAIRS

- Refinished or as they are
- Large selection to choose from

JOHN P. MORGAN CO., INC.

317 N. 13th ST., PHILA. 7, PA. LO 4-0226

FOR SALE Modern Theatre and Commercial Building

Western Pennsylvania mill town, Nearest opposition several miles. Rentals and concessions will pay interest on the purchase price.

Opportunity, c/o BOX 100

EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.

Shelbyville, Ky.; Don Steinkamp, French Lick Amusement Company, French Lick, Ind.; and Bob Enoch, State and Grand, Elizabethtown, Ky.

Charlie Wells, Falls City Theatre Equipment, has again entered the Melrose annual bowling tournament in Nashville, Tenn., during January.

Mr. and Mrs. E. L. Ornstein, Ornstein Theatres, Marengo, Ind., stopped over for a visit. . . . The Clarksville Drive-In rang down the curtain for the season.

The West End is rapidly taking shape, and an opening date will be announced in the near future.

The Starlite Drive-In, Shakertown Road, Danville, Ky., closed for the season. Joe Marshall, manager, said the spot would reopen again in April.

Constitutionality of Kentucky's 15-year-old tax on amusement admissions was attacked in a suit filed in Franklin County Circuit Court by the Fourth Avenue Amusement Company. The company operates the Rialto, Strand, Brown, Uptown, and Rex, Louisville, and a number of theatres in Indianapolis, Terre Haute, and Lafayette, Ind. The tax exempts admissions under 11 cents. The rate is one cent on admissions of 11 to 18 cents; two cents on admissions of 19 to 28 cents; three cents on admissions of 20 to 38 cents. From 39 cents to \$1 the tax is three cents plus a penny for each dime charged in excess of 38 cents. On admissions over \$1, the tax is 10 cents plus a penny on each additional 25 cents charged. The suit said the tax is a hidden levy that raises the price of admissions. It violates Amendments 5 and 14 of the federal constitution and Section 171 of the Kentucky constitution, the suit contends, because it is discriminatory, arbitrary, and unconstitutional.

Seen were Jack Keiler and Glenn D. Schrader, Columbia Amusement Company, Paducah, Ky.; Luther Knifley, Art, Knifley, Ky.; R. L. Gastrost, Victory, Vine Grove, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky.; Gene Lutes, Capitol, Frankfort, Ky.; C. K. Arnold, Arco and Melody, Bardstown, Ky.; E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; Homer Wirth, Crane, Crane, Ind.; George Peyton, Griffith, LaGrange, Ky., and Tex Richards, State, Crouthersville, Ind.

Plans for the annual convention of the Kentucky Association of Theatre Owners at the Henry Clay Hotel on Dec. 5 and 6 are taking shape.

Half interest in the Skyway Drive-In Corporation has been acquired by the Fourth Avenue Amusement Corporation, Louis A. Arru, president. The Fourth Avenue firm acquired 30 per cent interest from Edward Campbell and 20 per cent from himself, Arru said.

Michigan Grand Rapids

Phil Zanders, owner, Southlawn, reported that burglars broke into the

theatre storeroom, and took a large quantity of candy bars.

Ohio Columbus

The Franklin County High School "Queen of Queens" was to be selected by patrons of the RKO Palace from among "Homecoming Queens" of all county high schools. . . . Only downtown theatre appearance of the nationally-famous Ohio State band was made at the homecoming rally at Loew's Ohio.

Loew's Theatres is co-operating in the Metro talent search for a "slightly angelic-looking boy of 10 to 12" for an unnamed forthcoming MGM feature. . . . Charles Sugarman, former manager, World, is manager, Kentucky, Louisville, Ky.

Seven neighborhoods, the Avondale, Beechwood, Boulevard, Esquire, Livingston, University, and Westmont, played "David and Bathsheba" in advanced-price four-day engagements. . . . RKO Palace announced a three-day stage date of the touring "Kiss Me Kate" company for Dec. 20-22 in the same week that Loew's Ohio will present the Metropolitan Opera production of "Fledermaus." . . . Leo Yassenoff, Academy Theatres, was given the football used in Ohio State's 47-21 win over Iowa in appreciation of his morale-boosting "training table" party for Ohio State gridders before the game. Yassenoff is a prominent Ohio State alumnus, and was a member of football teams at the Buckeye school.

Charles "Chuck" Purcell, veteran Loew's Ohio electrician, is recovering following an eye operation.

Dayton

Variety Clubs International participated in the dedication of Variety Manor, chief charity project of the Dayton tent. Marc J. Wolf, International Chief Barker and Colonel William McCraw, executive director, represented Variety International. At a civic dinner in the Van Cleve Hotel, speeches were made by Governor Lausche and Wolf, with industry people from all over Ohio and adjoining states present. In charge of local arrangements were the three men most active in the formation of the Manor, Roy Wells, Tom Ryan, and Harry Meenach. A committee from the tent helped in all of the preliminary work, and assisted in playing host to the many visiting barkers and others from Dayton and the state.

Galion

Dorothy Conrad has been appointed registration clerk, Galion, succeeding Mrs. H. H. Hartman, resigned. . . . Jack H. Williams, former assistant manager, Galion-Mansfield, O., Drive-In and Madison, Mansfield, married Joanne Bonsteel. Williams is a member of the Third Armored Cavalry Regiment, on detached duty at Fort Knox, Ky.

Massillon

"Touchdown Town," latest of the RKO Pathe Sportscope series, had a day-and-

date world premiere engagement at the Lincoln and Weslin. Its subject is the Massillon High School football team, which, in the last 25 years, has produced more top college players than any high school in America, it is said.

Wilmington

Kroger Babb, president, Hallmark Productions, Inc., was given a hometown salute during the opening of "Why Men Leave Home." As surprise guests for the hometown premiere at the Murphy, he was accompanied by make-up artist Ern Westmore, star, and bit player Art Twitchel. Following the first showing of the picture, Babb was introduced to the capacity audience by Robert Little, Hallmark route director. An old-fashioned street parade and band concert highlighted the opening. Following the personal appearances after the first show, Babb hosted the band at a Coke party in the General Denver Hotel.

Les Holloway, auditing department, Hallmark Productions, Inc., is the father of a seven-pound baby daughter.

Pennsylvania

Ambridge

The Notopolous Circuit reopened the Penn weekends.

Beaver Falls

Cook and Anderson reopened the State, closed for months.

Daisytown

Durwood Coe sold the Rialto to George Millan and Vincent Corso. Star Distributing Agency will do the buying and booking.

DuBois

Bob Taylor, Palace, Pittsburgh, is substituting for manager H. A. Doman, Harris.

Elwood City

Frank Biordi, brother of Andy, Majestic owner, was reelected City Councilman. He has had the post this past 16 years.

Erie

Bill Zenny, Lake, made 35 three-sheet stands with a two inch piping and a swinging board that can be detached easily, and taken to a warehouse indoors so that posting can be done inside during bad weather. The frames are constructed to last at least 10 years. . . . Vance Minton, manager, Shea's, was in Pittsburgh with the president of the circuit. . . . Charlie Bick, manager, Dipson's Plaza, has made a shadowbox larger than a 24-sheet which faces the audience as it leaves the theatre. Poster cutouts will be used for coming outstanding attractions.

Mars

The future of this town's only house, barely two years-old is uncertain. There is talk of converting it into a super market. . . . Some 16mm. films are being shown at the high school during lunch hour for students only.



Samuel Pinanski recently received congratulations of Massachusetts Governor Paul A. Dever as the latter reappointed him a member of the board of trustees of Lowell Textile Institute, Lowell, Mass.



Joyce MacKenzie and Robert Wagner, 20th-Fox, recently arrived in New York after completing a New England tour heralding saturation openings of 20th-Fox's "Let's Make It Legal" in six states.

NEWS OF THE

Territory

Boston Crosstown

Indications are that the exhibitor meeting being staged by Independent Exhibitors, Inc., at the Copley Plaza on Dec. 4 will attract the largest attendance since the inception of these annual one-day confabs. The various committees have been doing extensive work to make the day interesting, informative, and enjoyable for the exhibitors and their wives. Day's activities will begin with registration at 9 a.m. followed by business meetings dealing with film and trade problems. Luncheon will be served in the Sheraton Room, after which the meetings will continue until 5.30 p.m. A well-planned afternoon of activities is scheduled for the wives, climaxed by a cocktail party followed by the banquet. During the banquet, to be attended by civic leaders and well-known personalities in the industry, valuable awards, donated by Motion Picture Advertising Service Company, will be presented to registrants. Independent Exhibitors, Inc., members serving on various committees are: Yearbook Chairman, W. Leslie Bendslev, aided by James Guarino; publicity chairman, Norman Glassman, with Edward Lider, and Richard

Stevens; registration, Melvin Safner, chairman, aided by Ted Rosenblatt, and Adeline Struzziero; program, Irving Isaacs, chairman, aided by Nathan Yamins and Arthur Howard, and entertainment, Leonard Goldberg, chairman, with Walter Mitchell and Dan Murphy. Ray Feeley, executive secretary, Independent Exhibitors, announced that National Allied President Trueman Rembusch and general counsel A. F. Myers are expected to attend.

Horace McMahon, star of "Detective Story," spent a couple of days in town. He was guest of honor at a "meet the press" cocktail party at the Copley Plaza, and also attended the formal reopening of American Theatres' Morton.

Frank Lydon, executive secretary, Allied Theatres of New England, has been appointed a member of the Massachusetts Minimum Wage Board, recently created by the Department of Labor headed by John J. Delmont. The board consists of nine members, three employers, three employees, and three persons representing the public. The board is slated to hold weekly meetings, starting early in December, to review and revise the minimum wage scale in Massachusetts. Lydon received endorsement of 350 theatres out of the 450 in the state.

Joe Liss, district manager, Warner Theatres, called a meeting of house managers at the Boston headquarters. It was addressed by Jim Totman, assistant zone manager in charge of publicity, who outlined the circuit's plans for ballyhooing the coming holiday season.



Morton Zeitz, Harry Zeitz, Macdonald Carey, and Fischer Zeitz are seen during the recent visit of the film star to New Bedford, Mass., in connection with the world premiere festivities which ushered in the 20th-Fox comedy, "Let's Make It Legal."

Independent Exhibitors of New England

Plan Now to Attend the

CONVENTION of

INDEPENDENT EXHIBITORS, INC.

COPLEY PLAZA HOTEL

Boston, Massachusetts

December 4, 1951

ONE full day of BUSINESS MEETINGS with Luncheon served at 1:00 P.M. and an evening of FUN including a cocktail party and a banquet attended by civic leaders—trade personalities—and stars.

SEND YOUR RESERVATIONS

IN NOW TO:

RAY FEELEY

36 Melrose Street

Boston 16, Massachusetts

This space contributed by EXHIBITOR

Boston Theatrical League

EIGHTH WEEK RESULTS

Independents	2	RKO	6
Legion	2	NE	2
Harry's	3	Kenmore	3
MGM	1	Affiliated	1

Standings	Won	Lost
MacAulay Post	22	10
Harry's Snack Bar	21	11
Kenmore Theatre	20	12
Independents	18	14
RKO	11	17
Affiliated Theatres	10	18
MGM	6	14
NE Theatres	8	20

High single scores: Serra-129; Morton 112; Chase 112; Plunkett 110-117; Glazier-102-107. High three strings: Plunkett-319; Chase-302. High single-season: Serra-134. High three single-season: Freeman 326. Team single-season: Independents-504. Team three-season: Independents-1417.

TEAM AVERAGES

Harry's	456	Legion	417
Independents	441	RKO	417
NE	434	MGM	413
Kenmore	428	Affiliated	412

INDIVIDUAL AVERAGES

Freeman, HSB ...	97.5	Vieira, Leg.	86.9
Serra, Ind.	94.9	McGowan, MGM ..	86.7
Plunkett, NE ...	94.7	Young, Ind.	86.6
Hill, Ind.	93.4	Sandler, Ken. ...	85.9
Cooney, HSB ...	92.8	Leahy, Ken.	85.9
Morton, HSB ...	91.8	Larson, HSB	85.5
Kelly, Leg.	91.6	Jennings, NE ...	85.4
Chase, HSB	89.9	Rathgeb, MGM ..	85.0
Burlone, NE ...	89.7	Goldman, Aff. ...	83.8
Alizio, HSB ...	88.7	Fahlbusch, NE ...	83.6
Field, Aff.	88.5	Owens, Ind.	82.4
Arsenault, NE ...	88.4	Rahilly, Ken. ...	82.0
Farrington, Aff.	88.3	Hochberg, Aff. ...	81.7
Abramo, Ken. ...	87.6	O'Hara, RKO	80.3
Heher, Ken.	87.3	Dooley, Leg.	79.0
McGerigle, RKO .	87.3	Lynde, Leg.	78.0
Smythe, RKO ...	87.1	Rowe, Aff.	77.5

Samples of the decorations to be used during the festive season were on display.

Film stars Gigi Perreau and Boris Karloff are expected in before the end of the month.

Eliminations last fortnight by the Bureau of Sunday Censorship included the following: "The Well," parts 1 to 9. (Deletions: Eliminate word, "Nigger," four times in part 3. Word, "Nigger," three times in part 4). United Artists.

Murray Howard, Warner, Worcester, Mass., pulled a unique stunt ballying "Painting the Clouds with Sunshine" when he placed a lifesize color cutout of Virginia Mayo on the sidewalk. An automatic "wolf whistle" was placed behind the figure.

Film star Doris Day was expected in for a few days of personal appearances. . . . Joe Mathieu, Keene, N. H., Drive-In, took off for a few weeks of golfing at Pinehurst, N. C., immediately after closing the ozoner for the season. . . . Roy Brown, who operates several theatres in the vicinity of Richford, Vt., is building a new ozoner between Richford and Enosburg, Vt., which is expected to be ready for the spring.

Thomas Kilcoyne, manager, Strand, Clinton, Mass., engineered a nifty bit of hoopla when "Force of Arms" played there. Roping off the street in front of the theatre, he arranged a two hour program which included a demonstration by the famed colored drill team from Fort Devens, Mass., a concert by the 86th Army Band, and a contingent of WACs to provide the glamour.

Key promotion for the recent opening of RKO's "Two Tickets To Broadway," Keith Memorial, included a tiein with The Boston Traveler and The Sunday Herald for a jingle contest, the winner



Paramount star Dorothy Lamour recently smilingly accepted from Elliot Norton, president, Boston Press Club, a citation honoring her for her work in touring the country to spur defense bond sales.

receiving literally two tickets to Broadway: transportation to and from Manhattan for two, free hotel room and meals, tours of the city, and tickets to movies and the RKO Palace. The Traveler devoted almost a column of space daily to the contest. Heavy exploitation was developed through the 11 songs in the film, with 10 disc jockeys from four leading stations plugging the tunes constantly. RCA, which has an album of songs from the film, plugged the album, the picture, and theatre in all its radio advertising, and arranged a co-op. newspaper ad with its dealers. Decca records cooperated similarly. Ben Comingo, manager, and Ralph Banghart, RKO field man, worked on the promotions, which also included a tiein with Rudofker Company, promoting the Tony Martin tuxedo, which resulted in window tieups in leading men's shops and a donated tux presented to the most popular local disc jockey.

Executives of the Variety Club presented a check to John Welle Farley, president, Children's Medical Center, completing its commitment for \$50,000 to the Blood Bank and Blood Research Department of the Children's Hospital. In making the presentation, Arthur Lockwood, chairman, "Heart of Variety," told how privileged his members felt in having an opportunity to be associated with the Children's Medical Center, and fulfill such a tremendous commitment. Samuel Pinanski assured Farley of the Variety Club's continuing interest in the



Tab Hunter, who makes his film debut opposite Linda Darnell in UA's Technicolor "Saturday Island," recently arrived in New York from France.



Clarence Greene, co-writer-producer of Harry M. Popkins's "The Well," was recently greeted by Archbishop Cushing of Boston, during the producer's visit for the opening of the UA feature.

Blood Bank and Research Department and in all the other activities of the Children's Medical Center.

Film District

Nat Levy, RKO eastern division manager and Terry Turner, national director of exploitation, attended a luncheon meeting at the Copley Plaza to outline the company's plans for reissuing "Snow White and the Seven Dwarfs." Invited were circuit heads, buyers, bookers, theatre publicists, key city theatre managers, and radio and press executives. The Disney epic is scheduled to be revived nationally during the week of Feb. 22.

Peter Johnson, National Screen Service, and his partner, Ed Marcus, won the New England regional open-pair bridge championship at the University Club. Many prominent Boston and New York players competed. Johnson and his partner also won the New England Regional Championship in "Team of Four" play. . . . Jack Melincoff, Palace, Lawrence, Mass., is home recuperating from a siege of virus pneumonia that had him hospitalized for a spell.

Tom Duane, Jr., is first string quarterback on the Thayer Academy eleven. . . . Herman Rifkin was off to the coast for meetings of Monogram franchise holders. . . . Sam Haase reports his fuel economizer is being installed in the Central Square, Cambridge, Mass.; Strand, South Boston, Mass.; Adams, Quincy, Mass., and Madison, Jamaica Plain, Mass.



UA's Boston exchange, under management of Harry Segal, is really decorated, shining, and active these days because of the United Artists national sales drive.



Mayor Stuart A. Tarr, and manager James Davis, Paramount, general chairman, Greater Lynn, Mass., "Movietime, U.S.A." observers, are seen with Paramount's Dorothy Lamour when she recently visited with the touring stars.

Ralph Carena, formerly of the Art, Springfield, Mass., has been transferred to the Capitol, Everett, Mass. He replaces Max Selver, who resigned to accept a post as district manager for the Phil Smith Circuit. . . . John Feloney, assistant to 20th-Fox district manager, Ed Callahan, has temporarily taken over the duties of New Haven branch manager Ben Simon while the latter recuperates from recent surgery.

Phil Engel, 20th-Fox publicist, recently returned from a tour with filmstars Macdonald Carey, Joyce McKenzie, Robert Wagner, and Larry Carr.

During the engagement of "Paint Your Wagon," Ed Callahan, Jr., 20th-Fox sales manager, arranged a screening of "Golden Girl" for James Barton and members of the cast. . . . Mary Moran is the new biller at 20th-Fox.

Condolences go to Maynard Sickles, National Screen Service salesman on the recent death of his mother. . . . Mrs. Ira Howes, New, Patten, Me., is confined to her home due to illness.

The wedding of Jerry Rogovin, son of Columbia division manager Harry, and Miss Frances Hayes is scheduled for Thanksgiving at the home of the bride in Chestnut Hill. . . . Saul Simons, Columbia salesman, became a grandfather for the second time when a daughter was born to his daughter and son-in-law at the Beth Israel Hospital. He now has a grandson and granddaughter to spoil.

Clarence Moon has been appointed student booker, Paramount. . . . Louis Score and his son, David, expect their Randolph, Randolph, Me., almost completely razed by fire a year ago, to be ready for a Dec. 1 opening.

The memorial committee of Temple Sinai, Brookline, Mass., has announced the creation of a memorial plaque in memory of Phil Marget, to be placed in the Temple. . . . Gussie Gordon, Warners' rewind department, was seriously injured when she was struck by an automobile near her home. She was removed to the City Hospital.



Producers William Perlberg, right, and George Seaton recently celebrated completion of shooting on "Somebody Loves Me" for Paramount on the coast with a song and dance routine which was enjoyed by members of the cast and crew.

Abe Barry, Columbia head booker, received a citation from the American Legion at the annual installation of the Lieutenant A. Vernon Macauley Post 270, American Legion; held at the Latin Quarter. Headed Certificate for Meritorious Service, it read; "For faithfulness in the performance of duty and meriting special confidence and esteem because of manifested cooperation and loyalty. Recognition is hereby accorded for meritorious service as in hereafter set forth." The citation was signed by the Departmental Commander, J. Leo Ash, and other officials of the organization.

The bashful Art Moger, Warner publicist, whose motto is "A good press-agent should be heard, but not seen," received a near setback recently when his picture, along with a group of film stars, appeared in a daily. However, he was saved by the bell for he was identified as J. Moyer.

New Haven Crosstown

The Dreamland has "Family Night" on Tuesday when children are admitted free if accompanied by an adult. . . . Larry Lynch appeared in person at the Forrest, Allingtown, recently in conjunction with "Why Men Leave Home."

The Advertising Club held a Harry F. Shaw luncheon to show its appreciation to the division manager of the Loew Poli New England Theatres for his



Seen arriving in a five car motorcade at the Keith Memorial, Boston, recently, where 20th-Fox's "Let's Make It Legal" premiered, are Macdonald Carey, Joyce MacKenzie, and Robert Wagner, who toured throughout the New England area.

efforts on behalf of the ad club and the city. The Ad club stated that it was happy to be able to honor a man always ready and willing to go all-out in the promotion of club activities as well as lending a hand to promote good will for the city and the various groups which comprise the community. Shaw, since coming to New Haven 18 years ago, has distinguished himself in community work. The principal speaker at the luncheon was Maurice N. Wolf, public relations department, MGM.

Meadow Street

Walter Silverman, Columbia branch manager, took his annual trek to Maine for deer hunting. . . . Branch managers, salesmen, and others are distributing scrolls asking for the assistance of the trade in the Will Rogers Memorial Hospital Drive. Charles Reardon, U-I, is in charge of the drive in the area.

Angelo Tomasino, son of former White Way exhibitor Mike Tomasino, is back in Italy with his family. . . . Leon Jakubson, MGM office manager, spent a weekend redecorating his bedroom. . . . Vinnie Falanga former MGMite now in the army, was in. . . . The MGM Pep Club will have its annual Christmas party on Dec. 17.

Among the drive-ins closed for the season are the following: Post Drive-In, Norwalk Drive-In, East Windsor, Danbury Drive-In, E. M. Loew, Milford, and E. M. Loew, Newington.



As part of the buildup for "The Tanks Are Coming," WB release, Andy Sette, Capitol, Springfield, Mass., manager, recently arranged for a flag presentation. Noted are Master Sergeant Michael Arooth, receiving a flag, with Sette, fourth from left.

The Shelton, Shelton, had a special matinee for kiddies on Armistice Day. . . . The Capitol, Meriden, had a Saturday morning show for the children and a cracker jack box was given to each youngster. . . . The Starlite Drive-In, Stamford, had a bonus coupon in the Greenwich Time. It read: "As a gesture of appreciation for your patronage during our first season, the Starlite Drive-In is pleased to offer readers of The Greenwich Time this bonus coupon admitting two adults for the price of one . . ." . . . Joe Letozeio, projectionist Rivoli, Bridgeport, went deer and bear hunting in Maine.

Variety Club

Robert Elliano, owner, Colonial, Walnut Beach, was elected Chief Barker, Variety Club of Connecticut, Tent 31, at the annual election. Other officers are: John Pavone, Monogram branch manager, First Assistant Chief Barker; Morris Jacobson, Bridgeport, Second Assistant Chief Barker; George Weber, New Haven, Property Master, and Sam Germanie, 20th-Fox, reelected Dough Guy. Named to the board were Ben Simon, George Milwain, I. H. Levine, Sam Wasserman, Joseph DiFrancesco, Henry Smith, and George H. Wilkinson, Jr. Ray Wylie, Lou Brown, Barney Pitkin, and Herman M. Levy, Past Chief Barkers, continue to serve as board members. Installation of officers will be held at a special dinner on Dec. 1.

Connecticut Danbury

Victor F. Morelli, former manager, Bristol, Bristol, has assumed his new duties as manager, Empress, succeeding Irving Hillman, promoted to manager, Roger Sherman, New Haven.

Hartford

Vincent Capuano, Elm, West Hartford, Conn., and Tom Grace, Eastwood, East Hartford, Conn., had plenty of merchants' cooperation in conjunction with observance of the theatres' anniversaries. . . . The spell of cold, snowy, rainy weather has had its effect on the drive-ins throughout the state, and many have closed for the season.

Lou Cohen, Loew-Poli, had Mike Vann, artist, drawing caricatures of passers-by from a downtown stationery store window in advance of "An American In Paris."

Jim McCarthy, Strand, conducted a local search for veterans of World War II European theatre tank battles for "The Tanks Are Coming."

State Management Corporation installed a new candy stand at the 500-seat State, New Britain. . . . Richard F. Jones, Sr., 76, who built the Allyn and Bushnell buildings, died. . . . Sam Harris, partner in the 4200-seat State, was taken to St. Francis Hospital after being seriously injured in an auto accident.

The Star, Community Circuit, started Italian first-run shows on Tuesdays and Wednesdays. . . . Paul Purdy, formerly with Lockwood-Gordon Circuit, resigned as manager, Ridgeway, Stamford.

Milt Young and Dick Stephens, Columbia's exploitation department, were in on "The Mob." They had Broderick Crawford through the area for personal appearances.

Jim McCarthy, manager, Strand, held a special preview of "Close to My Heart" at the Avery Auditorium screening room. . . . Bill Pilot, Meriden, Meriden, as a Saturday matinee stunt, tied-up with a clothing store for sponsorship of a stage bubble gum contest on stage. . . . Norm Levinson, assistant manager, Loew-Poli, promoted a contest for "Iron Man."

The Rogers Corner Drive-In, on Route 181, closed.

Bob Wile, U-I exploiteer, huddled with George E. Landers, division manager, E. M. Loew's Theatres, on the world premiere of "The Lady Pays Off." . . . Joe Giobbi, Crown manager, named Andrew Bawer as assistant manager. . . . Hector Frascadore, E. M. Loew's Farmington Drive-In, may vacation in Europe after the drive-in closes.

Joseph Griesman is the new manager, Star, succeeding Mike Maselli, now projectionist, Webb, Wethersfield. . . . R. J. Egger, assistant manager, Niantic, resigned. . . . Arthur Manson, exploiteer, tripped back to New York after a fortnight on "Tales of Hoffmann," Regal.

New Britain

Mack Herbert, manager, State, resigned. . . . Victor M. Morelli, manager, Bristol, Bristol, and at one time assistant manager, Strand, New Britain, has been promoted to manager, Empress, Danbury.

Rockville

Raymond Zimmerman, manager, Princess, and Julian B. Steward, a manager for the distributor of "Side Road," were brought into Rockville Town Court under the 1909 state statute which sets up the State Health Commissioner as a part-time censor. Showing the film was halted when critics objected to portions.

Stamford

A strike of projectionists at the Palace went into its third week with no prospect of settlement in sight. The walkout was over the issue of paid vacations.

Waterbury

Rosalind Russel returned recently to make a special appeal for the United Torch Drive. . . . The Strand formerly owned by both Loew's and Warners, is up for sale.

Massachusetts Springfield

Arthur Manson, handling arrangements for "Tales of Hoffmann," previewed it at the Art for several hundred music teachers, civic officials, and radio and press representatives.

It took Capitol's Ande Sette about 10 days to secure a tank from the army to ballyhoo "The Tanks Are Coming." . . . Harry J. Fischer, former Strand, West-



Lou Cohen, manager, Loew's Poli; Allen Widen, The Hartford Times; Macdonald Carey, star; Harry Shaw, district manager, Loew's Theatres; Phil Engel, publicity representative, 20th-Fox, and stars Robert Wagner, Joyce MacKenzie, and Larry Carr, are seen during their recent visit to Hartford, Conn., in connection with the New England premiere of 20th-Fox's comedy, "Let's Make It Legal."

field, Mass., manager, and an old-time stock player, will be house manager for the Broadway this coming season, according to word from Samuel Goldstein, Western Massachusetts prexy. New Strand head is D. Mickel Valotta, formerly of the Bijou, Holyoke, Mass.

New Hampshire Claremont

Operation of Sunday amusements was favored by voters in a referendum.

Portsmouth

Two weekly masses will continue to be celebrated on the stage of the Colonial for St. Catherine's parishioners as the new Catholic church will not be completed until next year.

Rhode Island Providence

Burton A. Emery, 66, former local theatre owner and real estate man, died of a heart attack. With his brother, the late Alton C. Emery, he built the Emery, now the Carlton, which opened in 1914, and two years later built the Majestic. They also owned the old Rialto. They sold the Majestic about 25 years ago, and later leased the Carlton, which is still owned by the Emery family.

E. M. Loew's Drive-In, closed with a large newspaper ad thanking the public for its patronage. . . . In Johnston, R. I., the Pike Drive-In closed for the season.

Vermont North Montpelier

The Coffrin Homestead Drive-In closed for the season.

Newport

The Burns is scheduling after-school matinees on Tuesdays.

St. Johnsbury

Toni Russo, manager, Star, offered a free ticket to the theatre to each of the first 50 donors visiting the Bloodmobile.

NEWS OF THE

Territory

New York City

Crosstown

Rudolph Goldschmidt, special representative in Germany for Republic Pictures International, returned to Frankfurt following conferences with home office executives. . . . John Tassos, Paramount national syndicate and wire service contact, is taking a three-month sick leave, and will return in February.

It's a boy, Lane, at the Dennis Carlins'. Father is the Republic advertising manager.

Oliver A. Unger, national sales director, Snader Productions, departed for a swing around the country by plane.

It was learned that Metro and the producers of "Pandora And The Flying Dutchman" have asked for and received a release from their engagement to follow "An American In Paris" at the Radio City Music Hall because the approaching Christmas show at that theatre makes it impossible for them to count upon an unlimited engagement. The Music Hall, relinquished this booking in order to allow "Pandora And The Flying Dutchman" to take advantage of a guaranteed three months' booking at the new Normandie.

In recognition of the advancement in the use of sponsored films during the last five years, the Screen Directors Guild has chosen "Why Sponsored Films?" as the subject of its Sixth Public Film Forum, to be held at the Museum of Modern Art on Nov. 29, according to an announcement from Paul Falkenberg, Guild Forums chairman. Four outstanding films will be shown.

RKO and United Paramount Theatres are combining in the celebration of the Paramount's silver anniversary on Nov. 21. A "Paramount Silver Anniversary" luncheon, honoring Robert M. Weitman, managing director, will be held on that date. Among invited guests will be civic officials, newspaper and trade press representatives, and members of the Broadway Association. Also present will be the Paramount stage headliners at the time.

Charles M. Amory, vice-president in charge of sales, Souvaine Selective Pictures planed out to Los Angeles.

The exhibitor committee set to go to Hollywood for conferences to plan an industry exposition at Grand Central Palace next spring has postponed its trip. The committee comprises Fred J. Schwartz, Joseph Vogel, Max A. Cohen, Sol Schwartz, and Leonard Goldenson.

Charles Lipton, 20th-Fox home office exploitation staff, was married to Miss Audrey Williams in Utica. The couple currently is honeymooning in Bermuda.

An organizational luncheon meeting of the amusement division of the Federation of Jewish Philanthropies of New York was held at the Hotel Astor. The meeting was called by Emanuel Frisch, chairman, and Barney Balaban and Si Fabian, co-chairmen, of the industry's current drive to assist the Federation in its campaign for \$20,000,000. Joseph Willen, director of the Federation, addressed the meeting on the Federation's non-sectarian services to the community through its network of hospitals, child care, and psychiatric agencies. He also outlined the objectives of this year's campaign. Leo Brecher gave a short report.

The Variety Club will announce the winners of the 1951 Variety Club welfare awards at a carnival-bazaar to be held on Nov. 29 on the Hotel Astor Roof. Focal point will be the major prizes, including the three automobiles, of the current Variety awards. However, other events scheduled for the affair come close to eclipsing this highlight. Music for dancing will be furnished by Enoch Light and his band. The bazaar committee includes: Max Wolff, Main Guy; Edward Lachman, Ira Meinhardt, Morris Sanders, Cy Seymour, Martin Kornbluth, Harold H. Newman, Jerome J. Cohen, Ira Simmons, Lee Koken, George Waldman, and Saul Trauner.

For the world premiere of "Quo Vadis," Capitol and Astor, the mer-

chandising tieups included window displays, counter displays, special advertising, and other merchant cooperation. This included Lux soap, 3,000 window and counter cards; Whitman's chocolates, 3,000 window cards; Swank jewelry, 400 window displays; Brico scarves, Woolworth and other stores; Desco shoes, 100 stores; Lustre-Creme shampoo, special counter cards; Hearn's department store, a full window using props from the film; Gimbel Brothers, the same; Brooks' Men's Shops, windows tying in various men's items, and Doubleday Book Stores, the Grosset and Dunlap edition of the book, The Cohama "Quo Vadis" tie was featured in important men's shops. At the 83rd annual Salon of Culinary Art, the Essex House Hotel competed for the grand prize of the Societe Culinaire Philanthropique with a "Quo Vadis" table of authentic foods and delicacies of the days of Nero. Other tieups were on the MGM Record album, and M. Louis Hair Institute, which featured hair styles inspired by the film, and even "Quo Vadis" wall paper by Katzenbach-Warren.

The trade was sorry to learn that Mrs. Rose M. Deneau, wife of Sidney Deneau, vice-president and general sales manager, Lopert Films, died at New York Hospital following a lengthy illness.

The collapse of Judy Garland on the RKO Palace stage and her removal to LeRoy Sanitarium to rest caused post-



Among those seen at the recent pre-opening ceremonies at the new B. S. Moss Theatres' Lee, Fort Lee, N. J., were, in usual, top to bottom, left to right, order: Kenny Wallace, The Bergen Evening Record; Alton Cook, The World-Telegram-Sun; Frank Quinn, The New York Daily Mirror; William Sorenson, manager; and Charles B. Moss, managing director, Lee, Moss; Larry Morris, general manager, Moss Circuit; Irving Ludwig and Leo Samuels, Walt Disney Organization; Mayor Charles Heft, Fort Lee, officiating at tape cutting ceremonies; Peter Donald; Joey Adams; John Dickerson, mayor of Palisades Park, N. J., and Charles Moss; Morris Rosenstein, owner, Lee property, handing over keys of the theatre to Charles Moss; Allen Smith, National Theatre Supply; George and Milton Hornstein; Leonard Satz, Raystone Screen; Barney Kleid, National Screen Service, and Ben Schlanger and Max Roche. The Moss house has been judged to be one of the most beautiful in the east.

ponent of the luncheon scheduled to have been held in her honor by the New York AFL theatrical unions at the Hotel Astor.

RKO signed a contract with the Sign Pictorial and Display Union Local 230, AFL, granting publicists and artists a \$10 wage increase. The one-year pact is retroactive to Oct. 22, and also calls for double severance pay and a 37½ hour week.

Nominated for the presidency of the National Television Film Council were Mel Gold, Leonard Wayne, and John Battison. Other nominees up at next month's membership election include Battison, David Savage, and Andy Jaeger for vice-president; William Van Praag, Bob Paskow, Connie Lazar, and Battison, for secretary, and Bill Holland for treasurer. Nominations to the board include Gold, Wayne, Paul White, Waldo Mayo, Sally Perle, Larry Gordon, Jack Kopstein, Archie Mayers, "Doc" Brown, Van Praag, Battison, Jaeger, Ed Evans, B. J. Proctor, David Bader, Eugene Sharren, Saul Purnell, Miss Lazar, and Ronald Cannavaro.

John Phillips, executive director, Metropolitan Motion Picture Theatres Association, stated that the scheduled city-wide air raid drill to be held here during the week of Nov. 25 will find most theatre patrons unaware of the alarm. He explained that there is no reason to vacate theatres nor any reason to show special trailers or make any special announcement to interrupt programs. Civilian defense officials consider theatres safer than out-of-door areas, he added.

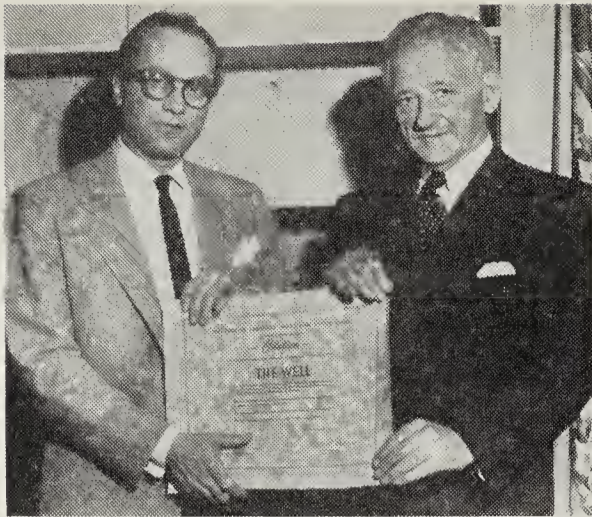
Students in the motion picture course, and also those in the creative writing courses, at the Abraham Lincoln High School in Brooklyn are making a study of the transference of novels to the screen, with special reference to "The Red Badge of Courage." The Organization of the Motion Picture Industry arranged for Olin Clark, head, MGM scenario department, to hold a forum at the Abraham Lincoln High School, attended by 100 students.

Douglas Fairbanks, Jr., left by plane for Hollywood after a three-week stay here.

Postponement of the "Midnight Frolic" was announced by the Foundation of the Motion Picture Pioneers. The Foundation's all-star benefit show, originally scheduled for Nov. 16 at the Roxy, will, because of unforeseen difficulties, not be held until sometime early next year. Ticket-holders are being asked to hold their tickets for the later event.

Fifty Korean war heroes now at the St. Albans Naval Hospital were guests of honor at the Rivoli's gala public premiere of 20th-Fox's "Fixed Bayonets!"

At a National Labor Relations Board election, the white collar workers at 20th-Fox, formerly represented by



Clarence Greene, co-producer-writer, UA's "The Well" recently received a special citation in New York from Sigmund Gottlober, executive secretary, Foreign Language Press Film Critics.



Columbia's "The Mob" recently opened at the Paramount, New York, to the largest gross of 1951, except for the Martin and Lewis personal appearance.

District 65, Distributive, Processing, and Office Workers of America, voted to align themselves with Home Office Employees Union, Local H-63, IATSE.

Mrs. Margaret Malcolm, 93, mother of Joe Malcolm, Malcolm Film Laboratories, died last week. Funeral services were held at the Plaza Funeral Home, with interment in Woodlawn Cemetery.

New York State Albany

Edward V. Maloney, former Paramount branch head, joined the Julius Perlmutter Theatre Booking Service.



An Arcraft Strauss Company artist is seen recently putting the final touches to the mouth of Burt Lancaster on the head and shoulders section of the 65-foot tall figure that highlighted the eight-story spectacular over the Victoria, New York, for Columbia's "Ten Tall Men."



Lon Chaney, who made a personal appearance recently at the Rivoli, Paterson, N. J., in conjunction with Realart's "Bride of the Gorilla," is seen with Rivoli manager, Edward Molteni.



Loew's, Rochester, recently featured the above display over outside doors calling attention to "Movietime, U.S.A." with photo cutouts of stars, as pictured above.

James M. Moore, formerly a Paramount salesman, also is with the Perlmutter organization.

Dan Hculihan, former 20th-Fox branch manager, was appointed branch manager of Paramount, succeeding Ed Maloney, resigned. . . . Ed Wall, Paramount publicity man, received condolences on the death of his mother in Welburn, Mass.

"Bitter Rice," banned by Police Chief Philip J. Coffey after the first screening at Warners' Ritz last winter, opened. . . . The "Movietime, U.S.A." transcribed radio program is being sponsored here by 11 theatres over WABY. Current attractions at the local theatres are advertised between interviews with stars and Hollywood commentaries. . . . Horace McMahon met exhibitors, the press, and radio people at a cocktail party in the Ten Eyck Hotel as part of his tour for "Detective Story." Edward J. Wall, director of publicity for Paramount, Albany-Buffalo districts arranged the affair.

The Star Dust Drive-In, Plattsburg, closed. . . . Jack Stoop, Arlington, East Arlington, visited Film Row enroute from Detroit, where he picked up a new car. . . . Leo Greenfield, New York U-I exchange, arrived to fill the position of branch manager, accompanied by Peter Rosian, district manager. . . . "An Evening with Charles Coburn" will be presented at Fabian's Erie, Schenectady, on Feb. 20.

—M. E. B.

Buffalo

Congratulations go to former Councilman-at-large Elmer Lux, new Common Council president-elect. He won a hard fight, beating his Republican opponent, former Mayor Bernard J. Dowd, by a 12,662 plurality. Lux won by pulling down a 89,224 vote. In addition to the above, he is general manager, Darnell Theatres.

Louis Ismert, National Screen Service booker, was on vacation. . . . Bob Wilson, former NSS shipper, is now stationed with the army in Japan.

Ethel Tyler, NSS biller, and Ann Beals, booker, signed up for Civil Defense Service, and were graduated from the Red Cross Nurses Aide on the stage of Shea's Buffalo. The girls served 150 hours during the course of 12 months at the Sisters Hospital.

The following drive-ins closed: Allegheny, Allegheny; Skyway, Lakeshore; Athol Springs, Genesee; Batavia, Buffalo; Cheektowaga, Dewitt; Dewitt, Lakeshore; Greece Central, Greece; Starlite, Hornell; Rochester, Rochester; Batavia, Stafford; Delaware, Tonawanda; Van Buren, Van Buren; Lockport, Gasport; Seneca, Geneva; Midway, Minetto; Grandview, Evans; Drive-In, Elmira; Dryden, Dryden; Bath, Bath; George F. Endicott, and Starlite, Niagara Falls.

Schine reopened the Lake, Rochester. . . . Ryan Brothers increased the adult admission price from 50 cents to 65 cents at the Ithaca, Ithaca.

J. D. Woodburn closed his Higgins Hall, Chautauqua. . . . Booking and buying for the following theatres will no longer be handled by Co-Operative Theatres of Buffalo: Amherst, Amherst, Dipson Theatres, Inc.; Allendale, Buffalo, Irving Cohen; Bailey, Buffalo, Dipson Theatres, Inc.; Capitol, Buffalo, Dipson Theatres, Inc.; Kenmore, Kenmore, New Kenmore Corporation, William Rosenow and William Brett; Dipson's Abbott, Lackawanna, Dipson Theatres, Inc.; Franklin, Lackawanna, Dipson Theatres, Inc.; Dipson's Lyell, Rochester, Dipson Theatres, Inc.; Star, Tonawanda, Twin City Theatres, Inc., and Capitol, Niagara Falls, Marvin Atlas.

Joe Shea, Columbia exploiter, was working with Bill Brereton, Basil's Lafayette advertising director, on "Sunny Side of the Street." . . . Rosemary Johnson has been appointed manager, new Kenmore, by William Brett and William Rosenow, succeeding Dick Carroll, transferred to the Commodore.

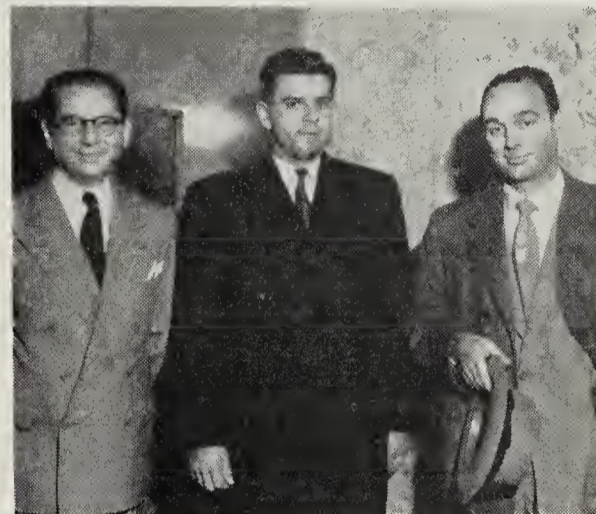
Mary Phelan, former secretary to Vincent R. McFaul, Shea Theatres general manager, joined the staff of Gay Sheet Metal Works.

Lou Jaffe, Shea's Elmwood manager, has arranged to present the Chantesuta Indian Dancers of Canisus College on the stage of his theatre.

—M. G.



Dunninger, the mentalist, center, recently signed a Paramount contract in New York to serve as technical advisor for George Pal's forthcoming screen biography of Houdini while Russell Holman, Paramount eastern production manager, left, and producer Pal look on.



RKO metropolitan district manager Phil Hodes, Ed Fabian, and Leslie Schwartz, are seen at the recent trade screening of Samuel Goldwyn's "I Want You," RKO release, at the Paris, New York City.

Rochester

Carrying out a well-planned campaign for "The Lady Pays Off," Joseph Szell, manager, Regent, and Ralph Ober, U-I exploitation man, completed a deal with a music and appliance store wherein it ran a half-page ad in The Rochester Sun in addition to carrying a window display. The theatre and film company provided prizes valued at more than \$500, and ran contests with audience participation on the stage. The mc for the gala stage show was Mort Nusbaum, radio and TV personality. Szell and Ober acquired a 35 pound turkey, and had a special costume made for the turkey along with picture and theatre credits. The turkey was paraded through the downtown streets. The Regent also set up a booth in the lobby to sell defense bonds in co-op with several banks. A free pass was given to each purchaser of a bond to see "The Lady Pays Off."

George Eiff, former assistant, Regent, was moved to the Paramount in the same capacity, succeeded at the Regent by James Dorafy.

Schine's Lake is reopened after being closed all summer. . . . The Strand and Cameo are showing German pictures every other week.



Mrs. Helen Friedman, Brooklyn, N. Y., center, who was the 250,000th ticket purchaser for Warners' "A Streetcar Named Desire," Warner, New York City, is recently seen being presented with a season ticket book by Kim Hunter, as Zeb Epstein, managing director, looks on.



Sid Mesibov, Paramount exploitation manager, is seen in New York as he recently examined the wealth of promotion material available to exhibitors on George Pal's "When Worlds Collide."

Sheldon Trent, Altec sound engineer, bought a beautiful house at Point Pleasant. . . . Albert Florack, projectionist, Regent, is recuperating at home, and would like the boys to call on him. . . . The boys gave a surprise party in honor of the 45th birthday of Charles Mason.

—WALTER A. KNOPF

Syracuse

Sol Sorkin, RKO Keith, ran a contest on "A Streetcar Named Desire" over WSYR-TV. Kay Russell's "Ladies Day" program used star stills, and contestants gave the correct name of one of three. . . . Jay Golden, division manager, RKO Theatres, was in for two days. . . . RKO Keith's is proud of its new candy stand.

Leonard Schwartz, son of Sol Schwartz, president, RKO Theatres, was in renewing friendships at Syracuse University, where he attended college. He is now stationed at the Sampson Air Base, Geneva.

Harold Mortin, manager, Loew's State, had a fine campaign on "An American In Paris," the best attention-getter being a French kiosk with plenty of French posters. . . . Astor manager Joe Murdock ran a kiddie show on Saturday morning.



George and Bert Bernard recently had some difficulty coping with their baggage in New York upon their return after three years in Europe. The boys were Republic studio-bound to appear in "Gobs and Gals," in which they will star.

Cy Evans, U-I home office publicist, was in working with Charles Graziano, manager, Schine's Paramount, on "The Lady Pays Off." Payoff was a double giveaway on opening day, a Schwinn bicycle and two wrist watches for the kiddies, and 25 nationally advertised prizes. In charge of the stage activities was Miss Fairfax Mason, who previously had won the titles of "Miss Connecticut" and "Miss Atlantic." The boys snared seven cooperative ads from merchants, reams of newspaper publicity on a circulation contest with the carrier boys on The Post-Standard, and appearances and interviews of "Miss Atlantic" on all TV and radio stations.

Gus W. Lampe, Schine general manager, was in going into the Central New York territory with zone manager Harry Unterfort. . . . Midwestern and southern exhibitors are requesting directly to Bill Trambukis, manager, Loew's Strand, for copies of his wide-spread campaign on "Native Son." . . . Bernie "Flash" McNulty, stagehand, Loew's Strand, extends thanks to all exhibitors in offering their sympathy in the recent passing of his father, Michael McNulty, longtime member of the bricklayers' union.

Friends of Harry Wiener, manager, Schine's Eckel, hope to see him back fully recovered from his pneumonia attack.

Republican gains in local elections are being hailed as indications of the effectiveness of the campaign against the city's three nuisance taxes, repealed last Aug. 13 by an 8-1 vote of Common Council. Included in the three levies was a five per cent admissions tax on entertainments. Nuisance taxes, adopted earlier in the year, were vigorously opposed by exhibitors. A new sales tax of two per cent becomes effective on Jan. 1.

S. L. Sorkin, Keith's, received full cooperation of the Army Air Force, the army, and the National guard for "Force Of Arms." The mayor issued a proclamation, and the Army Reserve units, WAC contingents, National Guard, and Army Air Force all came out in full force. Lights, jeeps, tanks, drum corps, etc.,



Seen at the recent New York trade showing of Samuel Goldwyn's "I Want You," RKO release, at the Paris were, left to right, Ted Krassner, RKO salesman; Ann Levy, RKO secretary, and Maury Miller, Hecht Circuit, New Jersey unit.

EYEING THE

Exchanges

NEW YORK CITY—November 1 was the kickoff date for the industry's "Christmas Salute" campaign. All industryites are being asked to sign the "Christmas Salute" and contribute to the Variety Clubs' Will Rogers Hospital.

MGM—Norman Edelman, now serving Uncle Sam in Fort Benning, Ga., visited. . . . Assistant cashier Arthur Goldenberg resigned. . . . James Kahane, night film inspector, was enjoying his vacation. . . . Night shipper Julius Friedman was in the hospital. . . . The exchange has been brightened by the colorful 24-sheet ballyhooing "Quo Vadis." . . . Olga Burtyk, cashier's clerk was sick.

REPUBLIC—Sylvia Seiden, biller, was ill. . . . J. C. O'Gara, division manager, was recently in for a salesman's conference. . . . Jared Millan, district manager, 16mm. department, was caught in a snowstorm. . . . If Robert Fannon, assistant sales manager, seems a little dazed, he has good cause. Within a period of 36 hours, he became a grandfather twice. One of his daughter-in-laws had a boy and another daughter-in-law gave a repeat performance later. . . . The 16mm. department sponsored a screening of "Bill And Co" at St. John University and Fordham University.

MONOGRAM—Elia Barkey, shipping department, is recuperating in Beth El Hospital after undergoing an operation. The office sent a gift. . . . Jack Graver, booker, is back after his honeymoon-vacation. . . . Jack Safer, branch mana-

all added to the excitement. The lobby was decorated with a WAC recruiting station, souvenirs and captured enemy equipment, and a miniature blood bank. In addition, Sorkin had a radio hook-up, with a master of ceremonies on hand to do the interviewing of patrons and guests. Two special display boards were used in the lobby, one featuring action stills and the other stills emphasizing the love interest.



"The March of Time's" Phil Williams recently watched as Norman Elson signed a contract in New York City for the reissue of MOT's "History in the Making" series embracing all of the MOT's, to be screened in Elson's circuit.

ger, had a fright when his sister, brother-in-law, and young niece narrowly escaped serious injury.

RKO—Sadie Barnett, secretary to the office manager, was accepting birthday wishes. . . . Charles Penser, salesman, is at work on a copper memorial portrait of the late Joe Hornstein for the Variety Club. . . . June Jacobson, switchboard operator, will wave goodbye to another year on Nov. 26.

PARAMOUNT—The office is still talking about the time at the Paramount Picture Club dinner-dance. Five walked away with door prizes; Jerry Frankel, booker; Elaine Malsky, secretary to the office manager; Eve Cohen, biller; George Friedman, booker, and Gabe Sumner, ad-publicity representative. . . . Max Schreiber, cashier, is back after a respite. . . . Nat Stern, office manager, and his wife adopted a five-day-old boy, David.

20TH CENTURY-FOX—Lillie Cohen, secretary to office manager William Cohen, will be accepting birthday congratulations on Thanksgiving Day. . . . Adrian Cass is the addition to the box-office department. . . . Dorothy Adashefski, formerly of the booking department, paid a visit to office pals, and showed off her 10-month-old son. . . . Joan Calman, bookkeeping machine operator, handed in her resignation. Her position has been filled by Dorothy Slopak. . . . The name of the new bookkeeping machine operator is Mary Lauber. . . . The Family Club held a meeting.

RAMBLIN' 'ROUND—Norman Gross, office manager, Columbia, handed in his resignation to take a position with Pathe Industries. . . . The early arrival of winter weather forced the Motion Picture Bookers' Club to cancel a fishing trip. . . . Burt Topal, upstate booker, United Artists, took a quick business trip to Albany. . . . At Bonded, night shipper Sol Menschell was back after being ill. . . . Capitol Motion Picture Supply Company recently had to replace store front windows. . . . Phil Winnick, New Jersey salesman, U-I, was away on his vacation. . . . Florence Kaufman, U-I bookers' clerk, was matron of honor at her sister's wedding.

—ARNOLD FARBER

NEWS OF THE

*Territory***Philadelphia
Crosstown**

The Fox held a preview of 20th-Fox's "Let's Make It Legal."

The Lincoln is up for sale or rent. . . . Harry Blumberg announced that Herman Margles is no longer connected with the New Mayfair, 59th and Market Streets. The house is still open.

Everett Callow, Stanley-Warner Theatres advertising and publicity chief, resigned to return to the Marine Corps. A major in the Reserve, he left for Washington and a briefing, and then moves on to Tokyo as a public information officer. Callow is on leave of absence from his circuit post. Tradesters wish him well in his return to the service.

Horace McMahon, starring in Paramount's "Detective Story," came to town to do the newspaper, TV, and radio schedule for the film, which bowed in at the Trans-Lux. He also hopped up to Scranton, Pa., where he publicized the film, and met the Comerford folks. Mike Weiss accompanied him on his treks. Mrs. McMahon, the former Louise Campbell of the films, was also in for the two-day stay, and enjoyed herself. McMahon, who went on to Detroit for further activities, appeared in the stage version of the show here almost two years ago.

Vine Street

Elaine Centrone, U-I assistant cashier, was in Temple Hospital, and all employees were wishing her a speedy recovery. . . . Ted Pryor is the new U-I assistant shipper. . . . William Hopkins, MGM salesman, was on the sick list. . . . Elizabeth V. Ziegler, UA booker, was on vacation. . . . Francis X Kelly, 20th-Fox booker, made the upstate trip. . . . Jack



Washington disc jockey Milton Q. Ford and screen star Broderick Crawford are seen recently talking things over at a WWDC microphone while the star of Columbia's "The Mob" was in the capital for the opening at the Warner.

DRIVE-INS!

**BERLO'S A B C can
boost YOUR refreshment
sales to top percentage
per patron!**

**A. Berlo applies to YOUR operation
new ideas developed in ANY Berlo
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**B. Berlo sales help is trained and
supervised by experts.**

**C. Berlo systems carefully control
stock and cash.**

**BERLO MERCHANDISING METHODS
ARE TODAY DELIVERING THE
HIGHEST PER-CAPITA SALES IN THE
AMUSEMENT BUSINESS.**



**WE CAN PROVE OUR STORY
IN 10 MINUTES.**

Write or Phone—



BERLO VENDING CO.

333 S. BROAD STREET, PHILADELPHIA 7, PA.

**Operators
of Major Park
Concessions**

Berlo is now operating all food concessions at the mammoth Cleveland Stadium — added proof of Berlo's greater effectiveness.



Personnel in attendance at the recent general managers' meeting of the Stanley-Warner Philadelphia zone at the Bellevue-Stratford Hotel, Philadelphia, are seen above. A

slogan adopted at the session was "Showman's Attack To Bring 'Em Back in 1952," with over \$5,000 offered in prizes. Plans and policies for the new season were discussed.

Jaslow was happy to have in release "Native Son," "Blue Angel," and "Hurley Burley."

Benny "American" Harris proudly reported that he was a grandfather for the fourth time, his daughters, Dotzi and Mitzie, having had boy babies on Nov. 11. The respective fathers are Frank Gorman and Fred Weiner. Harris also announced that he is going to sell antiques from his film exchange, but hastened to add that this had nothing to do with the arrival of the babies.

Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., in sending out a bulletin to all members on the changes in the admissions tax law, warned exhibitors to protect themselves against any tax free shows that might be given by an organization that does not qualify under the act.

George Schwartz, former U-I branch head, announced that as of Jan. 1 he is taking over the Shore, Atlantic City, on lease from the owner. The house is currently operated by the Hamid interests. Schwartz, who has a large circle of friends within the industry, who wish him well as an exhibitor, has been distributing some foreign product of late.

Milt Young, Columbia flack, came back to town after two months on the road for the company, principally with Broderick Crawford.

Circuits Stanley-Warner

Hortense Shalita, publicity department secretary, is getting along nicely following an operation recently. She left the Lying-In Hospital. . . . Ed Rosenbaum, Columbia exploiter, is anxious about his wife, who entered Methodist Hospital for a serious operation.

Attention, all managers: The wrinkles in the left sleeve of the light sports jacket at the extreme left of the recent district managers' meeting photograph belong to Nate Warshaw, Fairmount manager.

District of Columbia Washington

The District Commissioners have been asked by exhibitors to eliminate a requirement that two licensed projectionists be on duty in projection booths during all showings, arguing that with the safety features of present-day film and equipment, the necessity for two men is gone, and that elimination of one man would save money. Ralph Graimes, business manager, projectionists' union, asked that a decision be postponed briefly to give the union a chance to present its side, and the commissioners concurred.

Paul A. Roth, nephew of Sam Roth, president, Roth Theatres, is the new Park manager. He is a recent graduate of North Carolina University, and presently is studying law at George Washington University.

It was another glittering premiere at the Plaza. Sam Roth turned over the theatre to The Washington Wellesley Club for a premiere of the "Lavender Hill Mob."

A Memorial anniversary service for the late Carter T. Barron was held at the All Saints Episcopal Church.

E. M. Loew's Open Air Drive-In called it a summer.



Douglas W. Mellott, manager, K-B's Naylor, Washington, D. C., is seen with some of the children who attended a recent Hallowe'en party at the theatre.

The Variety Club, Tent 11, elected Joe E. Brown as the "Personality of the Year" in show business. He was chosen unanimously by a committee consisting of present and past Chief Barkers of the Club. A plaque was to be presented to Brown at the Variety Club dinner-dance at the Statler Hotel.

MGM—Ida Barezofsky celebrated her 12th year with the outfit.

20TH-FOX—Jeannine Collinson was spending her vacation in Florida. . . . Booker John Kohler is back after illness. . . . Ira Sichelman celebrated a birthday.

RKO—Miss Turner is busy making collections for the Variety drive.

MONOGRAM—Judy Glickman plans to get more target practice. . . . Herman Hable and Mrs. Jessie Carper, Winchester, Va., were in.

PARAMOUNT—Mrs. William Gallerizzo became the mother of a five pound, 10 ounce son, at Homeopathic Hospital. . . . Dan Weinberg, Braddock Heights, Md.; William Brizzendine, Jack Levine, and George Walker were in.

REPUBLIC—Ida Leniek visited in Johnstown, Pa. . . . Congratulations go to Mary Jane Sims, recently made head inspectress.

EQUITY—Nate Klein, Baltimore, Md., and Jesse Stern, Montross, Va., were in.

THE NEW TELEVISION INSTALLATION
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U-I—Ike Ehrlichman, head booker, spent a holiday weekend in Connecticut.

WARNERS—Ethel Disden is back after a vacation in Florida.

SANDY—A new office opened in Charlotte. Sylvester Sandÿ may head the outfit there.

LIPPERT—Max Cohen, new eastern division manager, was formerly U-I branch manager.

Mrs. Nicholas M. Schenck, wife of the president of Loew's Inc., was in to attend the luncheon given by Mrs. Eric Johnston for Mrs. Harry S. Truman. While in town, Mrs. Schenck visited the Capitol as the guests of Orville Crouch and Jack Foxe. . . . Carlton Carpenter was in.

At a luncheon meeting of the Motion Picture Theatre Owners of Metropolitan Washington, A. Julian Brylawski was re-elected president for his 29th consecutive term. All other officers were also reelected, Fred Kogod, vice-president; Lloyd Wineland, Sr., treasurer, and Harry Bachman, secretary.

WARNER THEATRES—Frank LaFalce is back after a leg injury. . . . Attending the National Conference of Christians and Jews luncheon were George A. Crouch, Frank LaFalce, Louis Ribnitski, Charles McGowan, and James Root. . . . Washington paid tribute to the armored branch of the army at the bow of "The Tanks Are Coming," with special stage ceremonies to mark the occasion. Arrangements were made by Washington publicity director Frank LaFalce, in cooperation with the Department of Defense.

—RICK LAFALCE

Delaware Wilmington

Drive-ins in the area closed for the season. . . . Robert P. Maclary, proprietor, Pleasant Hill Drive-In, arranged a post-season show, giving all receipts on the two dates to the welfare fund of the Christiana Hundred Lions Club. Employees donated their services both nights. . . . Harriet Hammond, Rialto, returned from vacationing. . . . Alfonso Joseph DeFilippes joined the Rialto. . . . Eugene Haley was a new aide at the S-W Ritz. . . . The S-W Warner and S-W Arcadia altered their policy slightly by changing their pictures on Thursdays instead of Friday. . . . Lewis S. Black, manager, S-W Warner, tied up with Hearn Brothers' Super Food Markets for a "Thanksgiving in Bermuda" auction broadcast from the stage of the S-W Warner.

—HENRY L. SHOLLY

New Jersey Ocean City

Proposals for the imposition of three per cent municipal taxes against liquor consumption sales, rooming house and hotel fees, and amusement admissions of more than 12 cents were rejected at the Nov. 6 election.



When Warner Theatres Washington, D. C., zone managers met recently to discuss plans for the "George A. Crouch Showmen's Harvest Drive," first of a series of quarterly drives to aim for bigger grosses, seen with the managers and others from the zone were Harry Kalmine, Harry Goldberg, and N. Fellman, from the home office.

Maryland Baltimore

Another downtown theatre which has been closed for several months opened when Walter Gettinger started first-runs at the Fine Arts, formerly known as the World. . . . The Overlea, closed for some time, has reopened too, offering double features. Owner is Overlea Enterprises, Morris R. Oletsy, president. John E. Smith is manager.

John Voltz, press agent, Northwood, has been named public relations director, Northwood Shopping Center. . . . Out-of-city members attending the Motion Picture Theatre Owners of Maryland, Inc., meeting included Ray Todd and Charles Brewington, both of the Ulman interests, Saulsbury, Md., and Daniel Weinberg, Opera House, Frederick, Md.

Charles French, relief, DeLuxe, is back after 10 weeks with a broken ankle. . . . Rodney Collier, Stanley manager, was a judge for finals on the WAAM-TV talent hunt show, during which he managed to plug "A Streetcar Named Desire." . . . Mrs. Louis Becker is chairman of the group forming a brand new ladies auxiliary of the Variety Club. At a preliminary meeting, Julie Haydon was guest of honor. . . . Sam Tabor, Lyceum owner, has been named chairman, Variety Club Will Rogers Hospital Fund committee. . . . Morris Mechanic, owner New, entertained a group of friends at Ford's to see "Kiss Me Kate."

Leonardtwn

Improvements at the New are getting compliments. . . . The Drive-In, California, Md., closed for the season.

Pennsylvania Harrisburg

Barry Sullivan, here on a visit to his wife's parents, occupied the pulpit of the Fourth Evangelical and Reformed Church, where his son was christened several years ago, and told the congregation that "a moral resurgence has begun in Hollywood just as it has in the rest of of the nation . . ." He also said "Movie actors have a 100 per cent responsibility to the public" and that "Movie-goers have a responsibility to patronize good pictures, and to ignore those which do not meet the standards the public has a right to expect."

Mrs. Stella Karr, whose husband, Benjamin Karr, is a retired PRR trainman, is the new aide at the Uptown. . . . To ballyhoo "The Day The Earth Stood Still," Jack O'Rear, manager, Colonial, gave away robot masks. . . . John Troutman has replaced Dandy Popp as new aide at the Elton, Steelton, Pa. . . . B. J. Bispeck, new manager, Senate, is still looking for a home or an apartment. Best he has been able to do to date is get on waiting lists. . . . Junior Aughenbaugh, manager, Mount Wolf, Mount Wolf, Pa., staged a successful merchants' promotion in which stores



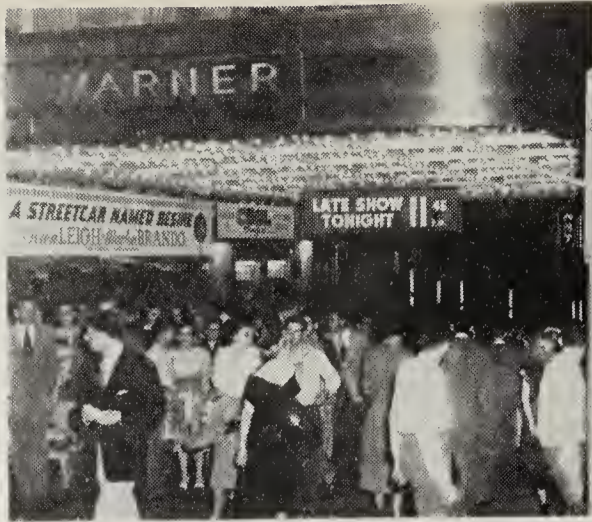
Seen on the dais at the recent general meeting of the Stanley-Warner Philadelphia theatre zone were, left to right, R. L. Mills, D. M. Stadler, Herman Levine, J. Ellis Shipman, A. J. Vanni, Everett Callow, Ben Wirth, W. Stewart McDonald, H. Kalmine, Ted Schlanger, H. Goldberg, N. Fellman, L. Krieger, L. J. Goffman, P. Castello, T. Minsky, D. Treister, and W. J. Charles. The theatremen adopted the slogan, "Showman's Attack To Bring 'Em Back in 1952" as their rallying cry.

gave away tickets with purchases. The merchants took over the theatre two nights.

Additional counties okeing Sunday movies at the recent election were Brighton Township, Beaver County; Wayne Township, Erie County; Hanover, Upper Milford, and Upper Saucon Townships, Lehigh County; Hamilton Township, Monroe County, and East Huntingdon Township, Westmereland County.

Liverpool

The Family, owned by James W. Taylor, installed a new sound system, projectors, lamps, and screen through



This is a shot of the crowds in front of the Warner, Washington, D. C., for the recent opening of WB's "A Streetcar Named Desire," which started strong.

Vincent M. Tate Theatre Equipment, Forty-Fort, Pa.

Reading

Managers may look for some relief from tax burdens since the recent mayoralty election in which three Republicans, a majority of the five members in council, were elected, and will take office in January.

Larry Levy, manager, Loew's Colonial, now a once-a-week columnist, paid space in The Sunday Eagle, has gotten so many complimentary comments on his news letters that he is now taking a full column space, instead of only 11 inches.

Lewis G. Yost, an executive of the theatre projectionists' union and acting president, Central Labor Union, issued a statement endorsing the Community Chest, now in a campaign to raise nearly \$600,000 for 1952 purposes.

Scranton

Universal-International's "Bright Victory," which opened a series of pre-release engagements in eight of the Comerford Circuit theatres in Pennsylvania, had an unusual newspaper advertising campaign developed by Harry Spiegel, and U-I representatives. The key campaign was developed for the opening at the Comerford here.

Shamokin

The trade mourned the death of Esther H. Riester, wife of George J. Reister, general manager, Buckley Amusement Enterprises, who died at Geisinger Memorial Hospital, Danville, Pa. She was the mother of Edwin Riester, film department head, Republic; William Riester, manager, Warner Columbia, Sharon, Pa.; George Riester, Jr., and Mrs. Virginia Gebsteadt. Services were held at Hill and Steward Funeral Parlors, Hackensack, N. J., with interment at Hackensack Cemetery.

Virginia Newport News

The shooting of U-I's "Red Ball Express" is in full swing at Fort Eustis. Jeff Chandler, did two performances for the men at Langley Air Force Base, and later had dinner at the

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 N. 13th) Nov. 28, 2.30, "Distant Drums" (Gary Cooper, Mari Aldon, Ray Teal) (Technicolor). Dec. 12, 2.30, "I'll See You In My Dreams" (Doris Day, Patrice Wynmore, Danny Thomas, Frank Lovejoy).

RKO—(250 N. 13th)—Nov. 27, 10.30, "Overland Telegraph" (Tim Holt, Richard Martin, Gail Davis); 2.30, "On Dangerous Ground" (Robert Ryan, Ida Lupino, Ward Bond).

NCO Club. Local 264 brought men here from Richmond, Norfolk, and Washington. . . . Hoodlums entered the James, and made off with \$40 that belonged to Gene Spaugh, manager. . . . William Saunders, James, was sick. . . . Floyd Smith, assistant manager, James, resigned.

The Theatre Association of The Peninsula held a special meeting to discuss "Movietime, U.S.A."

Norfolk

Tommy Gatewood, Norva house manager, and wife, Dorathy, were at a Redskins game in Washington. . . . Jimmie Wannall, Loew's assistant manager, and wife, Pat, returned from a business trip in Washington. . . . Mr. and Mrs. Robert Levine and Evelyn Butler attended a recent business meeting in Washington. . . . Tom Baldrige was in working with Ernest Fox, Loew's relief manager, on "An American In Paris" and "Westward The Women." . . . Orville Crouch, Loew's eastern division manager, was in conferring with Lou Golding, Fabian district manager, and Earle Westbrooke, general manager, Fabian. . . . Manager Milton Kaufman, Loew's, was vacationing. . . . Denise Darcel made a public appearance before a Lion's Club luncheon and also on stage at Loew's State in connection with "Westward The Women." . . . Martin V. Brinkley, Jr., Loew's, returned from a vacation. . . . Manager Reginald Hickman, Rosele, returned from New York. . . . Jeff Hofheimer's Grand and Suburban were recent victims of unsuccessful robberies. . . . Jack Bell, manager, Wilder's Newport, motored to Miami, Fla., for a much earned vacation. . . . Kenneth Andrews, manager, Norfolk Drive-In, attended the Navy-Notre Dame game in Baltimore. A new concession manager is now employed at the Norfolk Drive-In.

Variety Club Tent 13, Philadelphia

"Golden Girl" was screened through the courtesy of 20th-Fox. "Ten Tall Men" will be screened on Nov. 25, courtesy of Columbia. The tent is holding a Thanksgiving dance at the club-rooms on Nov. 24. Dancing will be to the music of Joe Miller's Merrymakers, and there will be a fashion show by Milton Jaffe featuring girls from Oscar's model bureau.

Schedule Forms for PROGRAM and RUNNING TIME

— a basic Weekly aid to replace the scribbled note or tissue carbon

Price: 25c per 50-sheet pad
(or 10 pads for \$2.30)

These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.

Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Ask for **SAMPLE SHEETS!**
Sold **ONLY** to Subscribing Theatres by
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COLUMBIA

The Barefoot Mailman MELODRAMA (404) 83M. (Supercinecolor)

ESTIMATE: Interesting programmer for the duallers.

CAST: Robert Cummings, Terry Moore, Jerome Courtland, John Russell, Will Geer, Arthur Shields, Trevor Bardette, Arthur Space, Frank Ferguson, Percy Helton, Ellen Corby, Renie Riano, Robert Lynn, Mary Field. Produced by Robert Cohn; directed by Earl McEvoy.

STORY: In 1890, in undeveloped southern Florida the only communication between Palm Beach and Miami was carried by barefoot mailman Jerome Courtland, who took his mail and an occasional visitor through swamps, marshes, and overgrown beaches on foot. The route is terrorized by a band of beachcombers led by John Russell. Robert Cummings, confidence man, and Terry Moore, school girl, running away to the home of her parents, arrive, and Courtland agrees to act as a guide. Moore is kidnapped but is later rescued by Courtland. Once safely in Miami, Courtland and Cummings are rivals for her hand. Cummings also starts a corporation to build a non-existent railroad between Miami and Palm Beach, with his partner, Will Geer, general storekeeper. Russell's men raid the town, and take money and guns, so Courtland goes to Palm Beach for aid. Later, Cummings regrets his conniving, and helps turn the tide against Russell. For this, Cummings is permitted to leave on a boat for Havana, Courtland and Moore plan to get married, and a representative of the railroad arrives to start a railroad.

X-RAY: With fair action and interest, this should be a fairly good addition to the duallers. The idea of using the Florida scene before its development is a novel one, and makes for increased interest; the color is good, and, perhaps, the Cummings name, coupled with the fact that the film is based on a supposed best seller by Theodore Pratt, may mean something at the boxoffice. Acting, direction and production are average. The screen play is by James Gunn and Francis Swann.

TIP ON BIDDING: Low bracket.

AD LINES: "He Tried Taking Candy From A Baby, And Was Almost Bitten By An Alligator"; "The Barefoot Mailman Has A Very Special Delivery With Letters And Women"; "He Braved Thieves, Alligators, And The Elements To Get Across His Message To His Special Gal."

Man In The Saddle OUTDOOR DRAMA (Color by Technicolor) 87M.

ESTIMATE: Outdoor show has names to help.

CAST: Randolph Scott, Joan Leslie, Ellen Drew, Alexander Knox, Richard Rober, John Russell, Alfonso Bedoya, Guinn "Big Boy" Williams, Clem Bevans, Cameron Mitchell, Richard Crane, Frank Sully, Tennessee Ernie. Produced by Harry Joe Brown; directed by Andre De Toth.

STORY: Joan Leslie, marrying rancher Alexander Knox because of his wealth, still loves Randolph Scott, independent rancher. On the eve of the wedding, Knox's new foreman, Richard Rober, and crew start antagonizing Scott's ranch hands. Knox succeeds in buying the ranch next to Scott's, and starts his campaign to drive him out. Led by Rober, some of Knox's men stampede Scott's cattle, and kill young Richard Crane. Crane's twin brother, Cameron Mitchell, is also murdered. Scott warns the Knox crowd that he is out to even the score. When Rober

EXHIBITOR

SERVISECTION

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SECTION TWO
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NOVEMBER 21, 1951

leads his men on Scott's ranch, Ellen Drew, Scott's neighbor, who has been in love with him, takes the wounded Scott to a mountain hideaway. John Russell, a gunman in love with Drew, attempts to kill Scott but is driven off. Russell tells Knox that Scott is in the mountains with the woman that loves him. Since Leslie is gone, Knox assumes he means Leslie, and kills Russell. Rober's men set a trap for Scott, but when Knox learns that Leslie will not leave him, he attempts to stop it, and gets killed himself. Scott gets Rober, and he and Drew clinch.

X-RAY: Although making use of a familiar outdoor plot, the Technicolor and name values supply this with some selling angles. Scott does his usual expert job, the rest handle themselves nicely. Direction is routine, placing emphasis on talk instead of action. This will have to depend on the boxoffice pull of the cast. The screen play is by Kenneth Gamet.

TIP ON BIDDING: Fair program price.

AD LINES: "He Carved An Empire Out Of The West But Could Not Win The Love Of One Woman"; "Randolph Scott In A Strange And Powerful Saga Of The West"; "A Man Torn Between Two Women Who Loved Him And A Desire For Revenge."

Purple Heart Diary MUSICAL COMEDY DRAMA 73M.

ESTIMATE: Okeh entry for the lower half.

CAST: Frances Langford, Judd Holdren, Ben Lessy, Tony Romano, Aline Towne, Brett King, Warren Mills, Larry Stewart, Joel Marston, Richard Grant. Produced by Sam Katzman; directed by Richard Quine.

STORY: Frances Langford, guitarist Tony Romano, and comic Ben Lessy make up the small USO entertainment unit on a tour of the Pacific Islands. In New Guinea, the unit is met by Lieutenant Judd Holdren. Langford learns that a young soldier, Warren Mills, had told his buddies that she and Mills had been lovers. Langford settles his problem by greeting him with a shower of kisses. At the next port of call the unit does its routines at a base hospital. Langford recognizes Brett King as a former football great. King refuses to think about his future despite the efforts of nurse Aline Towne. Towne feels that King has the ability to be a good medical artist. During an air raid, Towne is wounded, and the surgeon asks King to make some drawings of the operation. Towne recovers, and, feeling that he could be useful, King prepares to face the future with Towne at his side. On the troupe's way to the next base, the plane has motor trouble, and is forced to land at a remote radar post. A detachment of

Japs make a sneak attack, and the attack is repulsed. The entertainers finish their tour, and Langford wins the respect of Holdren, who had considered her publicity mad.

X-RAY: A series of individual episodes with a USO unit acting as the connecting link, this presents okeh lower half entertainment. Langford, Romano, and Lessy do their stunts in authentic settings, and although the story lines are a little weak, they present enough variety to please most audiences. Songs heard include: "Where Are You From?", "Hold Me In Your Arms", "Hi-Fellow Tourists", "Bread And Butter Woman", and "Anywhere." The screen play is by William Sackheim.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Thrilling Adventures Of USO Entertainers And The Boys They Went To Cheer"; "Frances Langford Relives Some Of The Events That Made Her The Sweetheart Of The Fighting G.I.'s"; "See The Wonderful Men And Women Who Helped Fill The Pages Of The 'Purple Heart Diary'."

Valley Of Fire (353)

WESTERN
70M.

ESTIMATE: Below par Autry.

CAST: Gene Autry, Gail Davis, Russell Hayden, Christine Larson, Harry Lauter, Terry Frost, Barbara Stanley, Teddy Infuhr, Pat Buttram. Produced by Armand Schaefer; directed by John English.

STORY: A California gold town is run by saloon keeper Harry Lauter, but, despite the efforts of his men, Gene Autry is elected mayor. The only woman in the town is Lauter's gambling hostess, Christine Larson, and Autry arranges for a caravan of pretty girls willing to settle there. Before the wagons arrive, confidence man Russ Hayden shows up, and with the help of his marshal, Pat Buttram, Autry drives him out of town. Knowing about the train of girls, Lauter goes to a rival mining camp, says he represents the caravan, and charges the miners a fee for the privilege of meeting the prospective brides. Lauter's men try to head off the wagons, but Autry arrives to drive them off. One of the girls is pretty Gail Davis, who says she came to marry a rich miner, not a cattleman, like Autry. She meets Hayden. Autry jails Hayden, but the love-stricken Davis helps him to escape to Lauter, preparing a raid on the town to capture the brides. Autry learns of the raid in time to prepare a defense. After a short gun battle, the gang is captured, and Hayden and Lauter are killed.

X-RAY: With too much emphasis on romance for most regular Autry fans, this is below the usual series standards. Autry gets in his share of fighting, riding, and shooting, and Buttram goes through his familiar comic antics. The screen play is

X-RAY: Good for a number of laughs and with a fairly interesting story, capable performances, a rapid pace, and amusing situations, this is a fair programmer that the Webb name should help. The direction and production are suitable to the light yarn that ties things together in okeh fashion. A sneak preview audience seemed to enjoy the proceedings, and the laughs were frequent. This was written by Bess Taffel.

TIP ON BIDDING: Fair program price.

AD LINES: "That 'Belvedere' Man Is Back In A New Kind Of Role"; "Father Knew Best . . . Until Daughter Knew More"; "He Was A Genius . . . Until He Started To Run That Thing Called Love."

UNITED ARTISTS

The Big Night

MELODRAMA
75M.

(Waxman-Losey)

ESTIMATE: Heavy meller will fit into the duallers.

CAST: John Barrymore, Jr., Preston Foster, Howland Chamberlin, Howard St. John, Philip Bourneuf, Emil Meyer, Dorothy Comingore, Joan Lorring, Mauri Lynn. Produced by Philip Waxman; directed by Joseph Losey.

STORY: Ex-boxer Preston Foster devotes his life to rearing his motherless son, John Barrymore, Jr. On the night of Barrymore's 17th birthday, Foster arranges a party, and has tickets to a championship fight. As Foster brings in the cake, sports columnist Howard St. John orders Foster to take off his shirt and receive a brutal caning. Foster does so without a word of protest. Sick with shame, Barrymore goes looking for St. John at the fight. Barrymore sells his extra ticket to a stranger, Philip Bourneuf, but loses the money to a bully, Emil Meyer. Before Barrymore can get a line on St. John, the fight is over. Bourneuf, a former newspaperman, takes him to St. John's favorite bar, but Barrymore again gets into trouble with Meyer. The now drunk Bourneuf drags Barrymore to his girl friend, Dorothy Comingore, where he gets drunk. When he comes to, Barrymore finds himself in an apartment with Comingore's sister, Joan Lorring, who tries to hide his gun, but Barrymore seizes it, and finally tracks down St. John at the apartment of Foster's former girl friend. St. John explains that the girl, his sister, had killed herself when Foster refuses to marry her. Barrymore is confused, and St. John leaps at him, and, in the struggle, St. John is shot. Terrified, Barrymore finally returns home, and Foster explains his not remarrying by telling him his mother was still alive. Closer than ever, father and son stand together as the police arrive.

X-RAY: A strange, violent meller, this will fit into the duallers. Although some of the sequences are loaded with dramatic impact, the overall effect achieved is artificial and unrealistic. Barrymore, Jr., handles himself nicely. The photography is dark, in keeping with the somber mood, but with the emphasis on violence, this offering could be sold as something a little different. The song heard is: "Am I Too Young?" The screen play is by Stanley Ellin and Joseph Losey.

TIP ON BIDDING: Lower bracket.

AD LINES: "A Powerful Melodrama That Whiplashes The Emotions"; "John Barrymore, Jr., In A Tense And Moving Performance"; "A Cane Flashing Through The Air . . . The First Burning Kiss . . . Violence . . . Terror."

The Servisection Is the Only Service Of Its Kind Giving A Full Coverage, Listing and Reviews Of All Features and Shorts Released In the Domestic Market.

A Christmas Carol

(Desmond-Hurst)

(English-made)

DRAMA
86M.

ESTIMATE: Import is a good picturization of the famed Charles Dickens novel.

CAST: Alastair Sim, Kathleen Harrison, Jack Warner, Michael Hordern, Mervyn Johns, Hermione Baddley, John Charlesworth, Glyn Dearman, George Cole, Rona Anderson, Carol Marsh, Brian Worth, Olga Edwardes, Roddy Hughes, Hattie Jacques, Clifford Mollison. Produced and directed by Brian Desmond Hurst.

STORY: Alastair "Ebenezer Scrooge" Sim refuses to stop work come holidays, the death of his partner, or any other mortal reason, the work consisting of harassing hapless debtors. He underpays and overworks his humble clerk, Mervyn Johns, and refuses all sorts of worthwhile charities and entreaties at friendliness on the part of relatives, etc. One Christmas Eve, after reluctantly giving Johns the next day off and turning down a dinner invitation from his nephew, Brien Worth, his late partner's spirit visits him, and upbraids him for his wicked ways. Sim is warned that there is one chance left for reformation, for him to pay attention to the visits of three spirits. The spirit of the past takes Sim back to his youth, the death of his beloved sister, his breaking with his betrothed when he puts love of money before her, his starting in business with his late partner, and practically ignoring him on his deathbed. The spirit of the present shows him his nephew bears him no malice, and that Johns and his crippled son, Glyn Dearman, wish him only well. He is moved by the crippled boy, and asks the spirit for a look into the future. The spirit shows him how people are glad when he dies. Sim awakens to find he is alive. He increases the salary of his charwoman, sends Johns a huge turkey, attends the party given by his nephew, and the next day, raises Johns' salary, and promises to take care of Dearman. Over the years that follow, Sim is a changed man, and the whole town benefits.

X-RAY: This picturization of a famous Charles Dickens classic should have a ready audience in students young and old. It plays to high interest throughout due to the fine performance of Sim and others, absorbing story treatment, good direction, and production. While it can be sold fairly generally during the holiday season, it should get good reaction in the art and specialty houses at other times. The screen play is by Noel Langley.

TIP ON BIDDING: Low bracket except in art, class spots.

AD LINES: "See The Famous Charles Dickens Classic"; "Never A Film Like 'A Christmas Carol'"; "What Was The Secret Of The Three Spirits? . . . See For Yourself In This Thrill-packed Film."

U-International

Flame Of Araby COSTUME MELODRAMA
(207) 77½M.

(Color by Technicolor)

ESTIMATE: Names may help familiar type costume melodrama.

CAST: Maureen O'Hara, Jeff Chandler, Maxwell Reed, Susan Cabot, Lon Chaney, Buddy Baer, Richard Egan, Royal Dano, Neville Brand, Henry Brandon. Produced by Leonard Goldenson; directed by Charles Lamont.

STORY: Bedouin sheik Jeff Chandler, chasing a wild horse, has a run-in with princess Maureen O'Hara, after he saves her life. Couriers come to tell O'Hara that her father, the king, has been pois-

oned. Before he dies, he makes Prince Maxwell Reed promise he will never sanction O'Hara marrying one of the Barbarossas, a warlike tribe. However, Reed makes a deal with Barbarossas Lon Chaney and Buddy Baer, and forces O'Hara to accept. Chandler, meanwhile, continues after the horse, with O'Hara also wanting the steed to beat the Barbarossas, since she has promised to marry the winner of the big race coming up. Eventually Chandler gets it, and O'Hara tries to sell him idea of riding it for her. He refuses. O'Hara is then captured by the Barbarossas, but Chandler arrives in time for the big race, and wins it, fleeing to the desert. The Barbarossas kill Reed, and O'Hara slips away and eventually clinches with Chandler.

X-RAY: Similar to others that U-I has made, this will depend on the name draw for its returns. The story is routine and familiar, the Technicolor attractive, there is enough for the action followers, but overall this suffers because it lacks sparkle. Performances are as competent as the script will allow. The story was written by Gerald Drayson Adams. The title may be an asset in some situations.

TIP ON BIDDING: Program price.

AD LINES: "Sought By Many . . . She Wanted The Love Of One Who Wasn't Interested"; "See Maureen O'Hara As A Fiery Princess Of The Desert"; "The Year's Most Sensational Show . . . In Flaming Technicolor."

FOREIGN

The History Of Mr. Polly

COMEDY
DRAMA
77M.

(IRO)

(English-made)

ESTIMATE: British comedy has limited art house appeal.

CAST: John Mills, Sally Ann Howes, Megs Jenkins, Finlay Currie, Diana Churchill, Betty Ann Davies, Edward Chapman, Shelagh Fraser. Produced by John Mills; directed by Anthony Pelissier.

STORY: John Mills, a young dreamer, spends too much time reading tales of ancient bold knights. He gets news that his father is ill, and by the time he arrives he is dead. Mills finds himself surrounded by a group of aunts and cousins eager to marry him, since he has an inheritance from his father. Confused, Mills goes on a bike trip, sees Sally Ann Howes, and immediately falls in love. Mills talks to her in the tone of the books that he had read, but when he sees that she is laughing at him, he rushes back to his father's place, and marries his cousin, Mary Ann Davies, and goes into a business. Fifteen years pass, and Davies is a haggard shrew and Mills is moody and discontented. He decides to kill himself, and sets the place on fire, but becomes so excited he forgets about his suicide. However, with the insurance money Davies is secure, so Mills just walks away into the country, comes to an inn run by plump Meg Jenkins, and settles down as the handy man. Jenkins' tormentor is her drunken brother-in-law, Finlay Currie, but Mills drives him off. After three years, Mills disguises himself, and returns to see Davies. He finds her happy and well, so he returns to the inn and its quiet life.

X-RAY: For art house patrons who enjoy a smile or a chuckle instead of a solid laugh, this is a quiet British entry. One of England's better screen performers, Mills gives a good account of himself in the title role. Based on a H. G. Wells story, the plot is sometimes obscure. Production and direction are okeh although a bit restrained, and the nature

of the story and performances gives this film a rather limited appeal. The screen play is by Anthony Pelissier.

AD LINES: "Bright Sparkling Comedy With England's Top Performer, John Mills"; "The Story Of A Man Who Began To Live When He Was Thought Dead"; "The Warmth And Charm Of This H. G. Wells Story Wonderfully Captured By The Screen."

Mill On The Po

MELODRAMA
96M.

(Lux)

(Italian-made) (English titles)

ESTIMATE: Strong Italian meller for the art and class houses.

CAST: Carla del Poggio, Jacques Sernas, Giacomo Giuradei, Isabella Riva, Domenico Viglione Borghese, Dina Sassoli, Anna Carena, Mario Besesti, Nino Pavese. Produced by Carlo Ponti; directed by Alberto Lattuada.

STORY: In Italy, in the late 19th century, when the machine age was starting to make itself felt, on one of the floating mills on the river Po a family is celebrating the betrothal of Carla del Poggio to farmer, Jacques Sernas. A police boat coming to inspect the tax meter on the mill is spotted, and del Poggio's brother Giacomo Giuradei, runs to connect it again. If they are caught one more time, their mill will be sold at auction. The farmers resent the new landowner's efforts to make use of modern machinery, and organize into a league. When the inspectors arrive in the middle of night, Giuradei's mother tells him to burn the mill rather than have it sold. Giuradei is sent to jail. While the mill is being rebuilt, del Poggio is forced to work as a maid on Sernas' uncle's farm. Sernas, eager to marry, accepts the landlord's offer of help, but when he sees that his family and league are against him, he rejects the offer. The league calls a strike when the owners try to evict them. Giuradei, who finished his term, refuses to follow the farmers' lead. When the crowd sees del Poggio, it takes its wrath out on her. Military intervention finally breaks the strike. An evil gossip tells Giuradei that Sernas had turned on del Poggio. Giuradei kills Sernas. del Poggio fishes the body from the river, and Giuradei goes to give himself up.

X-RAY: Working with elemental emotions, passion, fear, and violence, this import is full-blooded art house entertainment. Making no attempt at subtlety, the direction is forceful and typical of the Italian meller. The film's main fault is overabundance of plot. The screen play is by Riccardo Bacchelli, Federico Fellini and Tullio Pinelli.

AD LINES: "Mill On The Po' Will Rip At Your Emotions"; "Simple People Trapped By A Monster Called Progress"; "Passions Were Fanned To White Heat In The 'Mill On The Po'."

Scarred

MELODRAMA
63M.

(Casolaro)

(Italian-made) (English titles)

ESTIMATE: Routine Italian meller.

CAST: Anna Magnani, Eduardo De Filippo, Antonio Centa, Titina De Filippo. Directed by Mario Mattoli.

STORY: Anna Magnani flirts with men, Her lover, Eduardo De Filippo finds her with another man, and slashes her face. He is arrested, is sent to prison for two years. During the trial, court clerk Antonio Centa sees Magnani, and is attracted by her. Centa agrees to arrange for De Filippo to remain in the local prison if Magnani becomes his mistress. Magnani consents, and, although she visits De Filippo in prison, falls in love with Centa, who becomes tired of her. Magnani then threatens Centa, but he remains unmoved, and

makes plans to leave. De Filippo finishes his sentence, and goes directly to Magnani. She tells De Filippo that he had been her lover, hoping to create trouble. However, the prison term had dampened De Filippo's desire for violence, but he becomes overwhelmed by jealousy, kills Centa, and runs off. When the police arrive Magnani surrenders herself as the murderess.

X-RAY: This picture of moody melodrama does not offer the viewer any relief until the final fade out but Magnani is convincing as the troubled and passionate woman. The screen play is by Eduardo De Filippo.

AD LINES: "Torrid Anna Magnani In A Role Only She Could Create"; "Her Face Bore The Mark Of Her Lover's Passion"; "The Story Of A Love As Primitive And Deadly As A Volcano's Eruption."

Young Scarface

MELODRAMA
80M.

(MKD)

(English-made)

ESTIMATE: Minor English import.

CAST: Richard Attenborough, Hermione Baddeley, William Hartnell, Carol Marsh, Harcourt Williams, Willy Watson, Nigel Stock, Alan Wheatley, George Carney, Charles Goldner, Virginia Winter, Reginald Purdell. Produced and directed by Roy Boulting.

STORY: Young gangleader Richard Attenborough kills reformed mobster Alan Wheatley. The murder is perfect except for a weak alibi established by mobster Willy Watson when he tries to pass himself off as the murdered man at a nearby restaurant. Attenborough induces the material witness, waitress Hermione Baddeley, who falls in love with him, to keep quiet. When actress Carol Marsh questions Baddeley, Attenborough marries the girl to prevent her from testifying. Next he has Watson murdered but escapes suspicion by having drunken lawyer Harcourt Williams testify. Tiring of Baddeley, he induces the girl to a suicide pact. Even his gangster friends do not want to see the girl hurt, and when one of them gets wind of this plan, he warns the police, who prevent Baddeley from pulling the trigger. Attenborough commits suicide.

X-RAY: This routine meller hasn't much to commend it except that the story is based on Grahame Greene's "Brighton Rock". There is some good acting by Marsh and Harcourt Williams in minor roles, but otherwise this is a wordy piece. The screen play was written by Greene and Terence Rattigan.

AD LINES: "Greene's Most Exciting Novel Brought To The Screen"; "He Married His Alibi"; "England's Sea-side Resort Becomes The Scene Of Murder."

The Shorts Parade

TWO REEL

Comedy

AN APPLE IN HIS EYE. RKO—Edgar Kennedy Comedy Reissues. 14m. When first reviewed in THE SERVICISION of May, 1941, it was said: "Edgar Kennedy, infuriated when his wife pays too much for pies, decides to bake them himself, and winds up with a fight with his next door neighbor over the apple tree, with the finale bringing a pie and cake-throwing finish that will probably bring laughs to certain types of audiences. GOOD." (23503).

HOLLYWOOD HONEYMOON. RKO—Comedy Specials. 16m. Gil Lamb and his

new bride, Wanda McKay, move into their first apartment. Lamb, a film actor, rushes home for lunch still wearing the costume and make-up of the role in a Western, and the neighbors are sure McKay is a two-timer. The next day Lamb shows up as a Scotchman and then as a Frenchman. Shocked, the neighbors stop Lamb, and tell him that his wife has been seeing other men. When Lamb arrives dressed as a Frenchman again, a neighbor lets him have it with both barrels. Lamb winds up face down in a hospital bed when the neighbor arrives to tell him he took care of the Frenchman. GOOD. (23401).

LORD EPPING RETURNS. RKO—Leon Errol Comedies. 19m. In an effort to get a contract from a British industrialist, Leon Errol arranges a stag party featuring dancer Claire Carleton. When Errol's wife, Dorothy Granger arrives, he is forced to introduce Carleton as Lord Epping's wife. When Granger invites everyone to dinner, Errol disguises himself as Epping, comes with Carleton, and makes himself very disagreeable. After a series of confused events, Granger figures out Errol's disguise, but the butler throws out the real Lord Epping, and the butler crowns Errol with the poached eggs. GOOD. (23701).

SHE TOOK A POWDER. Columbia—Assorted And All-Star Comedies. 16m. A mongrel dog tells his tale of woe. In a previous incarnation, as a human being, he fell in love with Vera Vague, a hypochondriac. He marries her, and one day he and a friend decide to convince her that she is well. They subject her to a series of cures, but until they both pass on she remains an invalid. The dog is happy with his new life until another dog comes up, starts to whine with Vague's voice. Making use of some standard slapstick material, this gets some laughs out of standard situations. GOOD. (4412).

SLIGHTLY AT SEAS. RKO—Edgar Kennedy Comedy Reissues. 17m. When first reviewed in THE SERVICISION of November, 1939, it was said: "To add to his father-in-law's nuisance value, Edgar Kennedy is further haunted by an equally pestiferous brother-in-law. Kennedy is given a folding rowboat and a two-week vacation as an award for winning the sales contest at his office. What happens on that vacation shouldn't happen to a dog. FAIR." (23504).

THE TOOTH WILL OUT. Columbia—Three Stooges Comedies. 16m. The Three Stooges, running away from an irate chef, dash into the nearest doorway, find themselves in a dental school, and enroll. After a number of mishaps they get their diplomas. Heading west, the boys open up a practice. Even regular series fans might find it a little difficult to find much to laugh about in paying a visit to the dentist. FAIR. (4402).

Color Drama

LINCOLN IN THE WHITE HOUSE. Warners—Specials. 20m. When first reviewed in THE SERVICISION of January, 1939, it was said in part of this Technicolor subject: "Call it propaganda, call it good drama, call it anything you will, but the fact remains that this is not just another short, it is a great production, a vividly beautiful film. Frank McGlynn, Sr., excellently plays Lincoln with sad-eyed restraint. The film ends with McGlynn's forceful delivery of the immortal Gettysburg address, a thrilling plea for peace then, today, and always. EXCELLENT." (8003).

Novelty

BALZAC. AF Films. 23m. This highly artistic short, shown at the First Film

ALPHABETICAL GUIDE To 162 Features Reviewed Since The Aug. 29 Issue

This index covers features reviewed thus far during the 1951-52 season, in addition to any feature of the 1950-51 season reviewed after the issue of Aug. 29, 1951.—Ed.)

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B

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G

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

Pictures in order of release, with principal players, are placed in the month of the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPETT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
OCTOBER The Magic Carpet L. Ball, J. Agar, P. Medina (Supercinematic) The Mab B. Crawford, B. Buehler Five W. Phipps, S. Douglas Jungle Manhunt J. Weissmuller, S. Ryan, Criminal Lawyer P. O'Brien, J. Wyatt, C. B. Reid The Kid From Amarilla, W C. Starrett	OCTOBER Highly Dangerous D. Clark, M. Lockwood, M. Goring (English-made) Sky High S. Melton, M. Lynn Unknown World B. Kellogg, M. Nash	OCTOBER Texas Carnival E. Williams, R. Skelton, H. Keel (Technicolor) Bannerline S. Forrest, K. Brasselle, L. Barrymore The Man With A Cloak J. Cotten, B. Stanwyck, L. Calhern Across The Wide Missouri C. Gable, M. E. Marques, J. Hodlak, R. Montalban, A. Menjou (Technicolor)	OCTOBER Yellow Fin, W. Morris, G. Henry, D. O'Flynn Bomba And The Elephant Stampede J. Sheffield, D. Martell, M. Healey Whistling Hills, W. J. M. Brown, J. Ellison N. Neill	OCTOBER Darling, How Could You! J. Fontaine, J. Lund, M. Freeman Crosswinds J. Payne, R. Fleming, F. Tucker (Technicolor) Two Tickets To Broadway T. Marlin, J. Leigh, E. Bracken (Technicolor)	OCTOBER Drums In The Deep South G. Madison, J. Craig, B. Payton (Supercinematic) The Whip Hand C. Balenda, J. Reid, E. Barrler Hat Lead, W T. Holt, J. Dixon The Racket R. Mitchum, R. Ryan, L. Scott Jungle Of Chang (Documentary) (Swedish-made) (Made in Siam) (English commentary)	OCTOBER Adventures Of Captain Fabian E. Flynn, M. Prella, V. Price (Made in France) Utah Wagon Trail, W. R. Allen, P. Edwards South Of Caliente R. Rogers, D. Evans, P. Lee	OCTOBER The Desert Fox J. Mason, C. Hardwicke, J. Tandy No Highway In The Sky J. Stewart, M. Dietrich, G. Johns (English-made) Love Nest J. Haver, W. Lundigan, F. Fay Journey Into Light S. Hayden, V. Lindfors, T. Mitchell	OCTOBER The River T. Breen, N. Swinburne (Made in India) (Technicolor) Hotel Sahara (Road show) Y. DeCarlo, P. Ustinov (Foreign-made) (Brown) Mr. Peek-A-Boo J. Greenwood, Bourvil (Foreign-made) (Bar) The Red Shoes A. Walbrook, M. Shearer (English-made) (Technicolor) (Powell- Pressburger)	OCTOBER The Golden Horde D. Farrar, A. Blyth, P. Castle (Technicolor) The Lady From Texas: H. Duff, M. Freeman, J. Hull (Technicolor) Reunion In Reno M. Stevens, P. Dow, G. Perreau	OCTOBER Painting The Clouds With Sunshine D. Morgan, V. Mayo, G. Nelson (Technicolor) Come Fill The Cup J. Cagney, P. Thaxter, G. Young, R. Massey
NOVEMBER The Barefoot Mailman R. Cummings, J. Moore, J. Courlland (Supercinematic) The Harlem Globetrotters T. Gomez, D. Dandridge, Harlem Globetrotters Son Of Dr. Jekyll L. Hoyward, A. Knox, J. Lawrence Valley Of Fire G. Autry, P. Buttram, R. Hayden	NOVEMBER Superman and the Mole Men G. Reeves, P. Coates F.B.I. Girl C. Romero, A. Totter, G. Brent	NOVEMBER An American In Paris G. Kelly, O. Levant, L. Caron (Technicolor) Too Young To Kiss J. Allyson, V. Johnson The Unknown Man W. Pidgeon, A. Harding, B. Sullivan	NOVEMBER Lawless Cowboys, W W. Wilson Flight To Mars M. Chapman, C. Mitchell, (Cinematic) The Longhorn W. Elliott, P. Coates, Z. Murray Crazy Over Horses Bowery Boys, G. Saunders	NOVEMBER When Worlds Collide R. Derr, B. Rush, L. Keating (Technicolor) Detective Story K. Douglas, E. Parker, W. Bendix H. McMahon Submarine Command W. Holden, N. Olson, W. Bendix,	NOVEMBER The Blue Veil J. Wyman, C. Laughton, J. Blondell The Whip Hand C. Balenda, J. Reid, E. Barrler Hat Lead, W T. Holt, J. Dixon The Racket R. Mitchum, R. Ryan, L. Scott Jungle Of Chang (Documentary) (Swedish-made) (Made in Siam) (English commentary)	NOVEMBER The Sea Harnet R. Cameron, A. Mara Desert Of Last Men, W A. Lane, N. E. Kay, R. Elliott Street Bandits P. Edwards, R. Clarke, R. Bancroft	NOVEMBER Let's Make It Legal C. Colbert, M. Carey, Z. Scott Anne of the Indies L. Jourdan, D. Paget, J. Peters (Technicolor) Golden Girl M. Gaynor, D. Robertson, J. Barton (Technicolor) The Lady Says Na J. Caulfield, D. Niven (Ross-Stillman) A Christmas Carol A. Sim, K. Harrison, J. Warner (English-made) (Desmond-Hurst)	NOVEMBER Tom Brown's School Days J. H. Davies, R. Newton, D. Wynyard (English-made) (Minter) Fort Defiance D. Clark, B. Johnson (Melford) (Cinematic) The Lady Says Na J. Caulfield, D. Niven (Ross-Stillman) A Christmas Carol A. Sim, K. Harrison, J. Warner (English-made) (Desmond-Hurst)	NOVEMBER Cave Of Outlaws M. Carey, A. Smith, V. Jory (Technicolor) The Lady Pays Off L. Darnell, G. Perreau, S. McNally The Raging Tide S. Winters, R. Conte, S. McNally The Lavender Hill Mob A. Guinness, S. Holloway (English-made)	NOVEMBER Close To My Heart R. Milland, G. Tierney, F. Bainter The Tanks Are Coming S. Cochran, P. Carey
DECEMBER Ten Tall Men B. Lancaster, J. Lawrence, G. Roland (Technicolor) The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holdren, T. Romano The Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W C. Starrett, S. Burnette	DECEMBER Tales Of Robin Hood R. Clarke, M. Hatcher, B. Weldon The Great Adventure D. Price, J. Hawkins (English-made)	DECEMBER The Light Touch S. Gronger, P. Angeli, G. Sanders (Made in Italy) Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	DECEMBER Texas Lawman, W J. M. Brown Northwest Territory K. Grant, G. Saunders, Chinook Stage To Blue River, W W. Wilson	DECEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor)	DECEMBER Double Dynamite J. Russell, F. Sinatra, G. Marx On Dangerous Ground R. Ryan, I. Lupino, W. Bond I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn)	DECEMBER The Wild Blue Yander W. Corey, V. Ralston, F. Tucker The Woman In The Dark R. Elliott, P. Edwards, R. Vallin Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez	DECEMBER The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Bayonets R. Basehart, M. O'Shea, G. Evans Elopement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	DECEMBER The Big Night P. Foster, J. Barrymore, Jr. (Waxman-Losey) Weekend With Father V. Heflin, P. Neal, R. Denning Bright Victory A. Kennedy, P. Dow, J. Edwards	DECEMBER Starlift D. Day, G. MacKae, R. Roman, G. Nelson, J. Rule, and guest stars Captain Blood (Re-release) E. Flynn, O. DeHavilland, B. Rathbone Distant Drums G. Cooper M. Aldon (Technicolor)	

HOLIDAYS

Nov. 22—Thanksgiving Day
Dec. 25—Christmas

REALART

Oct.—The Two-Dollar Bettor—J. Litel, M. Windsor, S. Brodie (Broder)
Nov.—Bride Of The Gorilla—L. Chaney, T. Conway, B. Payton (Broder)
Dec.—The Bushwhackers—W. Morris, L. Tierney, M. Dell (Broder)

Does YOUR Date Book run out January 1, 1952?

CONSIDER THIS ONE!

PROGRAM	STARS	Running Time	EXCHANGE	WEEKLY
Sun. JUL. 1				Program for week sent to: <input checked="" type="checkbox"/> each as done <input type="checkbox"/> PRINTER FOR HERALDS <input type="checkbox"/> ADVERTISING ACCESSORIES <input type="checkbox"/> TRAILER or SLIDE SERVICE <input type="checkbox"/> FILM DELIVERY SERVICE
Mon. JUL. 2				
Tues. JUL. 3				
Wed. JUL. 4	INDEPENDENCE DAY			
Thurs. JUL. 5				
Fri. JUL. 6				
Sat. JUL. 7				
				Miscellaneous:

CURRENT SUPPLY Dated from July 1, 1951 to June 28, 1952

The "Pocket-Size" DATE BOOK

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Price (WITHOUT FORMS): \$1.25 each



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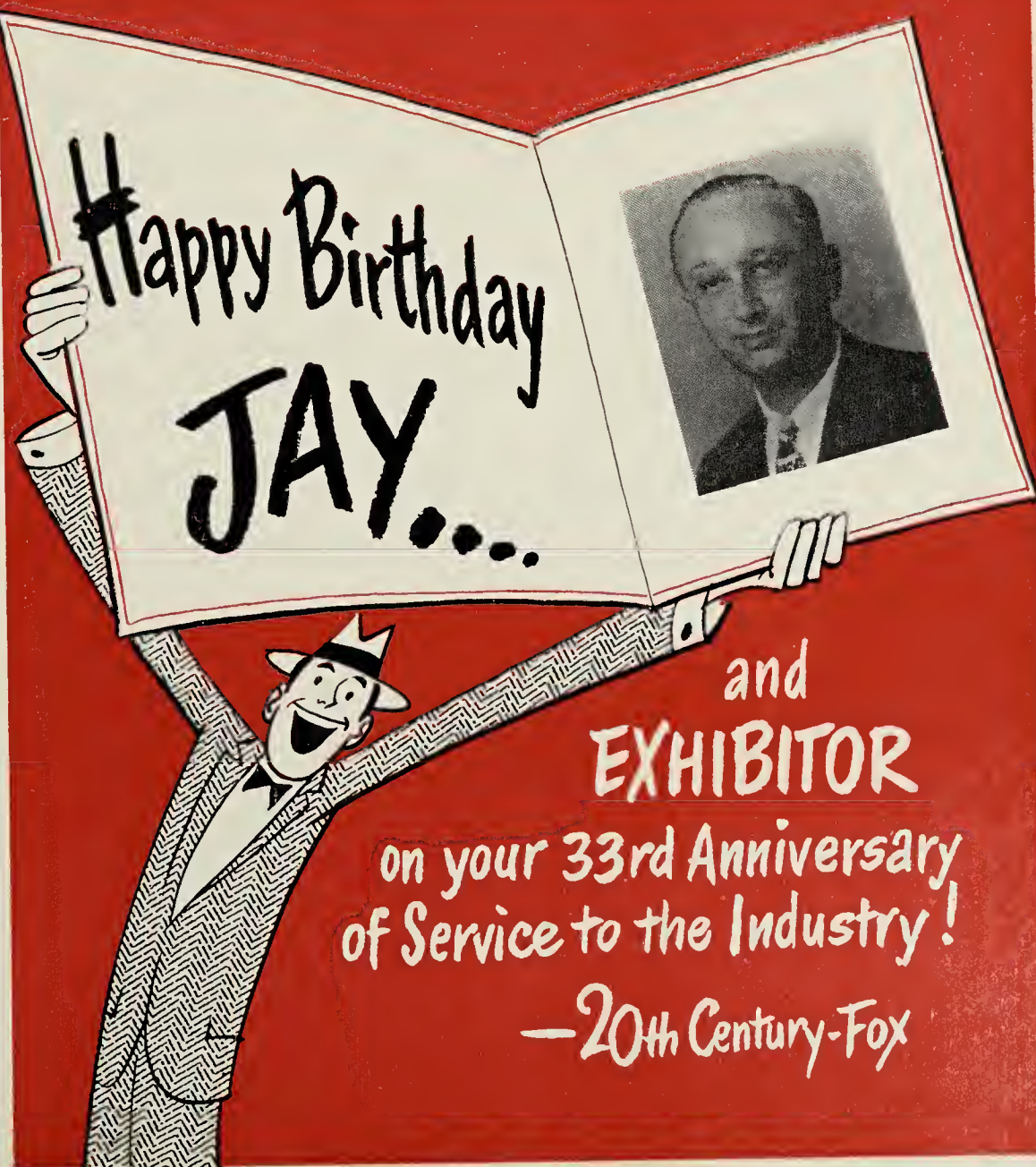
TO ORDER: Give name of Theatre to be served—and make payment to the order of JAY EMANUEL PUBLICATIONS, INC., 246-48 N. Clarion Street, Philadelphia 7, Pa.

EXHIBITOR

33rd

ANNIVERSARY

1918-1951



and
EXHIBITOR

on your 33rd Anniversary
of Service to the Industry!

—20th Century-Fox

Number 4
No Sections: Section One

NOVEMBER 28, 1951

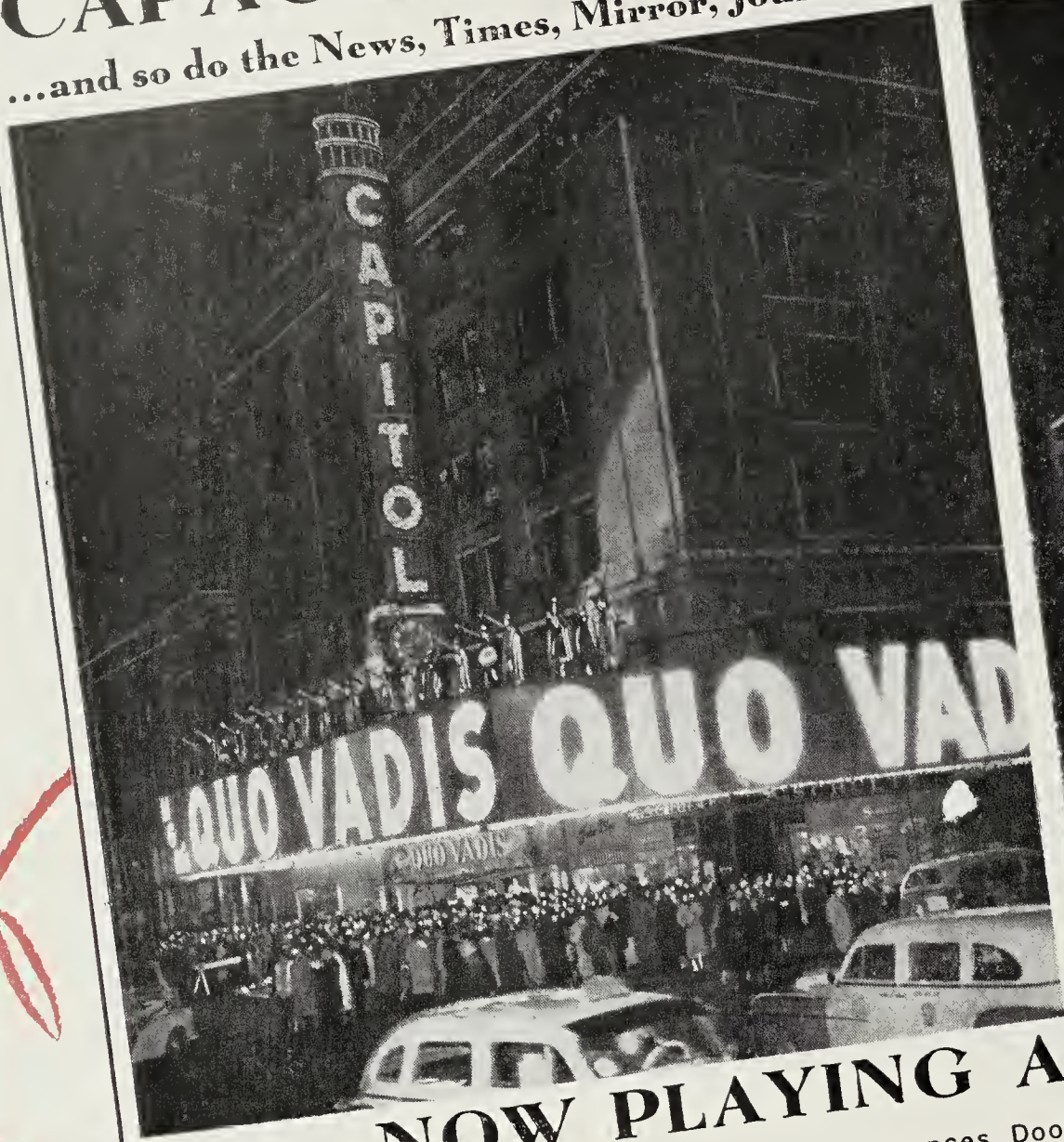
REGISTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **STUDIO SURVEY**

"QV" BREAKING ALL RECORDS AS CAPACITY CROWDS SAY "COLOSSAL"!

...and so do the News, Times, Mirror, Journal-American, Life, Look and Coronet! More every day!



CAPITOL

B'way at 51st St.

NOW PLAYING AT TWO THEATRES

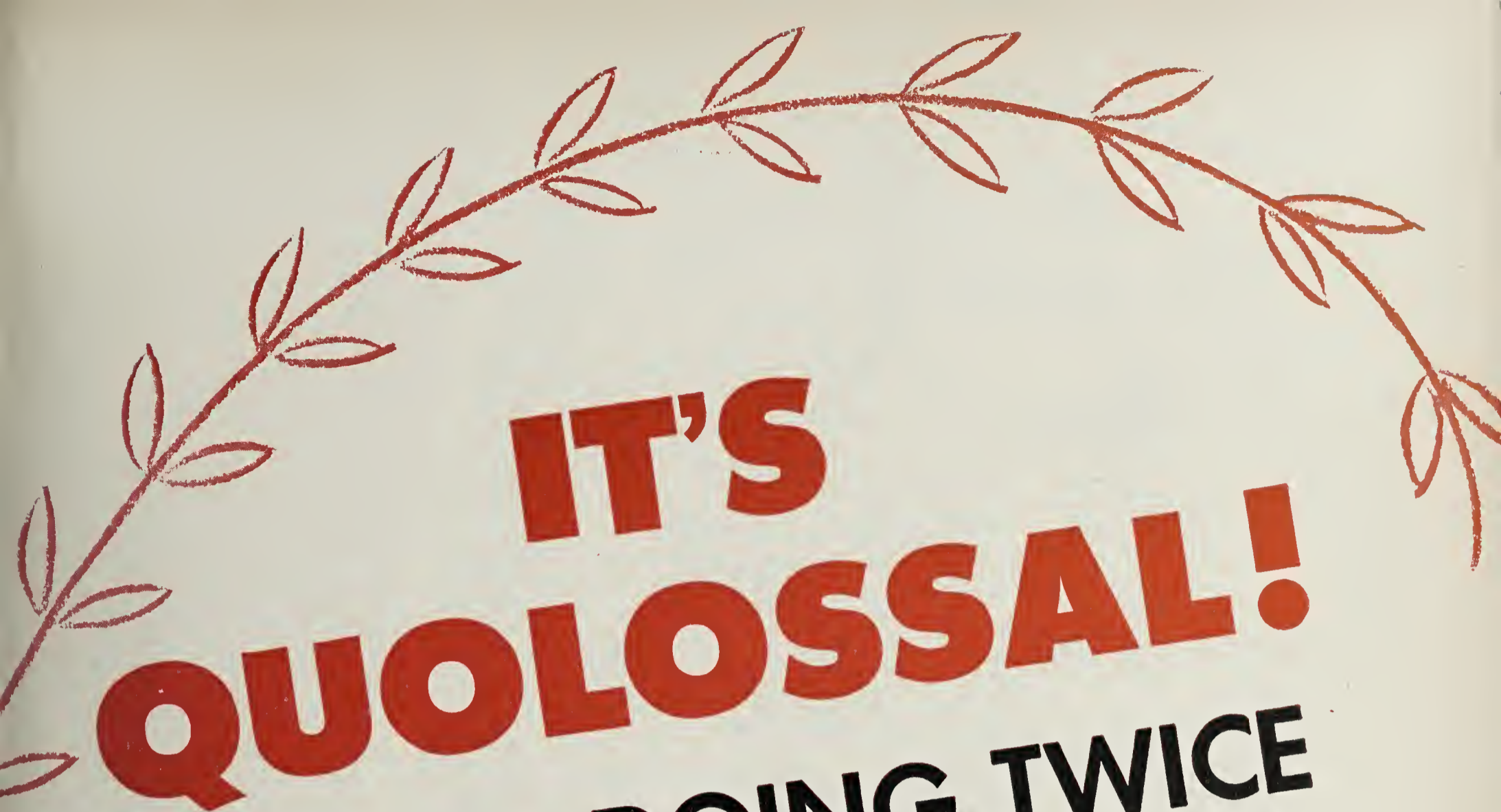
Continuous performances. Doors open 8:30 A. M. (except Sunday). Come anytime up to midnight and see an entire show.

ASTOR

B'way at 45th St.

Performances twice daily at 8:40 P.M. Reserved seats selling for today's performance for the next 8 weeks.

ABOVE: An ad in the New York newspapers



IT'S QUOLOLOSSAL!

"Q.V." IS DOING TWICE THE BIZ OF "GWTW"!

M-G-M, The "Quo Vadis" Company, is hotter than a firecracker! While "Q.V." (*Tech.*) is smashing records and "An American In Paris" (*Tech.*) sets new extended-run highs, the box-office headlines sparkle with M-G-M news!

"Too Young To Kiss" follows "An American In Paris" at Radio City Music Hall.

"Pandora and the Flying Dutchman" (*Tech.*) is selected to open the nation's most fabulous new theatre, The Normandie in New York City.

"Across The Wide Missouri" (*Tech.*) continues wide, high and handsome, a Gable sock!

"Callaway Went Thataway" starts its box-office career with happy audiences in Dayton, Houston, Louisville.

Next: "Westward The Women" a new idea in spectacular outdoor adventure! A big action show in the M-G-M manner.

Congratulations to
the EXHIBITOR staff
on its 33rd Anniversary!

ALL OF HOLLYWOOD'S WONDERS ARE IN IT!
 MOST OF THE WARNER STARS ARE IN IT!
 ALL OF HOLLYWOOD'S HEART IS IN IT!

THIS WEEK

THE

START OF

WARNER BROS!

"STARLIFT"

DORIS DAY
 GORDON MACRAE
 GENE NELSON



VIRGINIA MAYO
 RUTH ROMAN

Starlift

and all these Guest Stars!

JAMES CAGNEY

GARY COOPER

VIRGINIA GIBSON

PHIL HARRIS

FRANK LOVEJOY

LUCILLE NORMAN

LOUELLA PARSONS

RANDOLPH SCOTT

JANE WYMAN

PATRICE WYMORE

Warner Bros' joy-propelled story of how Hollywood flies the stars to our boys—and the sun into their hearts!

How the stars sing 'em and the boys cheer 'em!

- 'YOU'RE GONNA LOSE YOUR GAL'
- 'S' WONDERFUL'
- 'YOU DO SOMETHING TO ME'
- 'WHAT IS THIS THING CALLED LOVE?'
- 'GOD'S GREEN ACRES'
- 'LIZA'
- 'I MAY BE WRONG'
- 'IT'S MAGIC'
- 'I'M A TEXAS RANGER'

with JANICE RULE * DICK WESSON * RON HAGERTHY
 PRODUCED BY JOHN KLOORER AND KARL KAMB
 SCREEN PLAY BY ROBERT ARTHUR
 Musical Direction Ray Heindorf
 Musical Numbers Staged and Directed by LeRoy Prinz
 DIRECTED BY ROY DEL RUTH



In all its savage splendor comes

DISTANT DRUMS

COLOR BY TECHNICOLOR

Through the steaming swamp wilderness that could swallow an army, fought the 'Fearless Forty' -- the heroic rescue-band that stormed the jungle-empire of the untameable Seminole Tribe!

STARRING

GARY COOPER

Blade in his hand — Blood in his eye — Captain Quincy Wyatt, Swamp-Fighter



WEIRD CEREMONIAL BATTLE-TO-DEATH!

Knife against tomahawk as Wyatt faces Chief Ocala in mortal underwater combat!



WYATT FREES CAPTIVE BEAUTY

in defiant raid on Seminoles' jungle stronghold!

TRAPPED IN THE ALLIGATOR POOLS!
Fiendish fate that awaited any soldier taken alive by the savages!

WITH **MARI ALDON**

from **WARNER BROS.**
Spectacular adventure, actually filmed in the Everglades vastness where cameras never penetrated before...

SCREEN PLAY BY **NIVEN BUSCH** AND **MARTIN RACKIN** MUSIC BY **MAX STEINER** PRODUCED BY **MILTON SPERLING**
DIRECTED BY **RAOUL WALSH** A **UNITED STATES PICTURES** PRODUCTION
PRESENTED BY **WARNER BROS.**

ON
ALL COME
THE
OUND OF
DISTANT
DRUMS"



THE GIANT

TRIED

DAY

AND

BATH

COLOR BY

THERE'S NO BUSINESS LIKE

F THEM ALL!

...TESTED ... and PROVED!

WID

The "Money-
in-the-Bank"
Picture in every
situation!

SHEERBA

TECHNICOLOR



0th CENTURY-FOX BUSINESS!

WARRIOR SHEIK AND DESERT BEAUTY IN A
TALE OF FIERY LOVE AND HIGH ADVENTURE!

FLAME of ARABY

COLOR BY
TECHNICOLOR



Starring

MAUREEN JEFF
O'HARA · CHANDLER

with SUSAN CABOT · LON CHANEY · BUDDY BAER

SEE: the
beautiful
captives of
the Corsair
slave mart!



SEE: the spectacular wild
horse herds
of Arabia!



SEE: savage
warfare of the
desert legions!



SPECIAL This is the first
motion picture in
history on which genuine FULL COLOR LOBBY
STILLS are available at a moderate price! (Ask
to see them at your National Screen Exchange.)

U-I Makes the Money-Makers!

Story and Screenplay by GERALD DRAYSON ADAMS · Directed by CHARLES LAMONT · Produced by LEONARD GOLDSTEIN · A Universal-International Picture



THE TEMPTATION for a Tennessee marksman was apparently too much when an exhibitor sent up a "flying saucer" as a ballyhoo for "The Day The Earth Stood Still." The crack shot brought it down with two rifle bullets.



IT had to come. The title, "Movietime, U. S. A.," has been registered with the MPA title bureau for possible filming.



THE linotyper who sets this will be happy to know that Lucille Norman has been named "Miss Printer's Devil" for 1952 by annual selection of the International Association of Printing House Craftsman and the Printing Industries of America, as part of "National Printing Week" in January.



EXHIBITORS in Medellin, Colombia, can rest easier since authorities repealed a six-day curfew against women appearing after sundown on the streets, with a safe-conduct pass necessary to go to the movies while the edict lasted.



AS if things weren't bad enough for a southern exhibitor, he suffered a broken leg in a collision with a big fish while in swimming.



TOO great an interest by a patron in theatre operation resulted in an arrest at a southwestern theatre. The patron expressed so much concern for the schedule of the concession employes, the police were called, and, when some questions couldn't be answered correctly, he was arrested.



WHEN the temperature goes below 50 degrees, a mideastern drive-in gives a free return pass to patrons.



CHILDREN who practice safety rules in traffic receive free tickets from an eastern theatre in a tieup with the chief of police.

—H. M. M.

I N D E X

VOL. 47, No. 4 NOVEMBER 28, 1951

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EXHIBITOR

VOL. 47, No. 4



NOVEMBER 28, 1951

33

THIS IS the occasion of the 33rd anniversary of EXHIBITOR.

THIRTY three years ago, in 1918, EXHIBITOR made its bow as VINE STREET, one of the pioneer motion picture trade papers.

THIS is the occasion, also, for a review of the year gone by. Its headlines, to be found elsewhere in this issue, are for those who like to recollect the past. Most traders are interested in what is to come.

It is no secret that 1951, like 1950, was a tough year. The causes appeared to be the same: TV competition, a tighter economy, not enough big films, and other reasons, each of which chipped away part of the motion picture audience.

THE big news in 1951, of course, was "Movietime. U. S. A.," which demonstrated what we already knew, that a return to fundamentals and grass roots thinking could do still a lot for the business. While "Movietime" had its faults, it proved its value. Everyone will agree that it should be repeated.

EXHIBITOR, as in previous years, continued its steady growth. After 33 years of operation, the readers of a trade paper become part of a family. Thanks to the principles which have always dominated the operation of the publication, EXHIBITOR is happy to report that the family is in generally good health, despite the let-down in the business.

AND so, as it always does on this annual occasion, EXHIBITOR renews its pledge, the fullest efforts for everyone within the industry.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; Max Xavier Cades, business manager; Marguerite Gibson, circulation manager; George Frees Nonamaker and Mel Konecuff, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 246-248 North Clarion Street, Philadelphia 7, Pennsylvania.

United Artists

Since 1919, to foster the best independent combinations of producer, cast and story, and with superior sales, advertising, and exploitation manpower, to offer for distribution, motion pictures for the best possible boxoffice success.

A TRADITION

A POLICY

The logo features the name 'United Artists' in a red banner. The central text is enclosed in a white box with a grey border. The words 'A TRADITION' and 'A POLICY' are written vertically on the bottom and right sides of the border, respectively. Six arrows (three solid black, two solid red, and one dashed black) point towards the logo from various directions.

EXHIBITOR

Vol. 47, No. 4

November 28, 1951



TOPLINERS LOU COSTELLO AND BUD ABBOTT RECEIVE EXHIBITOR LAUREL AWARDS FROM STUDIO SURVEY EDITOR PAUL MANNING ON THE COAST.

1951 Draws To A Close

The Importance Of Quality Product Highlights The 12-Month Industry Record

EXHIBITOR'S 33rd anniversary comes at a time which may be regarded in the light of history as a most pivotal year in the annals of the film industry, a year when quality pictures became synonymous with best boxoffice returns.

These developments are directly related to trends which developed during the previous season but which did not gain full momentum until this year. The trends seemed to be toward adult, sophisticated dramas like "All About Eve" and "Sunset Boulevard", and musicals of such lavish proportions as "Annie Get Your Gun."

This year finds those trends being carried out in "A Streetcar Named Desire", "A Place In The Sun", "People Will Talk", and many other dramas produced for mature audiences as well as in such handsomely mounted musicals as "Showboat" and "An American In Paris." In the

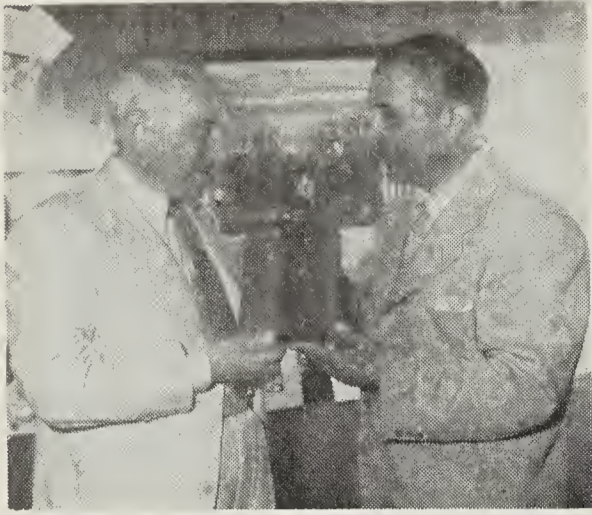
comedy vein, too, many of the innovations that won new favor with 1950 audiences were seeing phenomenal success when developed further this year, the outstanding case in point being "That's My Boy."

To the men who make the films, the actors, directors, producers, writers, and musical directors, goes praise for the production of today's higher quality product gauged to more discriminating public tastes, for those departures initiated by them are being further developed with excellent results.

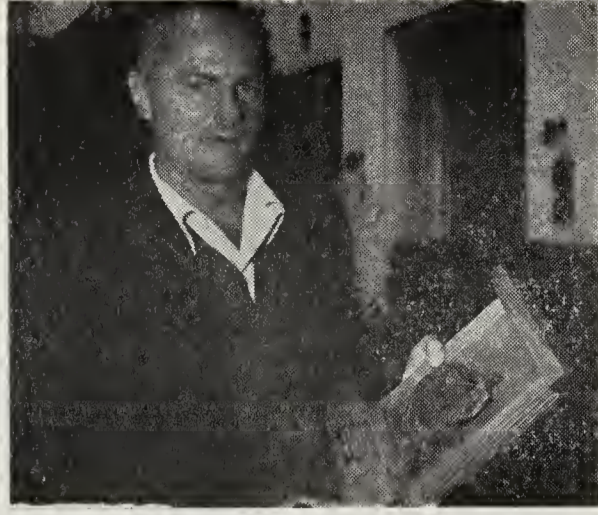
The artists pictured on these pages are some of those who have won recognition of the nation's film buyers, in the form of EXHIBITOR LAUREL AWARDS, for their contributions of the best in quality and commercial appeal. They are the ones who have transformed "Movies Are Better Than Ever" from a promise in 1950-51 into a rewarding reality in 1951-52 and a continuing certainty for future seasons.



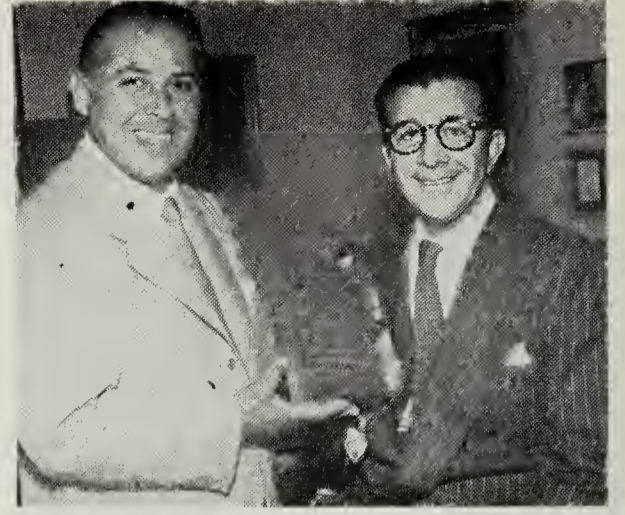
Manning presents a LAUREL AWARD to Republic star John Wayne, the year's outstanding actor.



Cecil B. DeMille (with Manning), Paramount
Best producer-director



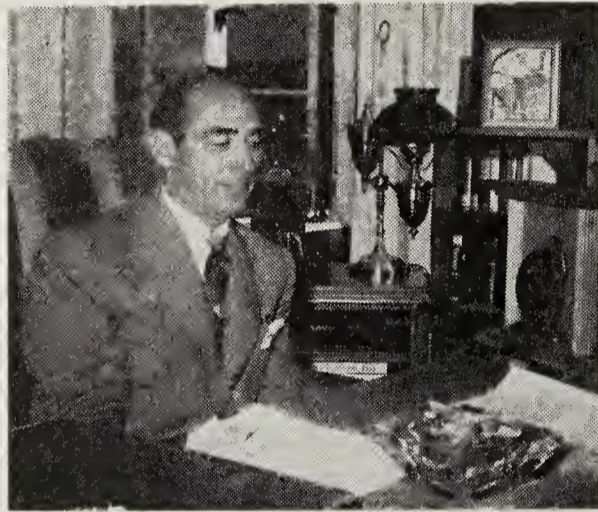
Darryl F. Zanuck, producer, 20th-Fox
Best drama



Dore Schary (with Manning), MGM
Special award



Mervyn LeRoy (with Manning), MGM
Topliner producer-director



Julian Blaustein, producer, 20th-Fox
Topliner features



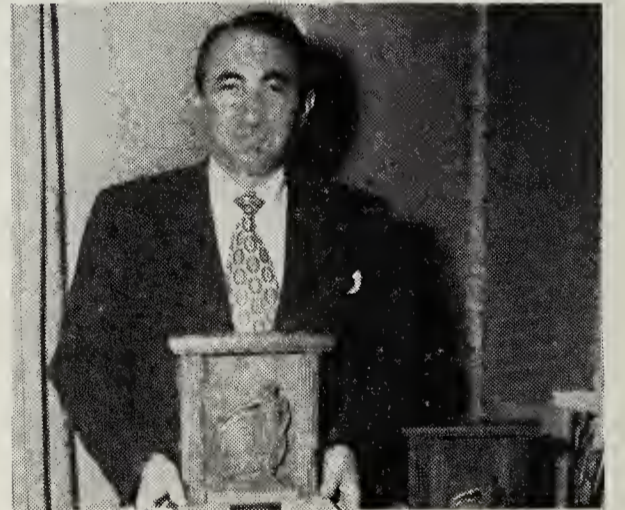
Joseph Pasternak (with Manning), MGM
Topliner producer



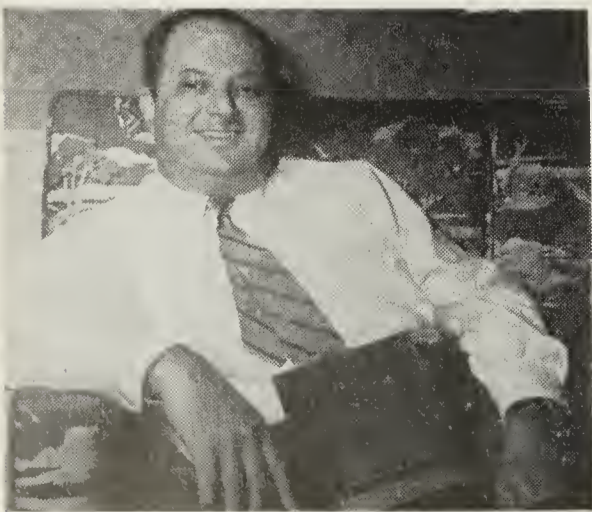
Stanley Kramer, producer, UA
Special award



Charles Brackett (with Manning), producer
Paramount, Topliner drama



Jack Cummings, producer, MGM
Topliner musical



Jerry Wald, RKO
Topliner producer



Sam Zimbalist (with Manning), producer, MGM
Best general entertainment feature



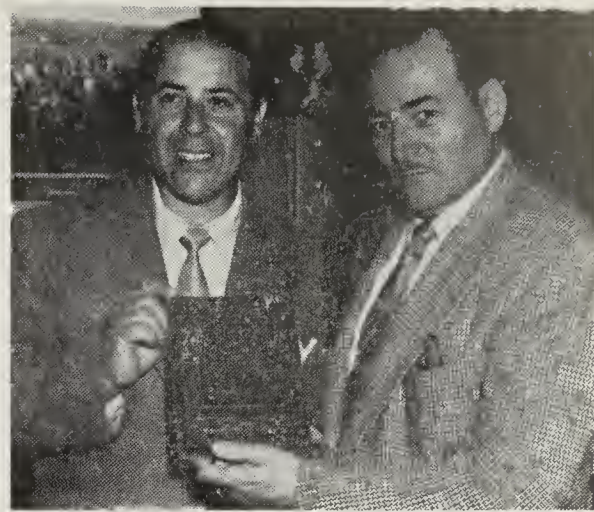
Lamar Trotti, producer, 20th-Fox
Best comedy feature



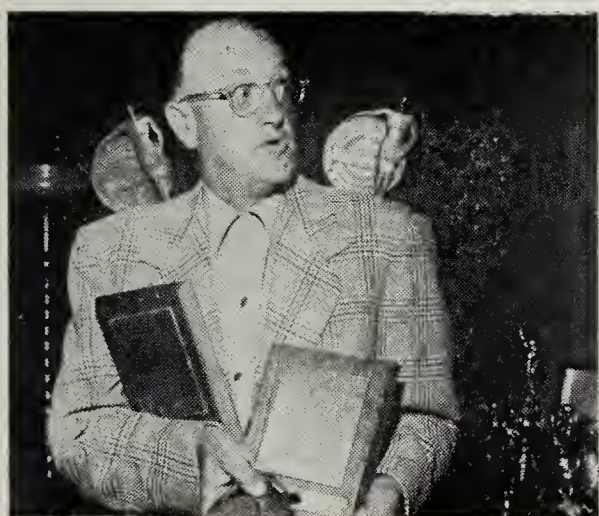
Arthur Freed (with Manning), producer, MGM Best musical



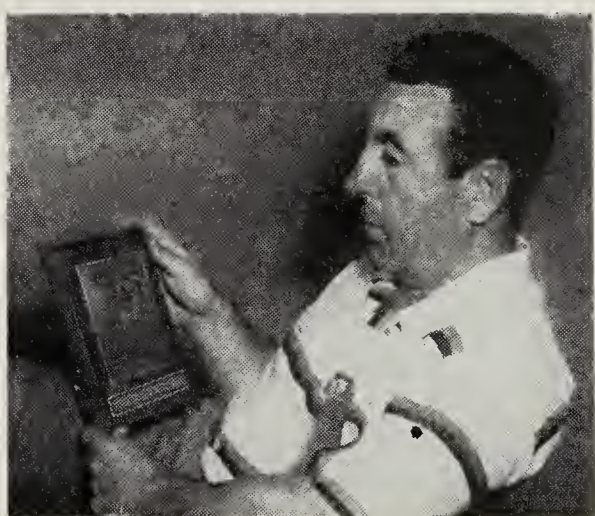
George Pal (with Manning), producer, Paramount Special award



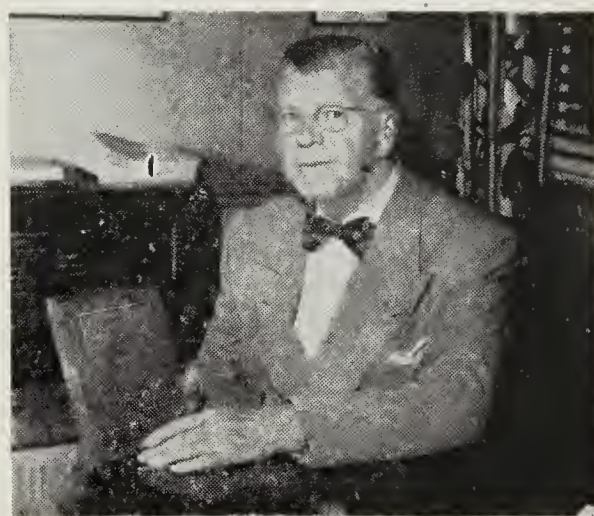
Robert Lippert (with Manning), producer Special award



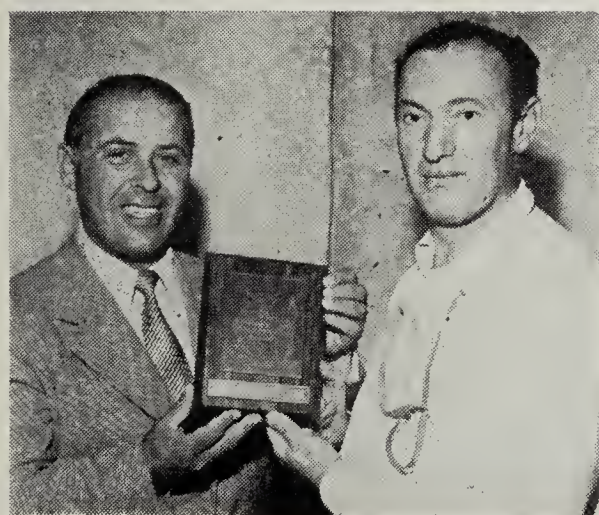
Pete Smith, producer, MGM Topliner novelty shorts



Will Cowan, producer Two-reel shorts award



Fred Quimby, producer, MGM Best cartoons



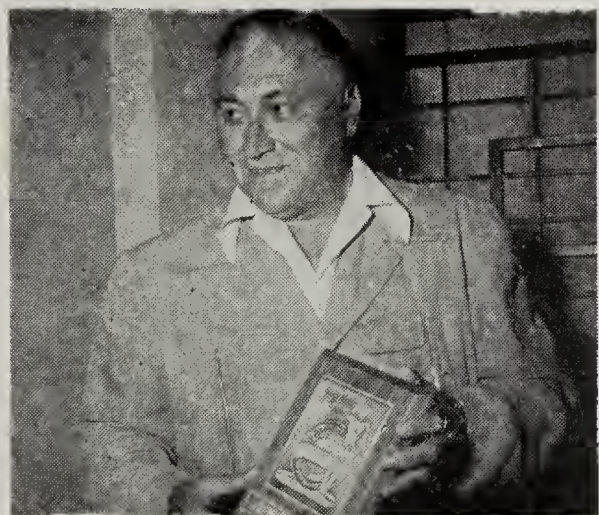
Andrew Marton (with Manning), director, MGM Best picture of the year



Joseph Mankiewicz, top director, 20th-Fox Best drama



George Sidney, director, MGM Best musical



Walter Lang, director, 20th-Fox Best comedy



Delmer Daves, director, 20th-Fox Topliner feature



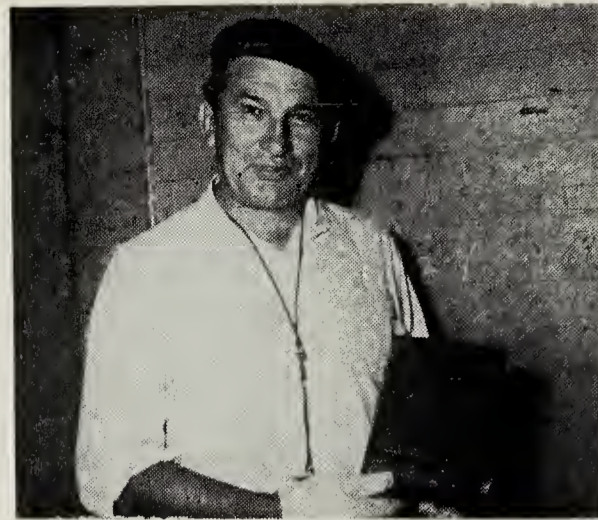
Michael Curtiz (with Manning), Warners Topliner director



**Billy Wilder, director, Paramount
Topliner drama**



**Jean Negulesco, director, 20th-Fox
Topliner drama**



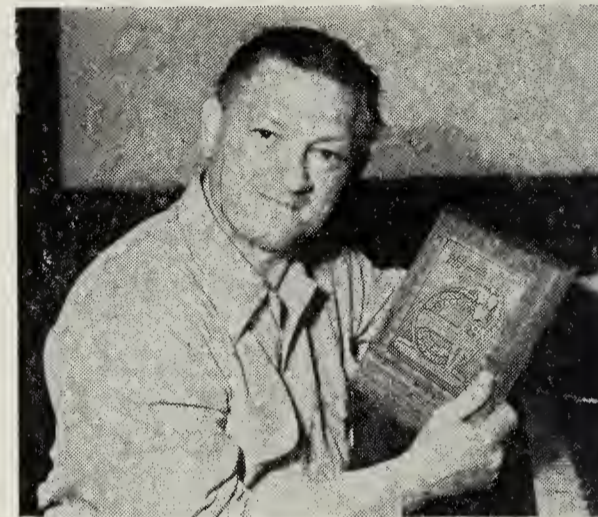
**William Dieterle
Topliner director**



**Arthur Lubin (with Manning), director, U-I
Special award**



**Alfred Newman (with Manning), 20th-Fox
Best composer**



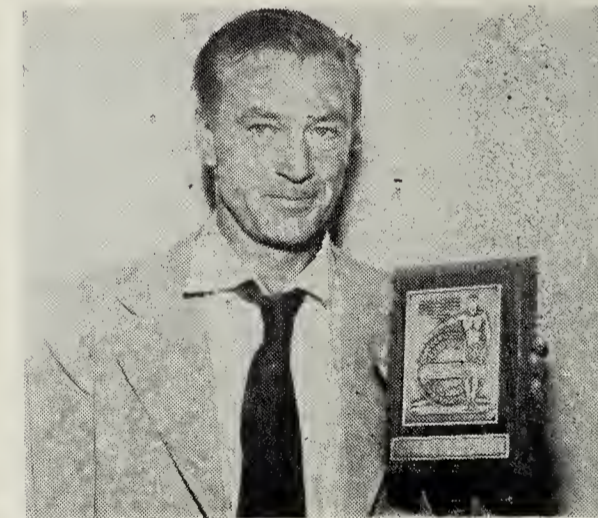
**Victor Young
Topliner composer-conductor**



**Ray Heindorf, Warners
Topliner musical director**



**The Three Stooges (with director E. Bernds and
producer H. McCollum), Columbia, comedy shorts**



**Gary Cooper, 20th-Fox
Topliner actor**



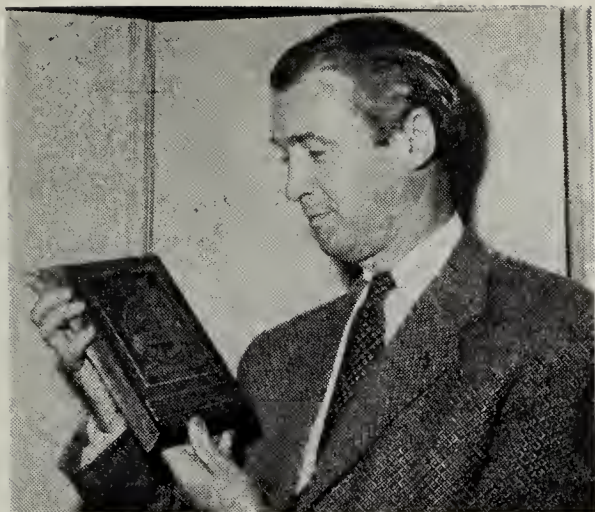
**Clifton Webb, 20th-Fox
Best comedy performance**



**Howard Keel, MGM
Topliner personality, best musical performance**



**Randolph Scott
Topliner actor**



James Stewart, U-I
Special award



Rex Allen, Republic
Topliner western star



Carleton Carpenter (with Manning), MGM
Topliner new personality



Gene Nelson, Warners
Topliner new personality



Doris Day, Warners
Top actress



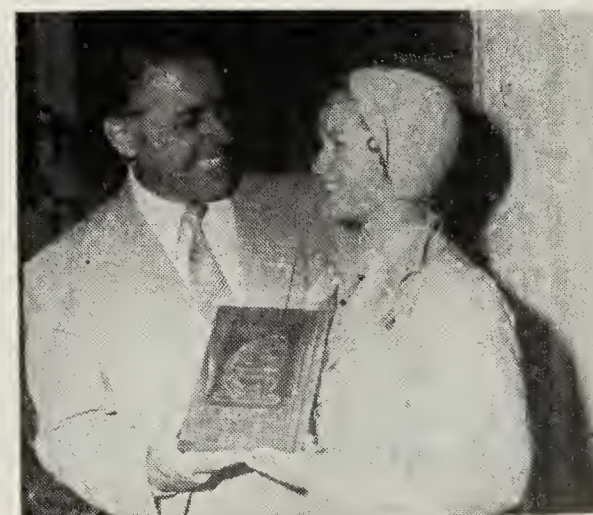
Betty Hutton, MGM
Best musical performance



Lucille Ball (with Bob Hope), Paramount
Best comedy performance



Debra Paget, 20th-Fox
Topliner new personality



Debbie Reynolds, MGM
Topliner new personality



William F. Rodgers, MGM distribution chief
(with publisher Jay Emanuel)
The company that gives the fairest break, MGM



Oscar Morgan, left, producer,
(with Al Schwalberg and Emanuel), Paramount
Topliner sports and musical shorts



Richard de Rochemont, producer, left (with Emanuel and Roy Larsen, president, Time, Inc.),
20th-Fox, Topliner documentary shorts



**RIGHT
ON THE
NOSE**

**PARAMOUNT'S HOLIDAY
SHOW OF SHOWS!!**

Yes, right square on the nose to top the Christmas records of "Paleface." Bob's chasing that "Delilah" doll, Hedy Lamarr, all the way up the road to Morocco. Here's how the trade boys tingled when they saw 'em tangle in Tangier >

"Funniest of any season!"
—M. P. Daily

"It's a caravan of dialog-drowning hilarity."—Boxoffice

"Keystone Kops finale a howl!"
—Hollywood Reporter

"Fast and frantic masterpiece."
—M. P. Herald

"Sure-fire for anybody's money."
—Film Daily

"Boxoffice can be extravagantly measured."
—Film Bulletin

"Kind that today's public shows preference for."
—Showmen's T.R.

"One of top laugh-getters."
—The Independent

IT'S MOVIE TIME, U.S.A.

**TODAY ALL AMERICA IS READING
ABOUT LAST NIGHT'S HEADLINE
"LIVING ROOM" PREMIERE**

Record press and radio coverage for picture's first showing... in the home of Mrs. Anne Kuchinka, Bellaire, O., winner of Bob's tremendous radio contest over NBC. She wrote the prize letter telling why she wanted the World Premiere in her own living room.

LOUELLA PARSONS Reports:

A gold-mine...it has everything!
I just love

BOB HOPE

HEDY LAMARR

in



**MY
FAVORITE
SPY"**

with

FRANCIS L. SULLIVAN · ARNOLD MOSS · JOHN ARCHER

Produced by PAUL JONES · Directed by NORMAN Z. McLEOD

Story and Adaptation by Edmund Beloin and Lou Breslow

Screen Play by EDMUND HARTMANN and JACK SHER

Additional Dialogue by Hal Kanter

Mel Konecloff's NEW YORK

LAST WEEK saw two Broadway institutions honored, the New York Paramount and its guiding light through the years and outstanding resident of the Gay White Way, Bob Weitman. Members of the press, the industry, and the entertainment world generally gathered at Toots Schor's at a lunch hosted jointly by United Paramount Theatres and RKO, the latter commemorating the theatre's silver anniversary with "Two Tickets To Broadway."



KONECLOFF

Weitman heard comic Joey Adams introduce the members of the dais, and such people as Ned Depinet, representing the industry, pay tribute to his abilities. From another walk in life came Judge Samuel Liebowitz, who characterized the guest of honor as "the sweetest guy this side of heaven", and who thought that Weitman would have been successful no matter what business he was in. The Attorney General for the state dissected Bob, preferring to discuss his heart, which is one of the biggest things around.

Deputy Mayor Charles Horowitz, representing the mayor, deemed it a pleasure to mark the silver anniversary of the theatre, and to honor Weitman at one and the same time, and he extended congratulations and best wishes for the future along with a pat on the back for the industry for its contributions in general. T. J. McInerney, representing the Broadway Association, and Robert K. Christenberry, its president, recalled that for 25 years Weitman has been instrumental in keeping business good on Broadway through the years, good and bad, and he presented him with an inscribed scroll.

Weitman, obviously touched at the proceedings, thanked his audience for the wonderful praise, but insisted that much of it was due the people who worked with and around him, and who did much of the work and who provided the needed support through the years. One of those, Jack McInerney, advertising and publicity director for the house up until his death last week, was honored with a brief moment of silence. Weitman pledged that the future will see United Paramount carry on with its high level of showmanship.

Others on the dais who spoke glowingly of the popular executive, or who were merely introduced, were Al Kelly, Gloria De Haven, Bob Mochrie, Murray Gurfain, Leo Cherne, Judge George Beldock, Tony Martin, Walter Gross, Edward Hyman, and Henny Youngman.

Some industryites will remember back in 1926 when Weitman attended Publix Theatres Managers Training School and that when the theatre opened, he and the others were assigned jobs at the house. Upon graduation, he came to the Rialto as assistant manager, and after a year he was transferred to the Paramount in a similar capacity. Then came the job

SIMPP Seeks Specific Allocation In Spain

NEW YORK—The SIMPP last week stated it wants a specific allocation of imports for its members in any Spanish allocations. The agreement, as negotiated on behalf of American companies by John G. McCarthy, MPEA vice-president, would provide a total of 100 import permits for American distributors, with 60 allotted to those companies maintaining distribution organizations in Spain, and the other 40 going to Spanish importers of American films.

Following last week's meeting between McCarthy and former Governor Ellis G. Arnall, SIMPP head, the Spanish situation came in for exhaustive consideration at the MPEA board meeting.

of managing director, Brooklyn Paramount. In 1933 he returned to the New York house as manager.

The year 1935 saw him promoted to managing director after which he came up with the establishment of the name band policy which swept the country, and gave theatres everywhere a needed shot in the boxoffice. In the process of building the Paramount, he also started many celebrities on the road to fame and fortune, including Frank Sinatra, Frankie Lane, Benny Goodman, the Dorsey Brothers, Danny Kaye, Red Skelton, and many, many others.

In 1950, when Paramount Theatres were divorced from the picture company, Weitman was elected a vice-president of United Paramount Theatres, still retaining the managing directorship of the New York and Brooklyn Paramount. He still sets the entertainment pattern for the street by new and different entertainment twists, such as bringing top Hollywood personalities to the theatre.

PARAMONUMENTAL BITS: The Paramount building was the dream of Adolph Zukor, who bought the property in 1922 when it was the Putnam building. The new Paramount structure was finished in 1926. . . . The first feature film was "God



"It's EXHIBITOR time, U.S.A."

Congratulations - Si



As is his usual custom, Si Seadler, MGM advertising chief, takes cognizance of the 33rd anniversary of EXHIBITOR with a cartoon reminder.

Holiday Helps Broadway Grosses

NEW YORK—Among the Broadway leaders last weekend were "Quo Vadis", "Two Tickets To Broadway", and "Detective Story". Although all houses felt a general upswing in grosses, some, however, reflect the Thanksgiving Day take. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"COME FILL THE CUP" (WB). Warner claimed a \$36,000 opening week.

"TWO TICKETS TO BROADWAY" (RKO). Paramount, with stage show, celebrating its 25th anniversary, expected the opening week to hit \$90,000.

"FIXED BAYONETS!" (20th-Fox). Rivoli expected the opening week to tally \$29,000.

"GOLDEN GIRL" (20th-Fox). Roxy, with stage show, claimed \$62,000 for Tuesday through Sunday, with the first week anticipated at \$70,000.

"TOO YOUNG TO KISS" (MGM). Radio City Music Hall, with stage show, reported \$92,500 for Thursday through Sunday, with the first week bound to go to \$126,000.

"THE BLUE VEIL" (RKO). Criterion reported \$18,000 for the fifth week.

"WARPATH" (Para.). Globe expected the opening week to hit \$15,500.

"DETECTIVE STORY" (Para.). Mayfair claimed a very good \$47,000 for the third week.

"TEN TALL MEN" (Col.). Victoria did \$14,000 on the fifth week.

"ACROSS THE WIDE MISSOURI" (MGM). Loew's State reported \$15,000 for the third week.

"QUO VADIS" (MGM). Astor, with reserved seat policy, announced a \$24,000 third week.

"QUO VADIS" (MGM). Capitol, with unreserved seat policy, claimed \$105,000 for the third week.

Gave Me Twenty Cents", starring Lya de Putti, Lois Wilson, and Jack Mulhall. . . . The first stage presentation was produced by John Murray Anderson. . . . The house has played to more than a hundred million theatre-goers.

LITERARY NOTE: The other day someone remarked that he hadn't seen a by-lined article by Sam Goldwyn in a long time. Lo and behold along came the Sunday magazine section called This Week, and there was a literary work "To Jenny . . . With Love", by Samuel Goldwyn. For those of you who missed it, this concerned itself with how his latest film, "I Want You", came into being, and far be it for me to deprive you of reading the interesting piece by synopsisizing it here briefly.

QUESTION: Did you know that it takes \$175,000 annually to operate the Will Rogers Memorial Hospital? This, together with a \$50,000 fund for reserve and \$25,000 for research, totals \$250,000 needed each year. And that amount is the goal of this year's "Christmas Salute" campaign, the drive within the entertainment industry presently in the works.

It should be remembered that the hospital is for the exclusive use of people in show business and its affiliated fields who are touched by tuberculosis. So pitch in with a contribution and a Christmas greetings. It's to care for our own for a change.

"Curtain At 8:30" Canadian Experiment

NIAGARA FALLS, ONTARIO—Famous Players Theatres will experiment with a special type of presentation for unusual pictures, it was decided at the conference of Famous Players managers from Eastern Ontario at the General Brock Hotel last fortnight.

"Art or specialized theatres are now increasing in importance," said J. J. Fitzgibbons, president, Famous Players. "We know that in every community there are people who are not regular moviegoers but who will come out to see unusual pictures. This group is important to us but we have not been able to interest them to the point where their attendance has justified the presentation of such pictures. Our partner, N. A. Taylor, who has been highly successful merchandising this type of picture in Toronto and in Orillia, has come up with a formula which has proven successful, and which, I think, we should adopt on an experimental basis."

Taylor stated that he was a movie enthusiast. "I think anyone who doesn't love the movies has no place in our business. I like every kind of picture so long as it is honest and well-produced. For years we have been playing pictures that have been given fulsome reviews by the critics, and have been disappointed to find that they were boxoffice failures. I've long had a theory that we have been wrong in our selling of these pictures. We have included them in our regular programs, and sold them the way we sell any other pictures. After considerable experimenting, we think we have the proper approach to these specialized pictures.

"There are two potential audiences for pictures," said Taylor. "For a long time we have played up to one. I think it is time we wooed the other. Taking into consideration these two types of audiences we have introduced, as an experiment, 'Curtain at 8.30.'"

"In our 'Curtain at 8.30' program, we have taken into consideration the pictures that certain classes of people in every community want to see. These pictures are successful in big cities, in small theatres with a comparatively small overhead which can carry pictures until word of mouth advertising gets them rolling.

"If there are X thousands of patrons in a city the size of Toronto who want to see these pictures, there are X hundreds of people in smaller cities and towns who want to see them," he declared. "But they will not be successful unless they are presented in a certain way. Our experiments have proven this."

Taylor outlined the type of presentation, "Curtain at 8.30," which had been so successful in the Geneva, Orillia, Ontario.

Orillia, is a town of 10,000. In the last few years, minorities had been clamoring to see the pictures that were shown in the International Cinema, the Towne Cinema, the Hyland, and Famous Players theatres in Toronto. This type of film had been previously shown in Orillia's two theatres with poor results.

Realizing that there was a market for such films, even in small towns, if a formula for their presentation could be found, Taylor said that it was found that an entirely new format must be devised.

(Continued on page 32)



Spyros Skouras, center, president, 20th-Fox, recently visited the company's International branch in Israel, where he is pictured with John Lefebvre, European and Middle-East general sales manager; Mrs. Eugene McFarland, Mrs. Skouras, and Eugene H. McFarland, head of construction.

Easement Sought In Norway

NEW YORK—Following a meeting of the MPEA board of directors last fortnight, it was indicated that American distributors, increasingly restive under the 30 per cent ceiling on film rentals in effect in Norway, will seek an easement from the government there.

The companies operating in Norway view the ceiling as inviting similar action by other countries, and will attempt to substitute for the arbitrary 30 per cent limitation a more flexible arrangement.

The MPEA board also considered a technical issue arising in Japan, and heard a report on the Belgian situation. It is understood that discussions between the American industry and officials of the Belgian government are to be resumed soon. The American companies recently submitted a counter to the Belgian plan calling for a curtailment of both American film imports and remittances.

Hicks To Far East

NEW YORK—Orton H. Hicks, director, Loew's International Corporation's 16mm. department, left this week for the Far East. He will visit offices in Japan, The Philippines, Australia, and New Zealand and return on Dec. 25.

Wolf In Dublin For VC Induction

DUBLIN, IRELAND—Officers and crewmen of the new Dublin Tent 41, Variety Clubs International, were formally inducted at a special function last fortnight when International Chief Barker Marc J. Wolf flew to Ireland for the occasion.

The first officers and crew for 1952 are Chief Barker Louis Elliman, Theatre Royal, Dublin, and Norman Barfield, Paramount Pictures, Inc., Brinsley Sheridan, Adelphia Cinema, Dunlaoghaire; Robert Britten, 20th-Fox, and T. O'Keefe, Carlton Cinema. Members of the crew are A. Elliman, Gdeon Ireland, Ltd.; Patrick Farrell, Capitol, Dublin; Peter Farrell, Capitol; Jack Lyons, MGM, and Maurice Baum, Rialto Cinema, Dublin.

Wolf, accompanied by his wife, was joined in Dublin by a large delegation from the London tent. The Wolfs are going to tour France, Italy, Switzerland, and other countries before their return.

THE INTERNATIONAL SCENE

Canadian Comment

In Amherst, Nova Scotia, the Nova Scotia Board of Conciliation, active for many years in distributor-exhibitor relations, decided to enlarge its scope to cover the Maritime Provinces. The decision was made at the Maritime Motion Picture Exhibitors Association convention. A. J. Mason was reelected president, along with other incumbent officers.

Betty Hutton will headline the charity show sponsored by the Variety Club of Toronto, Tent 28, on Jan. 10 at the Imperial, Toronto. Proceeds go to the Children's Village, a vocational center and school for crippled children. The Toronto tent has always been one of the foremost in the International Variety Clubs.

Mendel In RKO German Post

NEW YORK—Max Mendel has been appointed RKO's general manager in Germany, Phil Reisman, vice-president in charge of foreign distribution, announced last week.

Mendel, a native German now a naturalized American citizen, entered films as a salesman for Parufamet in Hamburg in March, 1927. He became branch manager in that city in September, 1929. When the three companies separated, Mendel was put in charge of Paramount's branch in Frankfurt, and then Dusseldorf. In June, 1933, he became MGM representative in Europe and the Near East.

He came here in 1936, rejoining Paramount as a salesman for Long Island. Universal International sent him to Europe in October, 1945, as supervisor for Holland and the Scandinavian countries. When the MPEA discontinued operations in Holland, Mendel organized and managed U-I's office there. He was transferred to Germany in August, 1949, as sales manager. In February, 1950, he was promoted to general manager.

No British Change Seen

LONDON—John Boyd Carpenter, financial secretary to the Treasury and number two to the Chancellor of the Exchequer, declared last fortnight, "As regards films, an agreement has been signed with the American film industry recently, and came into effect only six weeks ago. It is not possible to throw overboard an agreement so recently made, and, even if we were free to do so, it would not necessarily be in our interest."

It had been reported that Britain might seek to slow the flow of motion picture dollars when it was published that the new government intended to cut spending in the dollar areas as the UK prepared to rearm.

HELL-RIDERS OF THE

WORLD PREMIERE
ORPHEUM THEATRE
OMAHA

•
THURSDAY
NOVEMBER 29th




A WOUNDED
SOLDIER NEEDS
YOUR BLOOD
TODAY!



HERBERT J. YATES
presents

"THE WILD B

(STORY OF THE B-2

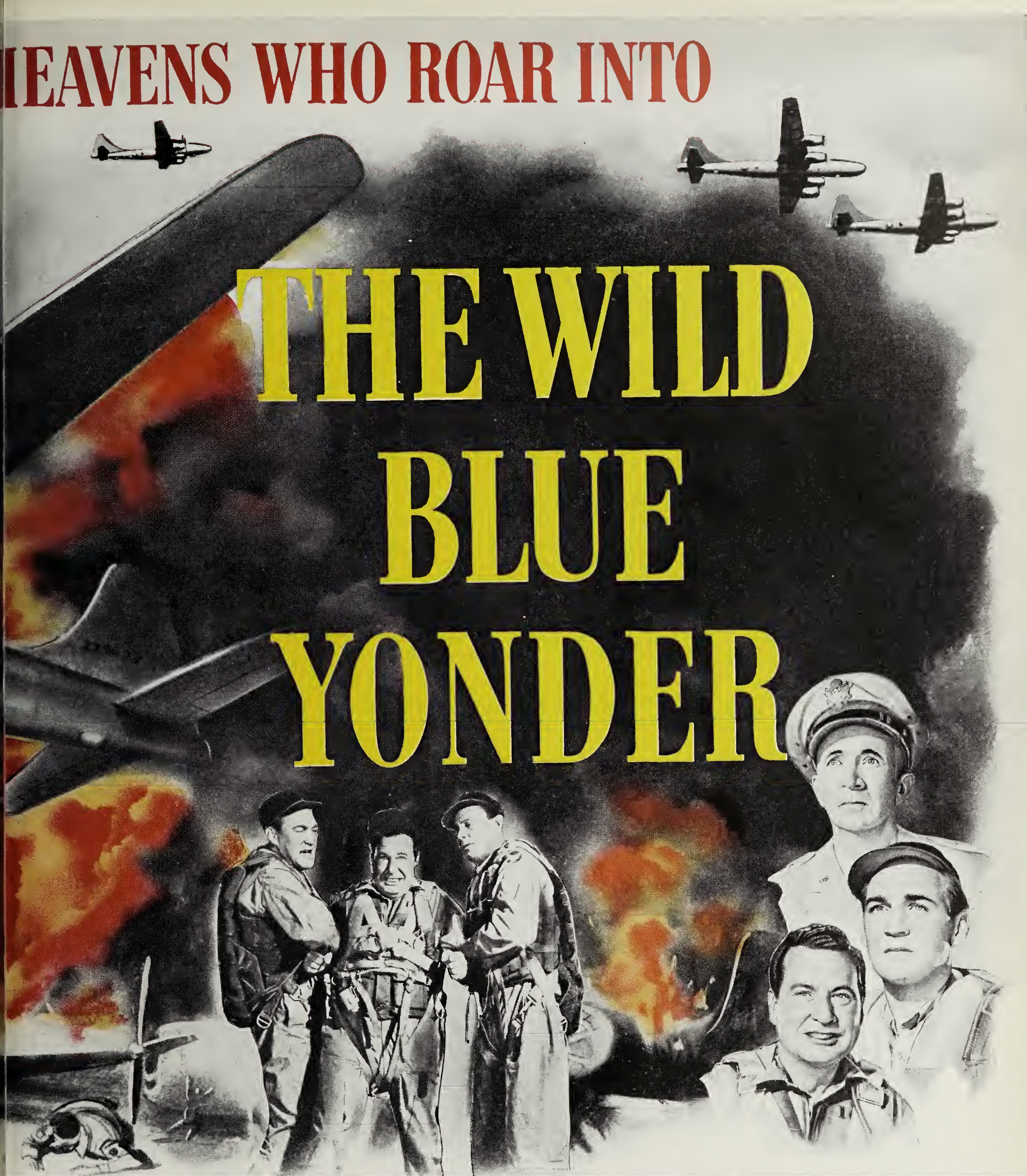
FORREST TUCKER • PHIL HA

Screen Play by RICHARD

A REPUBLIC PICTURE

REPUBLIC PICTURES CORPORATION • HERBERT J. YATES, Pres.

HEAVENS WHO ROAR INTO



THE WILD BLUE YONDER

THE WILD BLUE YONDER"

starring

WENDELL COREY • VERA RALSTON

(SUPERFORTRESS)

with WALTER BRENNAN • WILLIAM CHING • RUTH DONNELLY • HARRY CAREY, JR. • PENNY EDWARDS

ASKIS • Story by ANDREW GEER and CHARLES GRAYSON • Directed by ALLAN DWAN

This Was The Week When . . .

Columbia announced that Stanley Kramer's "Death Of A Salesman" would bow in at the Warner Beverly, Los Angeles, starting on Dec. 20, to qualify for the Academy Awards competition. . . . Mary Pickford was revealed as returning to the screen after 18 years in Stanley Kramer's "The Library", for Columbia release. . . . UA announced that a Brooklyn school teacher and a university student in Tulsa, Okla., had won trips to Rome and back as the result of the competition in connection with "Fabiola". . . . Producer Kroger Babb, Hallmark Productions, Inc., declared that his "Hallmark Show" would be part of the conventions of Allied of Michigan at the Book Cadillac, Detroit, on Dec. 3-5, and Wisconsin Allied at the Hotel Schroeder, Milwaukee, on Dec. 10-12.

Virginia Suit Filed

ROANOKE, VA.—Five percentage actions were filed last week in the United States District Court for the Western District of Virginia. Loew's, Universal, United Artists, 20th Century-Fox, and RKO each filed a separate action against Rives Brown, Bernard Depkin, Franz M. Westfall, and the Martinsville Theatre Management Corporation, alleging underreporting of receipts on percentage pictures. The theatres involved are the Ritz, Danville, Va., and the Martin (formerly the Bee-Dee), Rex, and Rives, Martinsville, Va.

The Richmond law firm of Hunton, Williams, Anderson, Gay, and Moore represents the distributors, with Sargoy and Stein, New York, of counsel.

Jacobson On IA Board

NEW YORK—Orin M. Jacobson, Tacoma, Wash., an International Representative of the IATSE since 1930, was last week elected eighth vice-president of the organization by its general executive board. Announcement was made by International President Richard F. Walsh following a meeting of the board.

For many years, Jacobson was business agent of Tacoma Local 175, which he joined in 1910. He served as secretary-treasurer of the Alliance's northwest district 1 until last year, when pressure of business on behalf of the general office forced his resignation.

SEC Reports WB Changes

WASHINGTON—The Securities and Exchange Commission reported last fortnight that Jack L. Warner, vice-president, Warners, had listed a gift of 4,500 common shares of the company stock, leaving him a total of 409,948 shares, plus an additional 21,500 shares in trust.

UPT Declares On Common

NEW YORK—Leonard H. Goldenson, president, United Paramount Theatres, Inc., announced last week that the board of directors of the corporation had declared a dividend of 50 cents per share on the outstanding common stock.



The world premiere of Republic's "The Wild Blue Yonder," Orpheum, Omaha, as a highlight of the "Omaha Salutes the Strategic Air Command" celebration recently was the subject of a meeting of Hayden Ahmanson, vice-president, Omaha Chamber of Commerce; Colonel Alfred Kalberer, public information officer, Strategic Air Command; William Miskell, district manager, Tri-States Theatres, and Norman Haried, Omaha Chamber of Commerce executive and civic leader.

Schmidt Resigns Columbia Post

NEW YORK—The resignation of Arthur Schmidt, director of publicity, advertising, and exploitation of Columbia, effective on Dec. 31, was announced by N. B. Spingold, vice-president in charge of the company's general public relations, last weekend.

"Mr. Schmidt's resignation is a matter of great personal regret to me and to the other executives of the company," Spingold stated. "We have treasured his association with us, and his stated position that his services would not be available to Columbia after the conclusion of his present contract at the end of December came as a complete surprise."

Schmidt joined Columbia in 1945 after leaving the navy, in which he held the rank of commander and for three years held the position of advertising consultant at the company's studio in Hollywood. He joined Columbia's home office in 1948 as the head of the department he is about to leave. The successor to Schmidt has not yet been considered by the company. He will announce plans regarding his future activity at a later time.

U Pays On Common

NEW YORK—It was announced last week that Universal Pictures will pay its first dividend on common stock since July, 1948 to holders of record on Dec. 10. The 60-cents-per-share payment will be made on Dec. 19. Reflecting an increase in the company's earnings, the dividend was announced at a meeting of the board of directors.

Decca Records, which purchased 271,900 shares several weeks ago, will get a minimum initial dividend payment of \$16,314.

More NSS Suits Filed

PHILADELPHIA—Harry Vogelstein, Baltimore, Md.; Jack Riff, Boston, and Dave Mitchell, Dallas, filed a combined suit last week in U. S. District Court asking for summary judgment against National Screen Service and all major distributors in another phase of the independent poster companies suits. William A. Gray's office is counsel for the plaintiffs.

Technicolor Sets Lower Price Scale

HOLLYWOOD—Dr. Herbert T. Kalmus, president and general manager, Technicolor Motion Picture Corporation, last week announced price decreases by the company estimated to save the industry more than three quarters of a million dollars a year.

These price reductions, entirely voluntary, were made possible by the absorption by Technicolor of 50 per cent or more of the cost increase due to the increased cost of labor, after crediting the excise tax reduction on raw film. By the new Technicolor price list, effective on Dec. 1, the price of 35 mm. motion picture release prints is reduced fifteen hundredths (.15) of a cent per foot, making the new base price for theatrical release prints 5.33 cents per foot.

In a letter to studio customers announcing the new prices, Dr. Kalmus said:

"Effective on Oct. 25, 1951, our costs have been substantially increased due to higher wages to be paid our employees. This increase, if calculated on the basis of our entire volume of business for 1951, would approximate \$1,260,000 a year. "Effective on Nov. 1, 1951, our costs have been substantially decreased due to the elimination of the excise tax on raw film. This decrease, if calculated on the basis of our entire volume of business for 1951, would approximate \$1,240,000 a year.

"The decrease in cost to us due to elimination of the excise tax will be slightly more than offset by the increase in cost to us due to increase in the price of labor." Notwithstanding this, Dr. Kalmus said, the new price list "reflects in substance not only the full elimination of the excise tax but also the absorption by us of 50 per cent or more of the increase in cost due to the increased price of labor. Therefore the reductions in price are voluntary, and are not required by our customer contracts."

On the basis of Technicolor volume for 1951, Dr. Kalmus estimated that the price reductions, as compared with present prices, will amount to a saving to the industry of approximately \$775,000 a year.

"This is without reference to the fact that on Oct. 16, 1950, and again on June 25, 1951, we were subject to cost increases due to increased cost to us of raw materials which have never been passed along by us to our customers but have been absorbed by us," Dr. Kalmus stated. "On the basis of our entire volume of business for 1951, these two increases which we have previously absorbed amount to approximately \$875,000 a year, or approximately 22 cents per foot on our entire 1951 volume of business on 35mm. motion picture release prints."

Referring to a number of prices which remain unchanged, Dr. Kalmus said that if credit were given for the full excise tax elimination and if 50 per cent of the increased labor cost were passed along to customers, the new price would be in excess of the old. "Because we do not wish to increase any of our prices at this time, we have, in these instances, credited the full excise tax elimination, and have absorbed more than 50 per cent of the labor increases," Dr. Kalmus explained.

Maas Files Report On MPEA Activities

NEW YORK—Irving Maas, retiring president and general manager, Motion Picture Export Association, reported last week that American film companies received remittances of \$8,607,040 through the operations of the association from its beginning in June, 1946, to its end, on Oct. 31, 1951. Of this total, it was reported, \$3,100,228 came from the "Iron Curtain" countries.

The MPEA handled exports to and distribution in 13 foreign countries for American distributors.

Maas' report to Joyce O'Hara, vice-president, Motion Picture Association of America, not only summed up the financial aspects of the MPEA operation but also contained several recommendations, including one that an MPEA New York headquarters and field staff be maintained to liquidate MPEA business, and carry it on in Austria and Yugoslavia where MPEA licenses are not due to expire until late in 1952.

While \$8,607,040 was shared among the companies, an additional \$6,913,060 came from the dollar value of local currency advanced. With payments for prints and accessories, total payments to the companies in dollars and foreign currency amounted to \$17,468,842.

The value of funds currently blocked and available for future participation payments was \$9,089,220. Japan alone accounts for most of this total, and Maas was optimistic that the better part of that money could be remitted in the next six months. The current Austro-Yugoslav business is currently running at a weekly gross level of \$20,000.

Remittances to date are as follows: Austria, \$1,592,988; Bulgaria, \$19,745; Czechoslovakia, \$1,843,425; Germany, \$836,225; Indonesia, \$1,508,080; Hungary, \$447,987; Holland, \$2,450,487; Roumania, \$45,800; Poland, \$307,276, and Yugoslavia, \$435,995.

The highest total of overall payments to the companies was reached in 1950 at \$6,025,810. The net MPEA business, taking into account \$9,227,078 in home office expenses, totaled \$26,714,905.

McConnell Asks Review

CHICAGO—Thomas C. McConnell, counsel, Towne, Milwaukee, anti-trust case against the major distributors, last week asked the U. S. Supreme Court to review the Appeals Court decision cutting down the Chicago District Court awards of damages and attorney fees.

He charged the U. S. Circuit Court of Appeals is hostile to civil anti-trust cases.

The Appeals Court last July reduced a \$1,520,878 award to the Towne by more than a third, and cut McConnell's fee from \$225,000 to \$75,000.

U Sued By Attorney

NEW YORK—Suit was filed last fortnight in U. S. District Court by attorney Thomas Turner Cooke asking \$135,000 from Universal. Cooke claims he rendered special services in connection with anti-trust matters between June, 1946, and February, 1951, and that U has paid only \$15,000 of an agreed fee of \$150,000.

Wolfson Wants Local Autonomy On Sales

NEW YORK—President Mitchell Wolfson last week released a statement to the trade press rapping at rigid selling terms of distributors. He said that one of the biggest complaints received from exhibitors is "the practice of a single national sales policy being imposed on every exchange area without regard to local economic and purchasing problems."

New England Deal Nears

BOSTON—Under a deal being negotiated here last week the Smith Management Company would take over nine area theatres operated by the Giles Circuit shortly after Jan. 1. Houses involved include two in Framingham, two in Norwood, two in Gardner, and one in Boston, all in Massachusetts, and two in Laconia, N. H. The Smith group now operates 13 conventional theatres and 21 drive-ins.

Hughes Adds To Holdings

WASHINGTON—The Securities and Exchange Commission reported last fortnight that Howard Hughes had during September and October increased his holdings of RKO Pictures common stock by 84,400 shares. Hughes owned 1,013,420 shares at the end of October. During September, Hughes acquired 35,600 shares, and purchased another 48,800 shares last month.

"Goliath" Goes To England

NEW YORK—In the first transshipment of an American film merchandising idea directly to a foreign country, 20th-Fox will soon send Walter Talun, who appears as Goliath in "David And Bathsheba", to England to herald the film's exhibition there, it was learned last week.

Illinois Drive-In Sues

CHICAGO—The 54 Drive-In, Kankakee, Ill., last week filed an anti-trust suit against the eight major companies in federal court. The drive-in is also asking for the right to advertise second-runs while the first-run film is playing nearby cities. No damages are asked in the action.

Camp Fire Girls Aided

NEW YORK—The industry was making preparations last week to cooperate in the 42nd birthday of the Camp Fire Girls, the oldest agency for girls from seven to 18.

Dec. 15 Deadline Set

WASHINGTON—The Department of Justice last week set Dec. 15 as the deadline for the filing of a divorcement plan by Loew's Inc. The plan will be filed in the New York Statutory Court.

Classic To Roadshow Eliot Film

NEW YORK—T. S. Eliot's film production of his noted play, "Murder In The Cathedral", will be released in the United States on a reserved-seat, two-a-day basis, it was announced last week.

Loew's Declares On Common

NEW YORK—Directors of Loew's, Inc., last week declared a regular quarterly dividend of 37½ cents per share on the company's common stock.

Commerce Dept. Reveals Dividends

WASHINGTON—Film companies paid out a total of \$23,354,000 in publicly reported cash dividends in the first nine months of this year, it was revealed last week in a Department of Commerce report. The total for the comparable 1950 period was \$27,876,000.

The department said that the figures for 1951 were preliminary, and may be revised upward.

A drop in dividend payments in September from the \$6,923,000 reported in September, 1950, to \$4,545,000 was attributed to Warners deciding to pay \$2,000,000 in October this year, rather than in September, as the company did last year.

Also accounting for this year's lower total payments was the fact that Stanley Corporation had not as yet reported any dividend for September, whereas it paid \$226,000 in the previous September; that Paramount's dividend was about \$175,000 under that of last September because of less stock outstanding, and that 20th-Fox's total payments were about \$135,000 under those of last September.

Michigan Allied To Convene

DETROIT—The doors will be open on Dec. 3, 4, and 5 at the Hotel Book Cadillac in Detroit for the annual convention of the Allied Theatre Owners of Michigan.

Exhibitors throughout the state have been invited to the star-studded event, regardless of whether they are ATM members.

In addition to the entertainment features, exhibitors attending the convention will be treated to clinics on the problems of the industry.

"This year's Allied convention will be the best thing Detroit has had for exhibitors for a long time," Ernest Conlon, executive secretary, promised.

O'Brien Named In Virginia

RICHMOND, VA.—A. Frank O'Brien, Fabian Theatres city manager, was last week appointed by the board of directors of the Virginia Motion Picture Theatre Association as chairman of the forthcoming annual convention. A clinic dealing with theatre problems and operation will be a feature.

The recent "Movietime, U.S.A." campaign was discussed at the board meeting, and it was the consensus that the COMPO campaign was highly successful.

OPS Slates Price Control Films

WASHINGTON—Price Administrator Michael V. DiSalle announced last fortnight that he is going to make motion pictures, including "his own version of Mickey Mouse", in a \$100,000 effort to convince the public with its own money that price control is good. DiSalle's office said that the Office of Price Stabilization already has spent \$16,565 for a film on price controls, which runs only two minutes.

New York Exposition Delayed

NEW YORK—The motion picture exposition planned by a local exhibitor group, headed by Fred Schwartz, for a March engagement at Grand Central Palace, has been set back to an undetermined date, it was learned last week.

IT'S MOVIE TIME...IT'S MONEY



◀ The SOLID hit that build bigger and bigger day by day—matinees and nights—to first weeks and holdover topping many of the best grosses of the year!

▶ Box-office melodrama on the class-production side!... Currently hitting its stride in key cities as one of the strongest crowd-pleasing shows in the current movie celebration!



◀ Not only starring one of the top box-office names of the day, but also featuring the most thrilling air combat action ever caught by the camera! Top-draw hit all the way.



... and for the
JANE RUSSELL · GROUCHO MARX · FRANK SINATRA in **"DOUBLE DYNAMITE"**

TIME...IT'S RKO-TIME---U.S.A.!



◀ The first big musical from RKO in years—and worth waiting for! Selected as its 25th Anniversary attraction by Broadway's showcase Paramount Theatre.

▶ Another Broadway Paramount Theatre selection that's giving a mighty powerful account of itself in first runs all over the country. Tense, timely, terrific!



◀ Subsequent runs reporting the same terrific audience reaction and box-office success as the keys. Business better and better as the word spreads everywhere!



Big Holiday dates:

● Greatest of All Wild Animal Pictures **"TEMBO"** Photographed in Anso Color

PEOPLE

SALT LAKE CITY—W. G. Seib retired last fortnight as Columbia branch manager after nearly 15 years on the job. He is succeeded by Harold Green, a salesman for the company.

TOA Sets Up Grievance System

NEW YORK—A system for routing trade practice grievances in the field into Theatre Owners of America headquarters was announced last fortnight.

Chairman of the six TOA regionals each shall appoint as many committees of three exhibitors as there are exchange centers in their respective regions. These committees will collect grievances to be forwarded to the regional chairman. If necessary, the grievances will be forwarded to a grievance board at TOA headquarters. The board's task will be to secure from general sales managers whatever adjustments may be deemed necessary. Before complaints are sent to New York, regional chairmen will take steps to secure adjustments from local sales managers.

The six TOA regionals are centered around Atlanta, Chicago, Dallas, Denver, New York, and Los Angeles.

Mitchell Wolfson, president, Theatre Owners of America, has named chairmen of all six regional groups. They include: E. D. Martin, Atlanta; James Coston, Chicago; John Rowley, Dallas; F. H. Ricketson, Denver; Charles P. Skouras, Los Angeles, and S. H. Fabian, New York.

Denver TV Plans Fall Through

DENVER—John Wolfberg reported last week that he was unable to secure network television programs for his Broadway. With this city without a TV station, Wolfberg had hoped to tie in his house with the transcontinental TV relay, which passes through the city. His theatre is equipped with RCA theatre TV equipment. He reports filling his house for a pick-up of the Colorado-Nebraska football game, charging \$2.40 per seat. On Dec. 1, he plans to offer two football games, charging \$2.40 per seat for each.

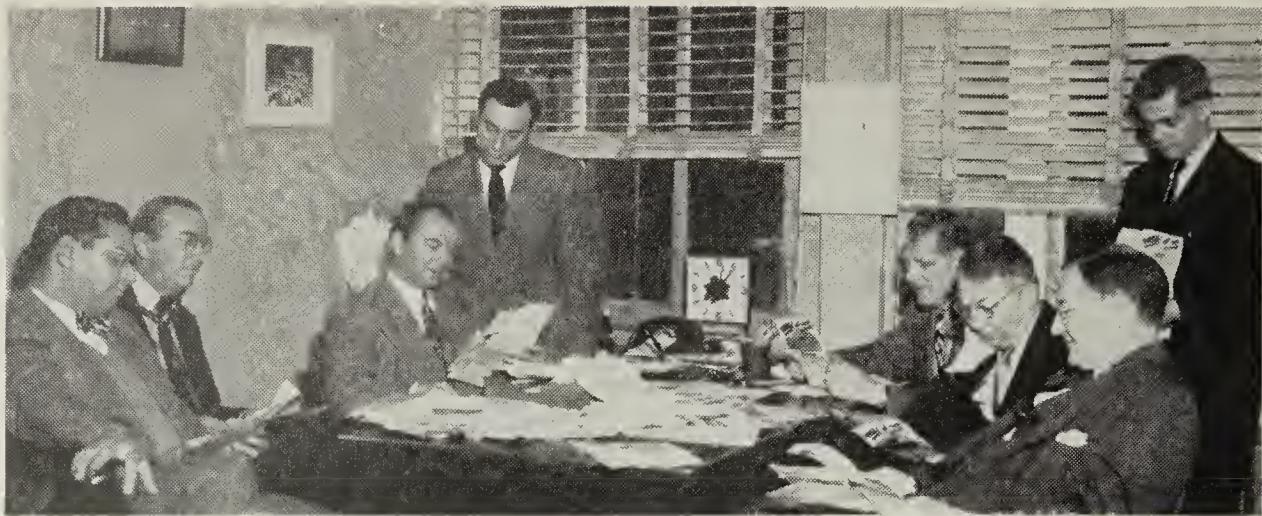
TOA Reorganizing In Albany

ALBANY—Reactivation of the Albany Theatre Owners of America was planned last week at a meeting in New York City between Harry Lamont, temporary chairman of the organization for two years, and Gael Sullivan, TOA executive director. Reorganization of ATO is hoped for some time before January.

President Lamont, Lamont Theatres, and Saul J. Ullman, Fabian Theatres' upstate general manager, will head the reactivation activities for the unit.

Lewis Feted On Jan. 11

NEW YORK—It was announced last week that the testimonial dinner being planned in honor of Charles E. Lewis would be held at the Hotel Astor on Jan. 11. Fred J. Schwartz is chairman, and Si Fabian is acting as treasurer, with a big attendance expected.



Gathered recently in New York City to judge entries in a contest conducted by UA for "Fabiola" were, from left, EXHIBITOR's Mel Konecoff, Walter Brooks, Lige Brien, UA special events director, Alan Ames, Chet Friedman, Chet Bahn, Sherwin Kane, and Ralph Cokaine. The enthusiasm is quite evident.

Loew's Sets "Vadis" Dates

NEW YORK—Loew's has set openings for "Quo Vadis" for seven additional theatres in six cities on Dec. 25, it was announced last week.

With six theatres on Nov. 21 opening "Quo Vadis" for the general public, and two additional theatres slated to open in Los Angeles on Nov. 29, the seven additional openings will make a total of 17 by the first of the year. Newly scheduled premieres for Christmas Day on "Quo Vadis" include the State, New Orleans; Buffalo, Buffalo; Loew's, Indianapolis; Midland, Kansas City; Orpheum and State, Boston, and Palace, Washington.

Opening recently were Loew's theatres in Pittsburgh, Cleveland, Memphis, Atlanta, St. Louis, and San Francisco. On Nov. 29, the Four Star and United Artists, Los Angeles, will begin showing the picture on a two-a-day reserved seat policy for the former and continuous run for the latter.

Eastman Net Drops

ROCHESTER, N. Y.—Eastman Kodak last week reported net earnings of \$32,359,194, or \$2.13 a share on 15,028,754 common shares, for the 36 weeks ended on Sept. 9. Earnings for the comparable period last year were \$43,134,237, or \$3.13 a share on 13,663,830 shares outstanding. The impact of higher taxes accounted for much of the decrease in earnings this year.

A cash dividend of 60 cents per common share and the usual 1½ per cent dividend of \$1.50 on preferred stock were declared by the board. Both dividends will be paid on Jan. 2 to holders of record on Dec. 5.

The board also voted a stock dividend on the outstanding common stock of one share for each 10 now held, payable on Jan. 26 to holders of record on Dec. 28.

All Theatres Get "Salute" Scrolls

NEW YORK—According to the reports that have come in to the national office of the Will Rogers Hospital from distribution chairmen in the 31 exchange cities, all theatres have now received their 1951 "Christmas Salute" scroll, it was revealed last week.

Kahane In New Col. Pact

NEW YORK—Harry Cohn, president, Columbia Pictures, last week announced that B. B. Kahane, now in his 16th year as an executive and vice-president, had entered into a new long term contract with the company.

Admission Prices Still Falling

WASHINGTON—The Bureau of Labor reported last fortnight that admission prices in large cities fell slightly during the third quarter. Children's admission prices, which hit a post-war low during the second quarter at 49 per cent above the 1935-39 base period, fell still further to 47.8 per cent above the base period.

The index for adult admissions also fell. At the end of the second quarter, the index was 75.9 per cent above the base figure. At the end of the third quarter, it was 75.8 per cent above, well below the 78.0 per cent at the end of the first quarter.

The combined adult-child index fell from the June figure of 72.3 per cent above the average to 72.1 per cent above. The March figure was 75.1 per cent above the 1935-39 level.

Motion Granted In NJ Case

NEW YORK—A motion was granted last week to the Long Park Amusement Company by New York Supreme Court Justice Benedict D. Dineen to strike out certain "affirmative defenses" in connection with the release which the New Jersey circuit gave RKO under the Sept. 28, 1950, agreement whereby Long Park and Walter Reade, Jr., acquired RKO's 250-share interest in jointly-owned New Jersey properties.

RKO had declared dividends from the 250 shares of Class B stock to be in the amount of \$42,000, but, after signing the papers which would release RKO from further obligation, Long Park and Reade alleged the figure should have been in excess of \$100,000. Long Park and Reade charged RKO with "fraud and deceit" in this connection. Justice Dineen declared that the release did not free RKO from charges of "fraud and deceit."

Johnston Leaves ESA Post

WASHINGTON—Resignation of Eric A. Johnston as Economic Stabilizer has been accepted as of Nov. 30. Johnston, who had served the government since January, will return to his post as president of MPAA, MPEA, and AMPP.

When Johnston returns to the MPAA, Kenneth Clark will accompany him. Clark is director of public relations for the MPAA, and held the title of assistant to the Administrator in the ESA, on loan from MPAA.

Whaddaya hear from

solid corner-of-the-mouth
stuff . . . fist fights, gunfire,
salty
dialogue
and
sexy
interludes . . .

—Variety

. . . notable for intense dialogue
and pertinent handling . . .

—The
Film
Daily

rough, tough
convincing . . .
. . . narrative
vigor and
excitement . . .

—Hollywood Reporter

. . . hardhitting police drama . . .
first rate gripping suspense job . . .

—The Film Daily

tensely
paced . . .
tautly
staged
climax . . .
splendid assortment of
bad guys . . .

—Variety

. . . most successful in
lightening
dramatic
load
with
moments
of humor . . .

—Hollywood
Reporter



**THE COLDEST CREW
SINCE "THE KILLERS"
IN THE HOTTEST HIT
SINCE KEFAUVER**

from *Columbia!*

THE MOB starring **BRODERICK CRAWFORD** with Betty Buehler · Richard Kiley · Otto Hulett · Matt Crowley

Screen Play by WILLIAM BOWERS · Based on the Collier's magazine story, "Waterfront" by Ferguson Findley · Produced by JERRY BRESLER · Directed by ROBERT PARRISH

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

20TH-FOX

"Fixed Bayonets"—War film has the angles for the selling.

"The Model And The Marriage Broker"—Pleasant comedy.

More "Movietime" Tours Start

HOLLYWOOD—Two groups of Hollywood troupers took off last week in the final phase of COMPO's 1951 "Movietime, U.S.A." campaign. Headed for the Pittsburgh area were David Brian, James Craig, Mel Ferrer, and Jody Lawrence, fulfilling the Western Pennsylvania committee's request for four personalities.

The Salt Lake City exchange area gets nine filmland personalities: producer Anson Bond, Dean Jagger, Noreen Michaels, Marilyn Nash, Paula Raymond, writer Harold Shumate, Don Taylor, Marshall Thompson, and Keenan Wynn.

A "Movietime-in-Dixie" unit of 16 will take off on Dec. 1 to blanket Louisiana, Mississippi, and Alabama. Traveling south will be producers Irving Asher, Robert Fellows, and Maxwell Shane; director Fred de Cordova; writers Dorothy B. Hughes and Leonard Stern, and actors Julia Adams, Bruce Bennett, Anthony Dexter, Hope Emerson, Frank Faylen, Mr. and Mrs. Preston Foster, Margaret Sheridan, Robert Stack, and Barry Sullivan.

"Bayonets" Meeting In Chicago

CHICAGO—A special regional meeting of 20th-Fox field exploitation representatives took place in Chicago over the weekend to implement central and midwest area campaigns on the company's "Fixed Bayonets!" Called by Rodney Bush, exploitation manager, Stirling Silliphant, publicity manager, was in for the sessions to meet with Chick Evans, Ted Tod, and Sol Gordon of the company's field forces.

Trade Mourns Death Of James C. Ritter

DETROIT—James C. Ritter, 74, pioneer local exhibitor and one of the founders and third president, Allied States Association, died last week.

In commenting on his passing, Abram F. Myers, National Allied counsel, said, in part:

"A man of high ideals, staunch in his loyalties and with a rugged physique, Jim Ritter was active in organization work for a quarter of a century. A true pioneer, his first theatre was a converted store room. An able business man, he became the owner and operator of a number of fine theatres. His notable career spans the history of the motion picture business.

"His serene confidence, high character, and devotion to the ideals on which Allied was founded encouraged his associates to carry on even when the outlook seemed bleak.

"Only those who participated in those early struggles and shared in that great comradeship can know the deep sorrow and sense of loss which the survivors feel at his passing."

Harold Blumenthal Passes

PASSAIC, N. J.—Harold Blumenthal, 51, veteran executive of Fabian Theatre Enterprises and well-known in the Jewish community here, died of a heart attack last week at his home.

Funeral services were held at Temple Emmanu-El, Passaic, N. J. He was a member of Motion Picture Pioneers, Variety Club, and TOA.

Greenfield Honored At Luncheon

NEW YORK—Leo Greenfield, new manager, U-I's Albany branch, was honored last week at a luncheon tendered by the Colosseum of Motion Picture Salesmen and the Bookers Club. Greenfield formerly was a U-I salesman in the metropolitan area.

Charlotte Wins RKO "Depinet" Drive

NEW YORK—The RKO branch at Charlotte, Rovy Branon, manager, won first prize in the "Ned Depinet Drive," Robert Mochrie, RKO vice-president and general sales manager, announced this week. Second prize went to Denver, Martin Goldfarb, manager. Winner of third was New Orleans, J. Rogers Lamantia, manager, and fourth was Atlanta, Ira Stone, manager.

In Canada, Harry Cohen's Montreal exchange was first, and Arthur Elliott's Calgary unit, second.

In the district managers' division, first went to Dave Prince, southeastern district; second to Carl Peppercorn, Canadian, and third to Ben Y. Cammack, southwestern. Home office representatives winning were George Jacoby, first; Elmer Sedin, second, and J. C. de Waal, third. In the group prize classes, Dallas was first, Detroit second in group I; St. Louis first, Cleveland second, group II, and Memphis first, Seattle, second, group III.

Russ Morgan, Atlanta field man, won first prize among exploitation men. Second went to Bidwell McCormick, Denver. Group prizes went to Lou Doufour, St. Louis; Hank Howard, Buffalo; Joseph Longo, Cleveland, and Alan Wieder, Seattle.

Las Vegas Tent Gives \$10,000

NEW YORK—Las Vegas Variety Club Tent 39, started off their pet charity project, the School for Handicapped Children, in a big way when they handed over their first check for \$10,000 to the chairman of the committee for handicapped children in a colorful ceremony last week. Presentation on behalf of the tent was made by Jake Kozloff, Heart chairman, and Ben Goffstein, Chief Barker.

Harvey Named By COMPO

NEW YORK—Rotus Harvey last week was named chairman of COMPO's permanent round table committee. Others in the group are Mitchell Wolfson, Trueman Rembusch, Leo Brecher, and Harry Brandt.



The Warner brothers were honored by the Motion Picture Pioneers at the 12th annual dinner in New York City recently, and given a special plaque as "Pioneers of the Year." Seen in the photo at left are Jack Cohn present-



ing the award to Harry M., Jack L. and Albert Warner. On the right the TOA honors the brothers with another plaque, and seen are Si Fabian, Jack Warner, M. Wolfson, A. Warner, H. Warner, A. J. Brylawski, and S. Pinanski.

Great News! RCA's offer TO STAKE MORE MILLIONS

in theatre business brings terrific response!

Theatre owners all over America are starting to modernize now with RCA's liberal credit deal

Thank you, Mr. Exhibitor,
for your confidence.

Thank you, Mr. Editor,
for your support.

Business is getting better.

A great new modernization program is now beginning to roll.

*Let's all keep it
rolling together!*

A few weeks ago, we here at RCA made you this offer:

Effective immediately: For you, the theatre owners, RCA now makes available additional millions of dollars in new credit financing in an all-out effort to give you the theatre equipment you need to modernize now for better house appeal, bigger grosses.

"This offer to stake new millions in helping you modernize your theatres tells you in the most positive terms that RCA has boundless faith in the future of the theatre business."

Big new modernization program starts rolling

In the few short weeks since this offer was made, the response has been TREMENDOUS!

Already exhibitors are beginning to take steps toward a better future. Already they are replacing their old projectors and lamps with new and better equipment. Ripping out old broken-down seats and installing new ones. Installing new carpeting, new air conditioning. Cleaning up and dressing up their theatres.

Because they know *now* that modernization really pays . . . pays off in greater house appeal, bigger grosses, better profits. And they know that we here at RCA are with them . . . ready to help them at every step of the way with a bold, straightforward modernization plan that looks the future squarely in the face . . . and then offers to stake more millions on that future in easy, low-cost credit financing for you.

Whole theatre industry hails bold RCA plan

Says Chick Lewis in "Showman's Trade Review": . . . "It's the greatest vote of confidence that has ever been manifested in the motion picture theatre."

Says Ben Shlyen in "Boxoffice": . . . "Strikes a most encouraging note for all in this industry."

Says Martin Quigley, Jr. in "Motion Picture Herald": "A striking example of confidence in the future of the motion picture theatre from a firm closely identified with television and radio . . ."

Says George Schutz in "Better Theatres": "Smart money is on the theatre! . . . RCA says to those who doubt, 'Wanna bet?'. And in evaluating the significance of that eagerness to gamble, one immediately remembers that here is an organization that is all but Mr. Television himself."

Why you ought to stop worrying about the future of your theatre business

George Schutz was right. We at RCA are closely identified with television. So the following statement should give you food for thought:

- RCA, more than any other company in America, knows the interrelations of theatre business, theatre television, and home television. Because RCA pioneered in all three fields.
- Armed with all this knowledge, RCA stands ready to pour more millions of dollars into the theatre business right now. Because when all the facts are known, the future of the theatre business still looks good.

Call your RCA dealer . . . get all the facts . . . do it today . . . now! Don't put off doing something about improving your theatre business. Get all the facts on RCA's great new plan. Call your RCA dealer. Find out *how much* he can help you in your modernization . . . *how little* cash it takes . . . *how far* RCA will go to back you up.

Call him right now

Offer may be limited . . . act now!

Restrictions and shortages may curtail this RCA Theatre Modernization Plan at any time! So please do not delay. Call your RCA dealer and order your share of this available equipment . . . now.



THEATRE EQUIPMENT
**RADIO CORPORATION
of AMERICA**

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Italy: Floods. France: Plane crash.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 94) England: Elizabeth and Philip arrive home. Chicago: Big bed blaze. Philadelphia: Film industry in scrap drive (only Philadelphia). Australia: Couple buried under pile of radio jackpot winnings. Football: Illinois held by Ohio State to tie; Princeton rolls over Yale (except Memphis, New Orleans, San Francisco, Los Angeles, Seattle, Portland, Salt Lake City, Charlotte, and Atlanta); Stanford routs Oregon State (only Los Angeles, San Francisco, Seattle, Portland, and Salt Lake City); Tennessee whips Mississippi (only Atlanta, Charlotte, New Orleans, and Memphis).

NEW OF THE DAY (Vol. XXIII, No. 224) England: Elizabeth and Philip arrive home. At Sea Near Korea: Crew of USS Boxer donates blood for comrades. Argentina: Peron wins again. Washington, D. C.: Eisenhower boom. Key West, Fla.: President Truman meets the press. California: America's Nobel Prize winners. Football: Princeton rolls over Yale (except Los Angeles, Seattle, San Francisco, Portland, Denver, and Salt Lake City); Stanford routs Oregon State (only Los Angeles, Seattle, Denver, San Francisco, Portland, and Salt Lake City).

PARAMOUNT NEWS (No. 27) Argentina: Peron wins again. New York Iran's Premier leaves. Washington, D. C.: Eisenhower boom. England: Elizabeth and Philip arrive home. Football: Georgia Tech routs Alabama; Princeton rolls over Yale.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 510) San Francisco: Korea heroes return. At Sea Near Korea: Crew of USS Boxer donates blood for comrades. Fort Benning, Ga.: War training. California: America's Nobel Prize winners. Football: Princeton rolls over Yale; Illinois held by Ohio State to tie; Browns defeat Giants.

WARNER PATHE NEWS (Vol. 23, No. 29) Washington, D. C.: Eisenhower boom. England: Elizabeth and Philip arrive home. At Sea Near Korea: Crew of USS Boxer donates blood for comrades. New York: Warners honored by Motion Picture Pioneers. Football: Princeton rolls over Yale; Browns defeat Giants.

TELENEWS DIGEST (Vol. V, No. 47-A) England: Elizabeth and Philip arrive home. Korea: Paratroops practice up. Washington, D. C.: Eisenhower boom. Italy: Floods. Germany: Another battle in the "cold war" takes place in Berlin. Japan: Joe Louis in Tokyo on exhibition tour. Algiers: New French governor gets native reception. Football: Browns defeat Giants.

IN ALL FIVE:

Department of Defense films reveal Red atrocities in Korea. New York City: Civil Defense drill.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 93) Wyoming: 18 dead in train wreck during West's worst snowstorm in many years. U.S. Midwest: Tornado. Michigan: 11 children orphaned, their parents killed in

Arbitration's Value Seen By Wolfson

NEW YORK—Observations that certain motion picture distributors are guilty of "block-selling", of favoring individuals or circuits, and of other violations of the federal court decree might easily be dispelled by arbitration, Mitchell Wolfson, president, Theatre Owners of America, proposed in comments on a letter making such observations to the anti-trust division, Department of Justice, last week.

The letter was written by Emmett Thurmon, of the law firm of Thurmon, Gregory, and Taylor, Denver, with copies sent to Wolfson and other industry leaders.

auto crash. Korea: Danny Kaye and troupe entertain G.I.'s. Germany: Beard contest in Bavarian Alps (except Denver, Los Angeles and San Francisco). Sacramento, Cal.: Governor Earl Warren says he'll run in '52 (only Los Angeles and San Francisco). Colorado: Effort to curb highway death tolls (only Denver). Cypress Gardens, Fla.: Beauties display new beachwear. Australia: Melbourne Cup Race.

NEWS OF THE DAY (Vol. XXIII, No. 223) Korea: Air battles continue. Seattle, Wash.: MacArthur greets returning Korean vets. Wyoming: 18 dead in train wreck during West's worst snowstorm in many years. New York: Women answer call to service. Cypress Gardens, Fla.: Beauties display new beachwear. Sacramento, Cal.: Governor Earl Warren says he'll run in '52.

PARAMOUNT NEWS (No. 26) Sacramento, Cal.: Governor Earl Warren says he'll run in '52. Seattle, Wash.: Grocer F. C. Proehl nominated for Presidency on Greenback ticket. New York: Millionth D.P. arrives. Cypress Gardens, Fla.: Beauties display new beachwear.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 509) France: Britain's Foreign Secretary Eden backs West re-arming at Paris session of U.N. Assembly. New York: Women answer call to service. Sacramento, Cal.: Governor Earl Warren says he'll run in '52. New York: Sinatra and bride Ava Gardner on honeymoon. Football: West Point, N. Y.: Army's "Black Knights" defeat Citadel "Bulldogs". Washington, D. C.: 80-pound youth in clash between two boys clubs teams. Seattle, Wash.: MacArthur greets returning Korean vets (Seattle only).

WARNER PATHE NEWS (Vol. 23, No. 28) Sacramento, Cal.: Governor Earl Warren says he'll run in '52. Philadelphia: 28th Division sails for Germany. Seattle, Wash.: MacArthur greets returning Korean vets. Newfoundland: Elizabeth and Philip sail for Britain. Switzerland: Style "separates" for 1952.

TELENEWS DIGEST (Vol. V, No. 46-B) Korea: War on the ground continues; truce talks make little headway. Suez: British drive on terrorism of Egyptian Nationalists. France: Britain's Foreign Secretary Eden backs West re-arming at Paris session of U.N. Assembly. Key West, Fla.: President Truman on vacation. Wyoming: 18 dead in train wreck during West's worst snowstorm in many years. New York: Civil Defense drill. New York: Women answer call to service. Japan: Tokyo labor

20th-Fox Earnings Rise In Year's Third Quarter

NEW YORK—Twentieth Century-Fox Film Corporation and all subsidiaries, including National Theatres Corporation and Roxy Theatre, Inc., last week reported consolidated net earnings after all charges for the 39 weeks ended on Sept. 29, of \$2,147,628. After deducting dividends on prior preferred and convertible preferred stocks, the consolidated net earnings amounted to 69 cents per share on 2,769,396 shares of common stock outstanding. The preferred stocks were both retired in full on July 13, 1951.

For the third quarter ended Sept. 29, 1951, the consolidated net earnings after all charges were \$1,076,515. This amounted to 39 cents per share of common stock. The improvement continues into the fourth quarter. The earnings for the second quarter of 1951 were \$196,337. The earnings for the third quarter of 1950 on a comparable basis were \$1,912,142 (including income of prior years of \$875,369 from countries with currency restrictions), equal to 65 cents per share of common stock.

The consolidated net earnings after all charges reported by the Corporation for the comparable 39 weeks of 1950 were \$6,595,723 (including income of prior years of \$2,401,210 from countries with currency restrictions), which after deducting preferred dividends amounted to \$2.24 a share on the 2,769,168 shares of common stock then outstanding.

A quarterly cash dividend of 50 cents per share on the outstanding common stock was declared payable Dec. 21, 1951 to stockholders of record at the close of business on Dec. 5, 1951.

William Adams Passes

KANSAS CITY—William Adams, long-time Columbia salesman who resigned from the branch a year ago because of ill health, died last fortnight.

unions in mass demonstration. Pakistan: New Prime Minister. Italy: Country vies for fashion lead.

NATIONAL LEGION OF DECENCY

Nov. 22, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Barefoot Mailman" (Col.); "A Christmas Carol" (UA); "Bomba And The Elephant Stampede" (Mono.); "Honeychile" (Rep.); "Hong Kong" (Para.); "Purple Heart Diary" (Col.); "Quo Vadis" (MGM); "Starlift" (WB); "Superman Meets The Mole Men" (Lippert); "Week-End With Father" (U-I); UNOBJECTIONABLE FOR ADULTS: "Callaway Went Thataway" (MGM); "Crazy Over Horses" (Mono.); "Double Confession" (Stratford); "Double Dynamite" (RKO); "F.B.I. Girls" (Lippert); "Fort Defiance" (UA); "I Want You" (RKO); "The Racket" (RKO); "Young Scarface" (English-made) (M.K.D.); UNOBJECTIONABLE IN PART: "The Big Night" (UA); "The Light Touch" (MGM).

NATIONAL BOARD OF REVIEW

Nov. 17, 1951

SELECTED FEATURES: "Navajo" (Lippert); "Tom Brown's Schooldays" (English-made) (UA); "A Christmas Carol" (English-made) (UA).

**ANSWER
TO YOUR
TECHNICAL
PROBLEMS . . .**



*The Altec
Service Man and
the organization
behind him*

*The
Altec
Service
Man*



161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

"Curtain"*(Continued from page 19)*

It was decided to set aside Thursday night each week for the presentation of such films. It was decided that there would be one performance only, at 8.30 on Thursday nights. The prices are increased for these special performances, and all seats for the entire series of 10 pictures.

Many make season reservations.

The Orillia test, which started in October, showed that 30 per cent of the people attending "Curtain at 8.30" never went to movies before. Another 40 percent were what might be called occasional theatre-goers, people who attended the movies a few times each year. The balance was made up of regular movie patrons.

While this experiment, to date, has not been an overwhelming financial success, the Thursday night grosses have increased about 25 percent and, in addition, the grosses for Friday and Saturday have been up about 10 percent. In other words, dollars are coming into the boxoffice which would not otherwise be obtained.

The dollar profits to be gained through "Curtain at 8.30" are not as important as the goodwill which contributes to the success of the theatre, he stated.

Taylor said it was important that "Curtain at 8.30" must be handled exactly in the manner of a roadshow attraction. Three series of pictures are contemplated, winter, spring, and fall. Each season consists of 10 to 12 weeks. A selection of outstanding and unusual pictures is made with accompanying short subjects, and the theatre receives the "package" booking well in advance.

A group of Famous Players' theatres will experiment with "Curtain at 8.30" starting on Jan. 17, booked through the International Cinema Guild of Canada, which will advertise its attractions through a direct-mailing piece describing each program to be presented in the Thursday night series. Managers will be briefed as to the proper manner to exploit these programs through a special manual.

"This idea marks a major advance in theatre exhibition, and J. J. Fitzgibbons is to be commended for having so quickly seen its potentials," said Taylor.

A number of Famous Players theatres in both east and west will introduce "Curtain at 8.30" starting early in the year, Fitzgibbons announced.

Four managers of theatres in Eastern Ontario described the successful operation of "Staff Week" in their theatres at the two-day conference.

"Staff Week" is being introduced on the Famous Players circuit at the suggestion of Fitzgibbons, so that all members of the theatres' staffs can become familiar with the operation of the theatres. Briefly, the idea is that the personnel elect officers to run the theatres for the period of one week. The managers and their assistants act in an advisory capacity only. Quotas are set up, based on normal business of the theatres, and the employees share in the extra grosses their efforts earn.

"Staff Weeks" fall into a somewhat similar pattern, and the experience of the Regent, Oshawa, is typical. Manager Al Hartshorn, most enthusiastic about the results, explained the operation of "Staff Week" in his theatre to those attending the conference. The staff, he said, first

**Rosen Named By Fabian
For Theatre TV Survey**

NEW YORK—It was announced last week by Si H. Fabian and Sam Rosen that Fabian Theatres had assigned Leo Rosen, heretofore general manager in charge of Fabian drive-ins in upstate New York, to make a survey of television programming possibilities for theatre TV.

The survey, to be conducted from the home office, is being undertaken with a view to solving the programming problem of the three Fabian houses equipped with large-screen TV. Whatever is developed by Rosen will be placed at the disposal of all operators whose theatres are now equipped.

met to elect the executive for the week. Don Gilks, projectionist, was elected manager; Irene Davey, cashier, was appointed assistant manager and hostess, and Lu Collins, head usherette, was named matinee hostess. Publicity chairman was George Walsh, engineer, assisted by Norm Cuthbertson, projectionist; Mrs. Cooke, cleaner, and Marilyn Latta, candy attendant. Bert Deeks, projectionist, was appointed service chairman and his assistants were Mrs. Pic, cleaner; Nan Walsh, cashier, and Lorraine Moore, usherette. Chairman of properties was Jock Donald, doorman, assisted by Violet Clapp and June Hall, usherette. Maude Brayford, assistant manager, volunteered her services as candy bar attendant.

After a series of conferences, the staff came up with a series of teaser ads starting 12 days in advance of "Staff Week." Copy included: "S.W., What Does It Mean?"; "S.W., Doesn't Mean 'Stormy Weather!'"; "S.W., Doesn't Mean 'Say When!'"; and "S.W., Means . . . That You'll Have to Watch Tomorrow's Times-Gazette for the Answer!"

The teasers were followed by display ads for the attraction for the first half of the week. Copy was topped with the lines: "Staff Week Starts Monday." The staff takes over the operation of this theatre, and they've booked a picture they back with the guarantee—"Money Back If Not Satisfied!" All copy was written by the publicity committee.

For the second half of the week, the crew promoted a full-page cooperative ad.

Local merchants' ads were tied in and the staff took over the program on the local radio station, "Woman of The Week," and the girls on the staff were interviewed about their jobs. The candy bar came in for special treatment.

Though the management offered to inform the whole staff as to the quota figures which represented a week's business, the personnel decided such information was not necessary, but appointed the cashier, who is familiar with the theatre's figures, to look after their interests.

Fitzgibbons congratulated the managers whose staffs had been so successful with the "Staff Week" plan, and also expressed himself as being gratified that the results of the first circuit-wide suggestion box idea inaugurated by the company had proven so productive of good suggestions.

**Paramount Profit
In Slight Decline**

NEW YORK—Paramount Pictures Corporation last week estimated the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the third quarter ended on Sept. 29, 1951, at \$1,373,000 after provision for United States and Canadian income taxes. These earnings represent \$.60 per share on the 2,302,125 shares outstanding and in the hands of the public on Sept. 29, 1951.

Consolidated earnings for the quarter ended on Sept. 30, 1950, were estimated at \$1,745,000, and represent \$.67 per share on the 2,615,619 shares then outstanding. Consolidated earnings for the nine months ended on Sept. 29, 1951, computed on the same basis, are estimated at \$4,205,000, at the rate of \$1.83 per share on the shares outstanding on Sept. 29, 1951.

Consolidated earnings for the first nine months of 1950 were estimated at \$4,571,000, which is at the rate of \$1.75 per share.

The consolidated earnings reported above do not include Paramount's share of net undistributed earnings of partially owned non-consolidated subsidiaries. Such share amounts to \$183,000 for the third quarter, 1951, as compared with \$298,000 for the same period of 1950 and \$179,000 for the first nine months of 1951, as compared with \$1,127,000 for the same period of 1950.

United States and Canadian income taxes (no excess profits taxes required) were approximately \$64,000 higher for the third quarter and \$1,130,000 higher for the first nine months of 1951, as compared with the same periods of 1950.

German Heads NY VC

NEW YORK—William F. German was last week elected Chief Barker, Variety Club of New York, Tent 35. Also chosen unanimously were: Ira Meinhardt, First Assistant Chief Barker; William F. Rodgers, Second Assistant Chief Barker; Edward Lachman, Property Master, and Saul Trauner, Dough Guy. Canvassmen are Harry Brandt, Russell Downing, Jack Ellis, Edward Fabian, Nathan Furst, Harold J. Klein, Martin Kornbluth, Charles E. Lewis, Robert Mochrie, Abe Montague, Jerry Pickman, Walter Reade, Jr., Herman Robbins, Morris Sanders, Bert Sanford, Cy Seymour, George Skouras, David Snaper, Dick Walsh, and Max Wolff.

UA Names O'Brian

NEW YORK—Robert "Pat" O'Brian, a six-year TV veteran, last week was promoted to the post of western representative of the television department of United Artists, in a move designed to further the department's expansion program. Formerly in charge of the southern territory, O'Brian will make his new headquarters in Chicago with full command over the entire middle western operations of United Artists television.

Motiograph Gets Loan

CHICAGO—The Reconstruction Finance Corporation last fortnight approved a loan to the Motiograph Company of \$175,000 for working capital and equipment costs and \$49,000 to retire a previous RFC participation loan.

Best Wishes
On Your Anniversary

COMERFORD THEATRES

CONGRATULATIONS
ON YOUR
33rd ANNIVERSARY

FABIAN THEATRES

Si Fabian

Sam Rosen



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International President

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New York 20, N. Y.

WILLIAM P. RAOUL
General Secretary-Treasurer

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TERRYTOONS**

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Congratulations

TO A GOOD TRADE JOURNAL

and to

JAY EMANUEL, HIS STAFF

and to the

EXHIBITOR

on the occasion of its

33rd ANNIVERSARY



A. R. BOYD

kindest Wishes

To all of You

On Your 33rd Birthday

BILL HUNT
HUNT'S THEATRES, INC.

NATIONAL THEATRE SUPPLY

*Distributors of the World's Finest
Theatre Equipment for over 25 Years*

—extends hearty congratulations, and best wishes for continued success, to—

EXHIBITOR

upon the completion of 33 years of service to the Theatre Industry.

**TO ENABLE THE THEATRE OWNER TO OPERATE
HIS BUSINESS WITH EFFICIENCY AND PROFIT**

... IS A GOAL WE SHARE.



Congratulating You
on Your
33rd Anniversary



DIPSON THEATRES, INC.

BATAVIA, N. Y.

Congratulations

to a swell guy,

JAY EMANUEL
 and His Gang at EXHIBITOR



IS RAPPAPORT

Congratulations
on your 33rd Anniversary!

Ben Amsterdam

Compliments of

A Friend

My Compliments

MELVIN J. FOX

Best Wishes
on your 33rd Anniversary

MARTIN THEATRES

CONGRATULATIONS
to EXHIBITOR
on its 33rd Anniversary



CHARLES SWEETS COMPANY
 CHARLES AMSTERDAM
 LEON STERN

Carolina Theatremen Meet In Charlotte

CHARLOTTE—At the 39th annual convention of the Theatre Owners of North and South Carolina held at the Hotel Charlotte last week, Alfred Starr, Bijou Amusement Company, Nashville, Tenn., stated in a keynote speech that "There are, or soon will be, no more affiliated theatres, thanks to a decree of divorcement now in process of being finally made effective." Starr said, "Many of us have in the past regarded the affiliated chains as being in an unfair competitive position as regards product, and we thought divorcement would solve that problem. Many of us objected to block booking on the ground that we were thereby forced to use unsuitable or objectionable pictures. It would be more advantageous, so we thought, to be able to buy pictures one at a time and only those that promised to bring an adequate financial return.

"We never dreamed that the alternative to affiliated chains, with their crushing buying power, would be competitive bidding, which is the greatest evil of all. We never dreamed that to abolish block booking was to bring into being a system that permits the distributor to demand and receive outrageous terms on every good picture. Can anyone deny that our position is just as bad or even worse than it was before these evils were "cured" by court decree?

"Our only hope for restoring order to our business is through the medium of arbitration," Starr contended. "The distributors, in spite of their natural desire to exploit competitive bidding and excessive film rentals to the fullest, cannot continue to stagger under the ever-growing mountain of lawsuits that plague them. I am convinced that the distributors are ready for a fair system of arbitration," he said.

Gael Sullivan, executive director, TOA, offered a 10-point program designed to bring exhibitors closer to the industry and their patrons. His suggestion included a (1) thorough winter inspection of theatres, including heating, lighting, projection; (2) a visit to Film Row to see some of the latest screenings; (3) spending a few full evenings in the lobby to chat with the neighbors; (4) finding out what contribution can be made toward a better community in which to live; (5) thinking out new ways in which to render a public service in neighborhoods; (6) keeping in close touch with elected representatives at the local and national level, and advising them of reactions on public questions; (7) joining an exhibitor organization and supporting it actively; demonstrating faith in our business by being prepared to resist the cynics within and the detractors without; (8) studying and understanding the philosophy of doing business under our system of production, distribution and exhibition, discussing this with other exhibitors and distributors so that grievances can frequently be turned into solutions without suspicions; (9) interesting themselves in the trade press and industry bulletins, and (10) by selecting and serving on one of the most important committees of exhibitor organizations.

Herman M. Levy, TOA general counsel, confined his remarks to comments on the David Milgram (Allentown, Pa.) drive-in case in which the U. S. Circuit Court of Appeals rendered a decision affirming the lower court's decision that the defendant distributors were guilty of conspiracy in refusing to grant to the plaintiff an opportunity to negotiate for features on first run, and in granting it only to downtown conventional theatres.

The possibility of theatres televising the next annual Academy Awards ceremony in March, 1952, with a possible theatre-television network of 100 was reported upon by Mitchell Wolfson, TOA president, who said "the board of directors of the Academy of Motion Picture Arts and Sciences has voted in favor of theatre-televising a portion of the Academy Award ceremonies.

The organization's first "grievance panel" evoked complaints on print shortages, bidding and clearances, evils of blind checking, forcing of features with tie-in bookings, pre-releases, moving up of clearances, moveovers, and 16mm. competition. Sullivan reported the panel was highly successful. E. D. Martin, Columbus, Ga., Atlanta regional chairman, was head of the panel.

Hugh M. Sykes, Jr., Queen City Booking Service, Charlotte, presented a brief on the evils of blind checking and abuses that come from assistant checkers hired by the ones originally assigned.

Print shortage complaints were registered by Howard Anderson, Mullins, S. C.; Alfred Starr, Nashville, Tenn., and Howard McNally, Fayetteville, N. C.

Leaders in the discussion on bidding and clearances were Irwin Rourke and Howard McNally, Fayetteville, N. C.; Harry Pickett, Charlotte; Robert Jeffres, Rock Hill, S. C., and Starr.

S. T. Stoker presented a brief on "forcing of features, tie-in bookings, etc."

E. D. Martin expressed confidence that the next TOA regional meeting, in Atlanta in early January, following patterns

Name Exhibitor Aides For Xmas "Salute"

NEW YORK—The Variety Clubs-Will Rogers Memorial Hospital Fund last week named, through Sam J. Switow, national exhibition chairman, "Christmas Salute", the following exhibitor chairmen who make up the national exhibition committee:

Albany, S. Ullman; Atlanta, John Fulton; Baltimore, Md., William Meyers; Bradenton, Fla., Frank Bell; Buffalo, Elmer Lux and Myron Gross; Chicago, Jack Rose; Cincinnati, Rex Carr; Dallas, John Rowley; Dayton, O., Fred Krim; Denver, Pat McGee; Detroit, Jim Sharkey and Art Robinson; Fort Lauderdale, Fla., Dick Ludwig; Houston, Tex., Max Howard; Indianapolis, B. N. Peterson; Jacksonville, Fla., John Crovo; Memphis, Herbert Kohn; Miami, Fla., Robert Daugherty; Miami Beach, Fla., Carl Jamroga; Milwaukee, Hugo Vogel; New Haven, Harry Feinstein; New Orleans, Abe Beresin; New York City, Harry Brandt and Harold Rinzler; Oklahoma City, J. C. Hunter; Orlando, Fla., Vernon Hunter; Palm Beach, Fla., George Baldwin; Philadelphia, Lou Davidoff and Alfred J. Davis; Pittsburgh, John Walsh; Salt Lake City, George Smith; Sarasota, Fla., Frank Bell; St. Louis, Joe Ansell, St. Petersburg, Frank Bell; Tampa, Walter Lloyd; Toledo, Jack Lykes, and Washington, D. C., Morton Gerber.

C. J. Feldman, national distribution chairman, in conjunction with Switow, listed the exchange cities which have held kickoff meetings on the "Christmas Salute": Albany, Buffalo, Dallas, Des Moines, Los Angeles, Memphis, Milwaukee, New Haven, New York City, Philadelphia, Pittsburgh, Portland, St. Louis, Salt Lake City, San Francisco, and Washington, D. C.

set here and in New York, will be one of the most constructive moves made by TOA in resolving trade practice difficulties.

Robert E. Bryant, Rock Hill, S. C., newly-elected president of the Carolinas organization, will appoint a committee of three exhibitors for the Charlotte exchange center to collect grievances, which in turn, will be turned over to regional chairman Martin. Then, if they require national attention, the grievances will go to a special board at TOA's New York headquarters. Besides Martin, the grievance panel included Sullivan, Herman M. Levy, TOA counsel, and Pauline Griffith, executive secretary of the Carolinas unit.

New officers are Bryant, president; A. Fuller Sams, Sr., Statesville, first vice-president; Harold Armistead, Easley, S. C., second vice-president; and Pauline Griffith, Charlotte, executive secretary and treasurer.

The new board of directors includes Worth Stewart, H. F. Kinsey and J. F. White, Charlotte; Howard Anderson, Mullins, S. C.; H. E. Buchanan, Hendersonville, N. C.; George D. Carpenter, Valdese, N. C.; J. B. Harvey, Clover, S. C.; Harry Cooke, Mt. Olive, N. C.; Howard McNally, Fayetteville, N. C.; W. H. Hendrix, Jr., Reevesville, S. C.; Starr, Nashville, Tenn.; Roy Rowe, Burgaw, N. C.; J. H. Webster, Elizabeth City, N. C.; and Albert Sotille, Charleston, S. C.

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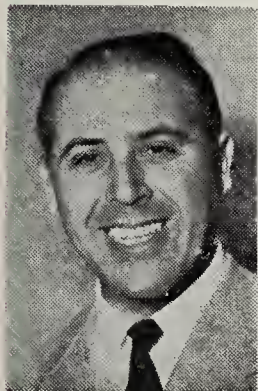
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The Editor Speaks

WITH this 33rd anniversary edition, a third of a century of continuous EXHIBITOR weekly publication has been reached, a significant milestone.



PAUL MANNING

THIS third of a century of service has seen the industry weather some turbulent tides of fortune, and without real spirit and great faith in this industry, this could never have been accomplished.

WHAT will the next 33 years bring? We do know that recently other fast growing media of family entertainment have been causing our leaders to roll up their sleeves, and really go to work. The results of this concerted all-industry effort have happily been our reason for becoming editorially enthusiastic at frequent intervals.

WE all seem agreed on one point, that keeping the movies in the number one entertainment buy spot will be no feather bed job!

It's going to take the very best that every worker in every branch of this far flung industry has to offer, and then some.

USING this happy occasion to restate our 33-year-old platform, I know that I speak for every member of the staff when I commit their loyalty and energies for the next 33 years to serving the best interests of the motion picture industry, come Hell or high taxes, and we've had a taste of both.



Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

* STUDIO SURVEY

Paul Manning, editorial director

Vol. 4, No. 12 November 28, 1951

*Registered Trademark

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

MGM's

"QUO VADIS"

Starring

ROBERT TAYLOR, DEBORAH KERR, LEO GENN, PETER USTINOV

Produced by Sam Zimbalist. Directed by Mervyn LeRoy.

Screenplay by John Lee Mahin, S. N. Behrman, and Sonya Levien.

Based on the novel by Henryk Sienkiewicz.

Color by Technicolor.

MGM's

"IT'S A BIG COUNTRY"

Starring

ETHEL BARRYMORE, KEEFE BRASSELE, CARY COOPER,
NANCY DAVIS, VAN JOHNSON, GENE KELLY, JANET LEIGH,
MARJORIE MAIN, FREDRIC MARCH, GEORGE MURPHY

With

WILLIAM POWELL, S. Z. ZAKALL, LEWIS STONE, JAMES WHITMORE,
KEENAN WYNN, LEON AMES, ANGELA CLARKE,
BOBBY HYATT, SHARON McMANUS

Produced by Robert Sisk. Sequences directed by Richard Thorpe, John Sturges,
Don Hartman, Don Weis, Clarence Brown, William Wellman, Charles Vidor.

Story for picture by Dore Schary.

MGM's

"WESTWARD THE WOMEN"

Starring

ROBERT TAYLOR, DENISE DARCEL, BEVERLY DENNIS

With

RENATA VANNI, JOHN McINTYRE, JULIE BISHOP,
HOPE EMERSON, MARILYN ERSKINE

Produced by Dore Schary. Directed by William Wellman.

Screen play by Charles Schnee. Story by Frank Capra.



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HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

into between Schine Circuit and the Department of Justice, the circuit offered 20 houses in 23 cities for sale.

- 14—A deal for the control of UA was said on its way to completion. . . . 20th-Fox closed a deal for the new Swiss Eidophor TV system. . . . The ELC-J. Arthur Rank deal was ended by the latter.
- 21—Jerry Pickman was elevated to the top Paramount ad. post. . . . Nathan D. Golden, director, NPA, motion picture-photographic products division, warned on consumption of raw stock.
- 28—COMPO announced plans were being made for a fall business drive. . . . Warner stockholders okehed a reorganization plan. . . . Max E. Youngstein was named UA vice-president.

March

- 7—The U. S. Supreme Court decided that states can't censor TV films.
- 14—A new slate of officers was announced by UA, headed by Arthur B. Krim. . . . Louis S. Lifton, advertising and publicity director, Monogram and Allied Artists, died.
- 21—New York exhibitors decided to hold an exposition in the fall. . . . Rocky Mountain Allied joined COMPO.
- 28—The State Department commended American film company participation in the Uruguayan Film Festival. . . . EXHIBITOR offices moved to 246-248 N. Clarion Street, Philadelphia.

April

- 4—The MPAA Board amended the production code. . . . Max M. Kravitz, former secretary, sued UA. . . . The 23rd annual presentation of the Academy Awards were won by 20th-Fox's "All About Eve", best picture; Judy Holliday, best actress, and Jose Ferrer, best actor.
- 11—The Schine Circuit copyrighted its "Home-I-Tis" campaign. . . . Herbert J. Yates was reelected Republic president. . . . Chicago drive-ins announced a "standard of practice" for the season. . . . ELC was absorbed by UA.
- 18—Richard Walsh, IATSE head, was feted by industry leaders. . . . Abram F. Myers, chairman of the board and general counsel for National Allied, stated that "Movies are here to stay."
- 19—Variety Club Tent 13, Philadelphia, was host to the International convention of the Variety Clubs. . . . The ELC-UA merger resulted in many sales changes. . . . Jack Beresin, Philadelphia, was elected president, ABC Vending Company.

May

- 2—Paramount held its annual sales convention. . . . Howard Hughes entered an appeal in the government-ordered sale of his stocks. . . . UA sales execs met in Chicago.
- 9—It was rumored that Louis R. Lurie was to purchase WB. . . . Percival E. Furber was reelected president, Trans-Lux Corporation.
- 16—Andy W. Smith, Jr., vice-president and general sales manager, 20th-Fox, resigned. . . . RKO Theatres showed a \$1,195,578 profit. . . . MGM

was reported giving exhibitors relief where needed.

- 23—The trade was shocked by the death of Pete Wood, longtime secretary, Independent Theatre Owners of Ohio, and director, National Allied. . . . The Metropolitan Motion Picture Theatres Association was the first to pay its COMPO dues 100 per cent.
- 30—Jerry Wald and Norman Krasna signed an RKO production deal. . . . Walt Disney Productions profit was up for the first six months of the year.

June

- 6—Francis Harmon left his post as MPAA vice-president. . . . The Department of Justice announced completion of the 20th-Fox-National Theatres divestiture plans. . . . The U. S. Supreme Court okehed CBS color TV.
- 13—Theatre large screen TV was given its first test with the Louis-Savold fight. . . . TV royalty deals with the American Federation of Musicians were set by Monogram and Republic. . . . Barney Balaban, Paramount president, predicted an upturn in business.
- 20—Walter Wanger signed a deal for Allied Artists-Monogram releasing. . . . EXHIBITOR STUDIO SURVEY named MGM's "King Solomon's Mines", 20th-Fox's "Cheaper By The Dozen", MGM's "Annie Get Your Gun", 20th-Fox's "All About Eve", MGM's "Father Of The Bride", MGM's "Three Little Words", 20th-Fox's "Broken Arrow", Columbia's "Born Yesterday", Paramount's "Sunset Boulevard", 20th-Fox's "Mister 880", 20th-Fox's "Three Came Home", and Warners' "The Flame And The Arrow" as the top shows of the year.
- 27—Roy Rogers sought to block the sale by Republic of any of the westerns he made for it. . . . Joe Hornstein, motion picture equipment dealer, died.

July

- 4—United Paramount Theatres stockholders voted for the proposed merger with American Broadcasting Company. . . . Arthur L. Mayer, executive vice-president, COMPO, denied reports that television had caused widespread closings of theatres, and declared that film theatres were at an all-time high, 23,120.
- 11—Suits throughout the country were being filed thick and fast. . . . "The March of Time" announced its end after 16 years.
- 18—Kansas City area theatres were hit by flood disaster. . . . Al Lichtman, 20th-Fox sales chief, visited Philadelphia to personally answer the squawks of some 50 exhibitors at a hotel meeting.
- 25—MGM's "The Great Caruso" set a new record at Radio City Music Hall, New York City, with a 10-week run. . . . The trade was carefully watching proposed changes in the federal amusement tax by the Senate Finance Committee.

August

- 1—The first COMPO-sponsored round table in Hollywood was termed successful. . . . A summary judgment

in the National Screen Service-independent poster companies suit was granted by U. S. District Court Judge James McGranery in Philadelphia.

- 8—"Movietime, U.S.A." plans were all set. . . . Warners celebrated the 25th anniversary of sound films. . . . The Department of Justice announced it would amend the UA, U-I decree.
- 15—COMPO asked the Government to include the industry among the list of essential activities. . . . Joyce O'Hara, MPEA vice-president, presented to the board of directors terms of the proposed Anglo-American pact.
- 22—The Federal Communications Commission ordered a probe of film TV holdings.
- 29—The Colosseum of Motion Picture Salesmen of America was reported coming to terms with eight major distributors. . . . TOA general counsel Herman Levy said that competitive bidding was a "monster that threatens to drive the industry into chaos."

September

- 5—The Motion Picture Pioneers named Harry M., Jack L., and Albert Warner "Pioneers of the Year." . . . Life magazine ran an article on the "death of the movies," and was promptly answered by top executives and others all down the line.
- 12—EXHIBITOR'S SERVICESECTION entered its 15th year. . . . The industry promised full support to the U. S. Defense Bond Drive.
- 19—The Department of Justice granted Schine Theatres an extension of time for further disposal of theatre holdings. . . . To assure theatres getting the large screen TV rights to the Saddler vs. Pep fight, RKO added its bid for fight film rights in successful effort to keep the attraction from home TV owners.
- 26—In Hollywood, the Screen Producers Guild honored Jesse Lasky. . . . National Theatre Supply Company celebrated its 25th anniversary.

October

- 3—Hollywood personalities were getting set for "Movietime, U.S.A." . . . The National Production Authority urged the industry to join in the national scrap drive. . . . The Theatre Owners of America held its annual convention in New York, and Mitchell Wolfson was chosen new president.
- 10—Spyros P. Skouras, president, 20th-Fox announced that the Eidophor-CBS large-screen theatre color television demonstrated in Zurich Switzerland, would have its first showing before the end of the year.
- 17—"Movietime" was reported clicking. . . . More aid was promised for the Will Rogers Hospital by the Variety Clubs International.
- 24—Roy Rogers won his TV fight with Republic. . . . Skiatron's Subscriber-Vision test in New York was said to be ready to start.
- 31—Allied States Association held its meeting in New York. . . . Gene Autry entered suit against Republic to keep his old pictures off TV.

Blazing The 'Movietime' Trail

The Industry's Most Ambitious Grass Roots Campaign Establishes a Pattern for Forthcoming Star Junkets

By Arthur L. Mayer

Executive vice-president

Council of Motion Picture Organizations, Inc.

ONE of the many nice things about the motion picture industry is that you constantly continue to learn new things, even after you've been around as long as I have.

My extended education has come as a direct result of the "Movietime, U.S.A." campaign, the first phase of which has just concluded with the highly successful nationwide tour of Hollywood personalities to most exchange areas of the country. And what it has taught me is that the movie industry has 150,000,000 friends in this country, 150,000,000 men, women and children of all walks of life who are today just as vitally interested in movies, movie personalities, and movie matters as we who earn our living in the business. I've also learned that newspapers and newspapermen, by and large, in every part of the country from the metropolis of several millions down to the little country cross-roads village, are overwhelmingly movie-minded, and are eager and willing to work with the industry as a whole and individual theatres within their respective cities.

THE SERIES of Hollywood personality tours was a tremendous revelation of this fact. The tours themselves represented one of the largest-scale junkets ever undertaken, with almost 200 Hollywood players, writers, directors, and producers covering most major sections of the country. During their one week of travel, our Hollywood wanderers covered more than 2,000,000 miles. Mileage reports reveal that a total of 1,000,000 individual air-and-railroad miles were traveled in the initial jumps from Hollywood to the various exchange centers in which the tours began, and that another 1,000,000 miles were added by the extension of the tours throughout the exchange areas, covering large, medium-sized, and small towns.

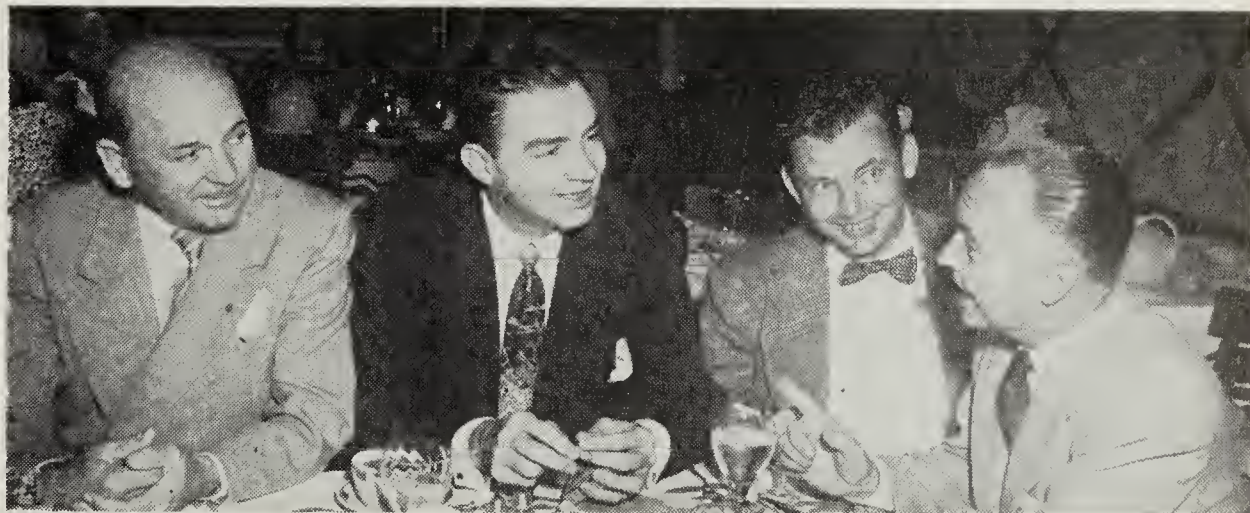
In addition to the tremendous, and I am sure, extremely valuable, enthusiasm which the Hollywood personalities tours engendered in the average citizen, they also blasted forever the myth that certain sections of the country find it difficult to obtain newspaper cooperation for movie promotions. We have, in the home office of COMPO in New York, a full newspaper page-sized clipping book about eight inches thick, packed solidly with clippings from practically every city and town in the land. The reports which accompanied the original tear-sheets sent us by regional chairmen all emphasized that for a great variety of reasons they had been unable to send us more than a tiny fraction of the actual newspaper breaks in their territories, inability to get newspapers from surrounding towns, difficul-



ALABAMA phase of the "Movietime" campaign included a rally in Montgomery, where Hoagy Carmichael is pictured as he addressed the gathering. Others shown, from left, are Mack Jackson, president, Alabama TOA; exhibitor, W. N. Wolfson, director Peter Godfrey, Mayor W. A. Gayle, MGM actress Norma Eberhardt, and E. D. Martin, who served as the regional director of the campaign.



CALIFORNIA was the kickoff point of most of the star tours, and pictured waving goodbye to fans at the Los Angeles International Airport as they left on one of the jaunts are Paul Harvey, Lori Nelson, Judith Braun, Otto Kruger, Philip Reed, Vera Ellen, Keefe Brasselle, and William Lively. On the ramp are Joyce McKenzie, Fletcher Markle, and George Macready, ready to board the airliner.



COLORADO was the center of operations for the Rocky Mountain area's campaign, and shown in Denver at a press breakfast where drive plans were mapped are Pat McGee, right, area chairman, and, from left, Buck Weaver, branch manager, Paramount, Oklahoma City; J. C. Hunter, head, Talbot Theatres, Tulsa, Okla., and Lloyd Teter, a Denver Post staff writer.



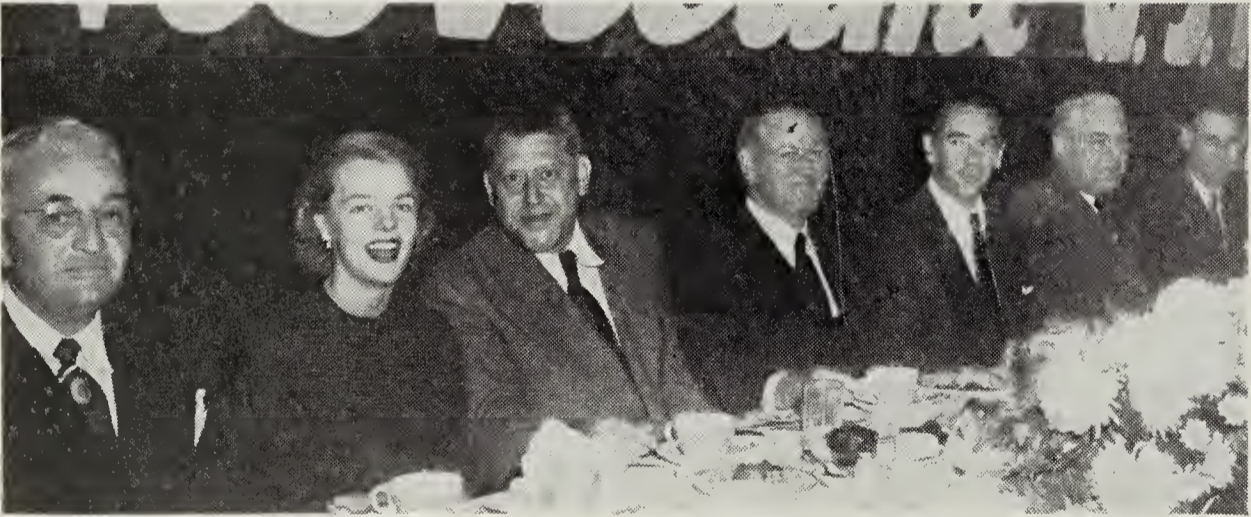
FLORIDA drive chairmen were Ed Chumley, Jim Cartwright, Sheldon Madell, and, standing, Dick Beck, and Howard Pettingill, shown in Jacksonville at a "Movietime" get-together.



GEORGIA showmen Nat Williams, J. H. Thompson, E. D. Martin, and J. H. Harrison welcomed R. J. O'Donnell, center, national "Movietime" chairman, to a giant rally in Atlanta.



ILLINOIS beauties, including "Miss Chicago of 1951" and "Miss America of 1950", were featured in a colorful parade in Chicago which was one of the most ambitious "Movietime" projects. Together with public appearances of stars, press luncheons, and various other affairs, the parade proved a graphic means of calling attention of the public to the area campaign.



IOWA activities included a governor's luncheon in Des Moines, and among those present were Leo Walcott, actress Judith Ames, producer Richard Maibaum, A. H. Blank, actor Macdonald Carey, Iowa's Governor William S. Beardsley, and Myron N. Blank, toastmaster of the affair. Similar gatherings with governors launched the campaign in other territories with consistent effectiveness.



KANSAS gave an enthusiastic welcome to a star tour which included actress Gloria Grahame and actor Martin Rackin, shown as they took part in an outdoor entertainment program.



MAINE'S Governor F. G. Payne and Dorothy Lamour took part in a "Movietime" program in Augusta. At left is E. S. Fossett, area chairman, while Mayor R. B. Sanborn is at right.

Campaign Errors Suggest Ideas for the Future

ties in obtaining back numbers of newspapers, etc., so that we have wound up with approximately 10 per cent of the actual newspaper space given "Movietime, U.S.A." in the press. But even under these conditions, the clippings we have on hand represent the most impressive example of newspaper publicity and newspaper cooperation I have ever seen in all my years in the industry.

EVERY type of newspaper story is represented, page after page of editorials; special sections given the "Movietime, U.S.A." campaign by leading metropolitan papers; page after page of merchant and newspaper cooperative advertising; nationally syndicated and local columns; hundreds upon hundreds of front-page features and banner headlines, and thousands of feature articles and art layouts. The clippings we have received, and I repeat, we have only a tiny percentage of the actual space obtained, represent a couple of million dollars' worth of space at regular advertising rates.

Of course, we've made mistakes in our tours, mistakes born of over-enthusiasm, and caused mostly by the eagerness of people to cooperate to such an extent that they overextended the scope of their operations. Fortunately, the mistakes were not catastrophic. They resulted in some degree of inconvenience, true, but even when they occurred, they were met with understanding and an amazing degree of cooperation and willingness to overlook minor difficulties. The mistakes taught us a great deal for the future, and I trust that we will profit from all that we have learned, to aid us in the conduct of such drives in the future. For one thing, the thought has been suggested that all studios simultaneously close down for two weeks while the technical personnel takes vacations, thus freeing stars and featured players for a gigantic series of day-and-date personal appearance tours blanketing the country. Further exploration of this idea may well reveal it to be sound. On the other hand, it may prove impractical for some reason. If this latter should prove to be the case, we may have to abandon the idea of simultaneous tours, and consider the possibility of staggered tours, which would furnish a continuing flow of Hollywood personalities who would constantly be available for the tours.

The tour just completed taught us a great deal, too, about the public's knowledge of, and affection for, the younger Hollywood starlets and featured players who have not yet achieved starring stature, and the deep and lasting affection which the public has for the older players whom they have been seeing on the screen for many years. When we first discussed the idea of sending Hollywood personalities out on tour, our initial reaction was that players of these two descriptions would not attract too much attention from the public and the newspapers. However,

New Stars, Old Favorites — The Public Liked Them All

the tours themselves proved us wrong. Editors and reporters, photographers and the public, "ate up" the youngsters and the old-timers, and made just as much fuss over them as over the big-name stars. The results? Wonderful. A lot of fine actors and actresses who have been around for years have had their audience appeal wonderfully confirmed, and many youngsters have been given the kind of fine and helpful boost toward stardom which will certainly help their forthcoming films and the studios which release them.

Actual details of the "Movietime, U.S.A." tours themselves are as follows: A total of 194 personalities participated, this total made up of 131 players, 33 writers, 16 directors, and 14 producers.

Our files are bulging with letters from exhibitors, Hollywood production personnel, and newspapers, all expressing unbounded enthusiasm and pleasure over the results obtained for the industry as a result of the tours. Typical of these raves are the following:

"The tour of stars in Iowa, opening the 'Movietime, U.S.A.' campaign, was one of the most tremendous promotions that I have ever seen during 40 years in the theatre business."—A. H. Blank, "Movietime" campaign chairman for Iowa.

"The 'Movietime' tour of Texas was a terrific success."—Charles E. Carden, Dallas, one of the leading members of the Texas "Movietime" Committee.

"The radio and press in all cases were greatly impressed with 'Movietime', and, all in all, I consider the star tour a very important part in making our campaign the success that it has been. All of the exhibitors in this part of the country are enthusiastic, and I have called a meeting to discuss further plans to keep the ball rolling."—Will J. Conner, Seattle.

"The amount of newspaper space was without precedent in our industry's history."—Ed J. Weisfeldt, Milwaukee.

"My hat is off for such a splendid campaign because I have never before known any campaign that has accomplished what the personalities tour accomplished in Georgia."—J. H. Thompson, Hawkinsville, Ga.

"The personality tour here was a tremendous success. All of our people were gracious. All the Hollywood people worked like Trojans and so did all of our local committee."—Pat McGee, Denver.

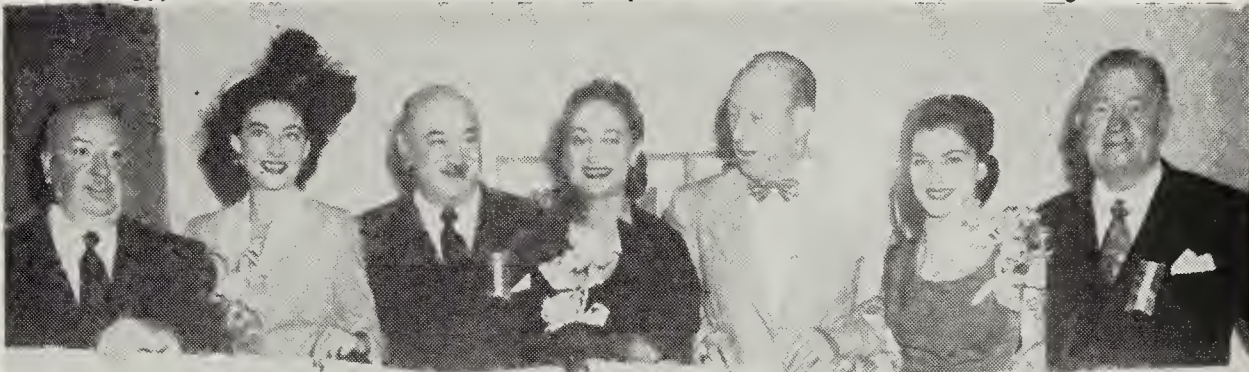
"A very successful dinner and tour. All visiting stars made an excellent impression on the public, and the program was well received."—Guthrie F. Crowe, Louisville, Ky.

"The Florida tour has been thoroughly successful. The troupe we had worked untiringly for the good of the cause. I think they did a splendid job for the industry, and I am proud of each one of

(Continued on page A-12)



MARYLAND'S Governor Theodore R. McKeldin presented a "Movietime in Maryland" proclamation to Mischa Auer, who graciously accepted on behalf of the visiting Hollywood personalities on the steps of the State House, Annapolis. Looking on are screen writer Elizabeth Meehan and vocalist Peggy Lee, members of a "Movietime" troupe which toured the area, and the governor's wife.



MOVIE TIME
NEW ENGLAND · U.S.A.

MASSACHUSETTS activities got under way at a meeting at the Hotel Statler, Boston, where the Hollywood visitors conferred with area showmen on details of the drive. Those on hand included director Alfred Hitchcock, Margaret Sheridan, Samuel Pinanski, American Theatres Corporation president; Dorothy Lamour, Debra Paget, and Martin Mullin, New England Theatres president.



MINNESOTA preparations included a pre-drive rally at the Century, Minneapolis. Edmund R. Ruben, owner, Walworth Theatres, and chairman, Northwest phase of the campaign, is shown as he addressed the more than 1000 theatremen and other industry representatives who attended the meeting. Gatherings like this across the country aroused much enthusiasm in the public and industryites.

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SNOW WHITE AND THE SEVEN DWARFS

Brought back by popular demand for February 1952 release

NOW FILMING IN ENGLAND

The Story of

ROBIN HOOD

An All Live-Action Picture

Starring

RICHARD TODD as ROBIN HOOD

JOAN RICE as MAID MARIAN

August 1952 Release

IN PRODUCTION

Another Great All-Cartoon

Feature Production

PETER PAN

For 1953 Release

*All in Color
By Technicolor*

*Distributed by
RKO Radio Pictures*



HAL WALLIS PRODUCTIONS	
TITLE	CAST
"Sailor Beware"	DEAN MARTIN • JERRY LEWIS CORINNE CALVET • MARION MARSHALL ROBERT STRAUSS Directed by Hal Walker
"Red Mountain" COLOR BY TECHNICOLOR	ALAN LADD • LIZABETH SCOTT ARTHUR KENNEDY • JOHN IRELAND Directed by William Dieterle
"The Stooge"	DEAN MARTIN • JERRY LEWIS EDDIE MAYEHOFF POLLY BERGEN • MARION MARSHALL Directed by Norman Taurog
FOR EARLY PRODUCTION	
"Come Back, Little Sheba"	FROM THE PRIZE-WINNING BROADWAY PLAY
"Scalpel"	HORACE McCOY'S NEW EPIC NOVEL



Pine - Thomas Productions

FOR
PARAMOUNT



CURRENT

"Crosswinds"

Starring

**JOHN PAYNE • RHONDA FLEMING
FORREST TUCKER**
(Color by Technicolor)

"Hong Kong"

Starring

RONALD REAGAN • RHONDA FLEMING
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WOODY WOODPECKER

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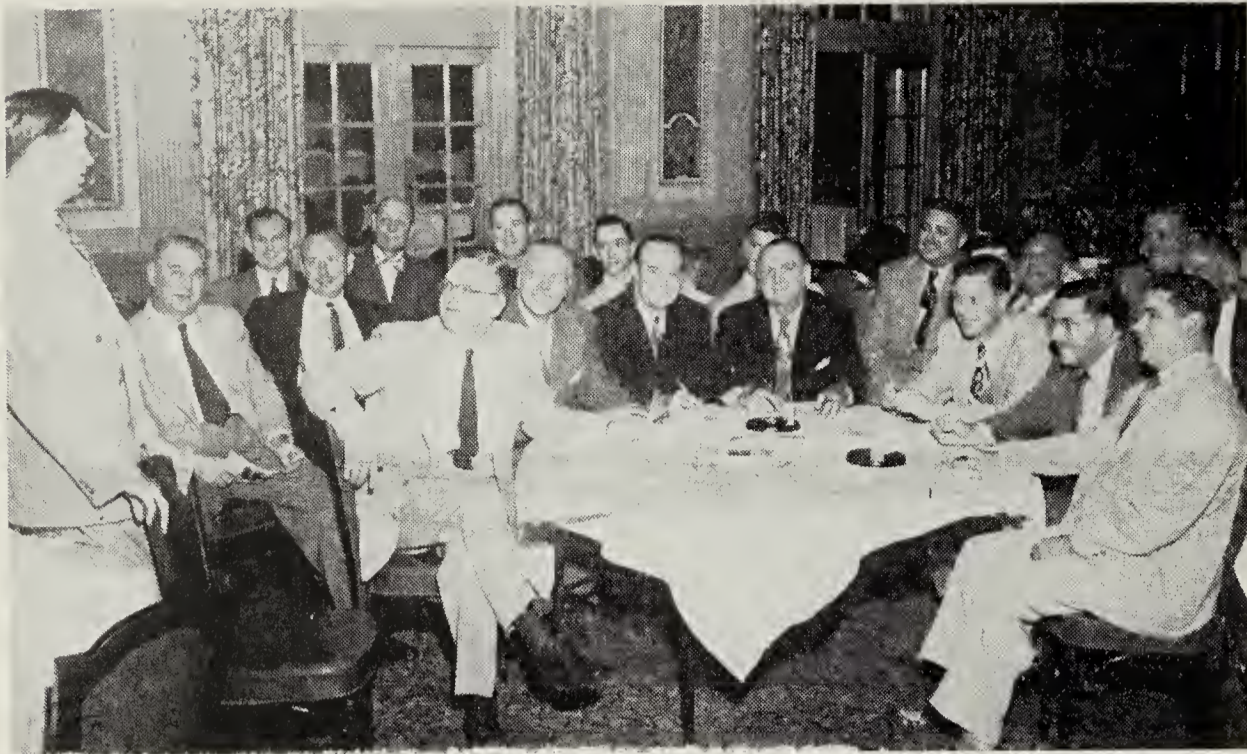
CAPITOL RECORDS

Produced by

WALTER LANTZ

Released by Universal-International





MISSOURI "Movietime" plans were mapped at a conference of theatremen at Kansas City's Hotel Muehlebach. Addressing the group is Don Walker, left, who served as publicity chairman. The drive called for carefully coordinated planning to draw up such details as publicity, appearances of stars, press luncheons, and various tie-in activities, and exhibitors everywhere cooperated fully.



NEW YORK observed "Movietime" at a mammoth luncheon celebrating the 50th anniversary of the American motion picture theatre. More than 1000 community leaders, representing government, the clergy, education, unions, women's clubs, parent-teacher groups, service clubs, chambers of commerce, and many other organized groups of the metropolitan area were in attendance at the affair.



OHIO welcomed Ernest Pascal and Jeanne Crain as they arrived in Upper Sandusky for a huge outdoor campaign rally. Shown with the touring Hollywood personalities are Mayor C. M. Beaston, center; Roger Downing, superintendent of schools, and theatre owner Leo T. Jones, right. Cooperation of civic groups everywhere played a major role in putting the campaign across successfully.

(Continued from page A-7)

them."—J. L. Cartwright, Jacksonville, Fla.

"I wish it were possible for you to have been on the sidelines in some of these towns, and watched Ward Bond, Tony Veiller, Cap Palmer, Julia Adams, Rick Montalban, and Vince Barnett when they poured their hearts out to a lot of people selling the Hollywood story and 'Movietime, U.S.A.' Thanks for sending us these fine people. They did a great job."—Sam B. Kirby, Midsouth "Movietime" co-ordinator.

In greeting the "Movietime" contingent in Washington, D. C., President Truman said: "I am happy today to take part in the 50th anniversary of the motion picture theatre. I have some very vivid recollections of the first ones I saw. In those days, admission was five cents, and you could stay as long as you wanted to. The great stars of that time, I judge, were, maybe I had better not name them, because some of them wouldn't like to have their ages stated. They had great comedians in those days, as well as we have today. The show has grown to be one of our greatest assets in the dissemination of information and entertainment. I just wonder what will be the situation 50 years from now? I hardly believe that I'll see it, but I hope I may. I know some of these young ladies will. So I congratulate you on the fiftieth anniversary. I hope you will have 50 more prosperous years."

"'Movietime in Oklahoma' is the biggest thing for motion pictures that has happened since the movies came to Oklahoma."—Ed Thorne, chairman, Oklahoma "Movietime" publicity committee.

"Hollywood's representatives to Ohio for the 'Movietime, U.S.A.' campaign created a marvelous impression of themselves and of the motion picture industry as a whole that never will be forgotten."—Harry Schreiber, co-chairman, Columbus, O., "Movietime" committee.

"If results in other parts of the country have been like those in North and South Carolina, the 'Movietime, U.S.A.' campaign has been 100 per cent success."—Everett Olsen, chairman, publicity and personality tour committee, Charlotte exchange area.

From Connecticut, co-chairman Harry Shaw declared: "This 'Movietime' campaign has been like nothing else that ever happened before in the motion picture industry, from the point of establishing and solidifying a magnificent relationship between our movie theatres and the newspapers."

"'Movietime in Florida' has surpassed everything that this state or the motion picture industry has ever seen in the way of creating goodwill between exhibitors and their patrons, the good American people."—Howard Pettengill, chairman, Florida "Movietime" committee.

"To say that the tour of Hollywood personalities was a colossal success would be putting it mildly."—Martin J. Mullin, New England Theatres, Boston.

Frank Plumlee, Edwards and Plumlee Theatres, Missouri, declared: "I have just completed a 'Movietime, U.S.A.' tour, consisting of Monica Lewis, Jane Darwell, and Edmond Hartman, which comprised 17 towns. I thought you would be interested to know that we considered it a

(Continued on page A-14)

JOE PASTERNAK

PRODUCER

METRO GOLDWYN MAYER



Produced . . .

"THE GREAT CARUSO"

"RICH, YOUNG AND PRETTY"

"THE STRIP"

In Production . . .

"THE MERRY WIDOW"

"SKIRTS AHOY"

Preparing . . .

"BECAUSE YOU'RE MINE"



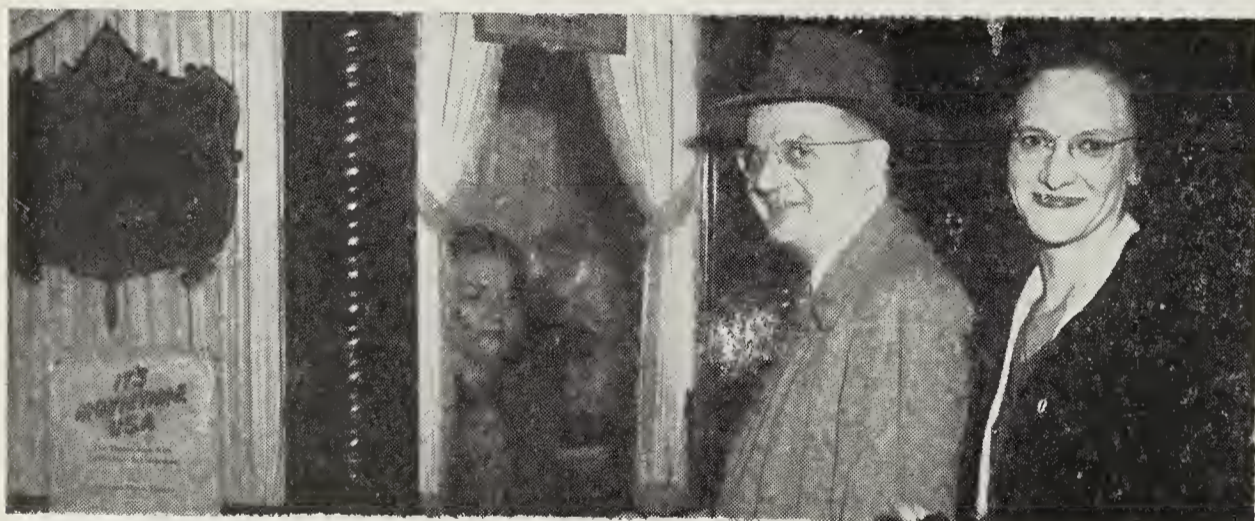
PENNSYLVANIA launched its campaign with a governor's luncheon in Harrisburg, and among those on hand were, from left, Roddy McDowell, Judith Braun, J. J. O'Leary, Vera Ellen, Mrs. Edna Carroll, Pennsylvania State Board of Censors chairman; Philip Reed, William Lively, Sidney Samuelson, and Broderick Crawford. A total of 194 Hollywood personalities took part in the tours.



TENNESSEE was visited by writer Doug Morrow, Claude Jarman, James Craig, and starlet Kay Brown, shown in Nashville with area chairman E. Sprott, left, and G. Bainbridge, right.



TEXAS visitors included John Wayne, shown as he addressed the huge crowd which gathered at Alamo Plaza, San Antonio, as he and other stars arrived to help plug the drive.



VIRGINIA visitors Mr. and Mrs. Armand Doyle of Chicago buy a ticket at Loew's Richmond. Doyle purchased the first ticket at the theatre more than 23 years ago, and when manager George Peters learned he would be visiting Richmond during the "Movietime" drive, he arranged a unique tie-in, featuring Doyle at press interviews, luncheons, radio programs, and several other affairs.



WASHINGTON, D. C. saw an impressive drive sendoff as a Hollywood contingent visited the President. Area showmen seen are G. A. Crouch, F. LaFalce, and A. J. Brylawski.



WISCONSIN visitors were Richard Arlen and William Demarest, pictured as they were interviewed by WISN commentator Ann Leslie in Milwaukee while Roy Bernier looked on.

(Continued from page A-12)

huge success. It did me good to go into the towns on our route, and see that the local exhibitor is definitely a leader in his community, and can get things done, whether it is promoting an entry into the schools, churches, getting the bands of the community ready for a parade, women's clubs cooperating or just plain getting the key to the city presented to the personality. They did the job, and will always do the job if given good pictures to work with. Yes, this tour as good because it brings about a closer understanding between writers, stars, distributors, and exhibitors. I am very happy to have had the opportunity to work on 'Movietime, U. S. A.', and hope to see its continuance."

MGM vice-president and general manager E. J. Mannix, in a note to "Movietime" chairman Robert J. O'Donnell, stated: "Reports coming in from Metro-Goldwyn-Mayer representatives on the 'Movietime, U.S.A.' tour all seem to be very favorable and very enthusiastic. I wish to thank you on behalf of Metro-Goldwyn-Mayer, and my kindest personal regards."

MGM producer-writer Carey Wilson's enthusiastic report says, in part: "My experience was amazing. A little two-Ford expedition with Paula Raymond and two drivers, that's all. Without exception, the public was fascinated to meet anyone from Hollywood. You don't need big stars. Anyone from Hollywood is like visiting royalty in Canada. The only time Communism in Hollywood was mentioned was when a VFW veteran, after presenting Paula with an armful of roses, publicly absolved Hollywood from having any more Communists than any other community, paying open tribute to what he said was his organization's knowledge of the strong anti-Communist efforts made by prominent and responsible movie folks. One and all, exhibitors and distribution men, seemed to find in our reception the solidly affirmative answer to any question about the survival and continued success of the movies. Thus, I think the tour not only showed us from Hollywood, but convinced exhibitor and distributor representatives, of an unsuspected vigor in the cash customer's affection for and appreciation of the cinema. I am not a lone voice crying in the wilderness. Everybody who was out on tour says the same thing. Let me sum it up in the phrase used by our inimitable Billy Grady when I met him. I asked how the folks did in New England. Said Bill: 'Son, it's a goddam outrage; the people love us!' It is an outrage if anybody in this business loses faith or preaches pessimism after 'Movietime, U.S.A.', 1951 version. There must be more 'Movietimes.' It was all wonderful. Let's all now be sure we capitalize on the experience and profit from its magnificent success."

All of this adds up to one single, incontrovertible fact: Movies are today, and are going to continue to be, America's greatest and strongest and best entertainment, occupying the same place as they have for the past 50 years in the affection of the American people.

WE HAVE a right to be proud of our industry and what it means to our country. "Movietime, U.S.A." has shown this to be true, and will continue to show this to be true.

EXHIBITORS:

**The LAUREL AWARD
for "FATHER OF THE BRIDE"
is most gratifying.**

A belated "THANK YOU."

Sincerely

PANDRO S. BERMAN

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"JACK AND THE BEAN STALK"

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**"ABBOTT AND COSTELLO
MEET CAPT. KIDD"**

CO-STARRING

Charles Laughton

FOR WARNER BROS. RELEASE

Exclusive Management
EDWARD SHERMAN AGENCY

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KRAMER**
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We're looking forward to
"MY SIX CONVICTS"
"DEATH OF A SALESMAN"
"THE FOUR POSTER"
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"MEMBER OF THE WEDDING"
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LITTLE BIG HORN

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NEW! Daring! Feature-Length!

A Trail of Diamonds that lead to Death!

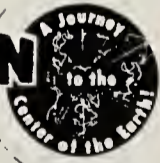
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Dane CLARK • Margaret LOCKWOOD

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THE SADDEST SACK IN THE SKY!

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Starring Sid MELTON • Mara LYNN



60 minutes of star-studded entertainment!

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14 Specialty Acts

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Yes Sir, Mr. Bones

A New LIFT in LAUGHS!

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Margia Dean

AS YOU WERE

JOE SAWYER • WILLIAM TRACY



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with TOM DRAKE RAYMOND BURN and introducing NOONAN and MARSHALL



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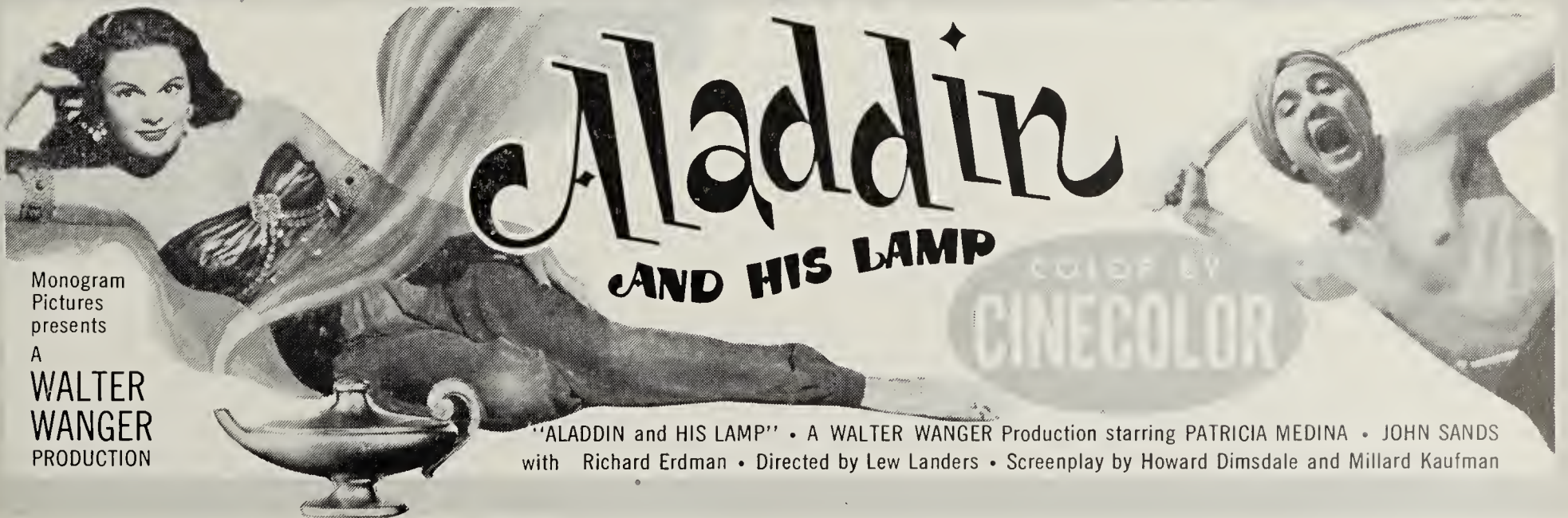
Allied Artists presents "THE HIGHWAYMAN" • A Jack Dietz Production starring PHILIP FRIEND • CHARLES COBURN • WANDA HENDRIX co-starring Cecil Kellaway • Victor Jory • Produced by Hal E. Chester • Based on the poem by Alfred Noyes • Directed by Lesley Selander • Screenplay by Jan Jeffries



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Sincerely,

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"BROKEN ARROW"
"BIRD OF PARADISE"

Completed

"RETURN OF THE TEXAN"

Preparing

"LAIR OF THE CONDOR"

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"BRIGHT VICTORY"—UNIVERSAL-INTERNATIONAL

Preparing . . .

"BLESSED EVENT"—ASPEN PROD.

NEWS OF THE

Territory

BRANCHES

Atlanta

In for a visit were: Jimmy Jerrell, Roxy, Commerce, Ga.; Mrs. John Lake-man, Haleyville, Ala.; John Hackney, Porterdale, Ga., and Mrs. M. M. Osman, Strand, Covington, Ga. . . . Circuit Court in Miami, Fla., found the 27th Drive-In not liable in a \$20,000 suit filed by Mrs. Catherine Mehling.

The Pal Amusement Company, Vidalia, Ga., opened its new 350-car drive-in at Millen, Ga. Equipment was supplied by National Theatre Supply. . . . The City Council, Gadsden, Ala., put a ban on midnight shows on Saturday and certain holidays. . . . The Manchester, Ga., Drive-In, has a new owner, J. M. Miller. . . . J. Sadow is the new owner, Lookout Drive-In, Chattanooga, Tenn.

The new Victory Drive-In, Columbus, Ga., owned by Dusty Rhodes, former general manager, Dixie-Drive-Ins, Atlanta, and Lawrence Shiller, will open for 300 cars. . . . Mel Brown, general manager, Peachart, is installing new American chairs. . . . Max Wilson and Perryman Clark, will soon open their 300-car drive-in, Kingsport, Tenn.

The Brackin, Ozark, Ala., observed its sixth anniversary. The late Walter Brackin opened the theatre on Oct. 26, 1945.

Paul Bryan, Georgia showman for many years, passed away. . . . Mrs. Leloa Delong, contract department, Monogram Southern Exchanges, died at her home. . . . In booking were: William Green, Palmetto, Palmetto, Ga.; Mr. and Mrs. Roy Mitchell, Mountain, Stone Mountain, Ga.; Ernest Ingram, Ashland, Ashland, Ala.; "Big Boy" Butler Drive-In, Covington, Ga.; C. W. Wade, Wadonia, Clanton, Ala., and M. C. Hortman, Louisville, Ala.

Just as soon as Lippert opens its Jacksonville, Fla., branch, Mrs. Ann Mayo will be transferred from the Atlanta branch as office manager-head booker.

At Republic, Mrs. Stella Poulonot is now in the booking department, and Mrs. Sara Bush, is assistant cashier.

Jackie Clark, MGM, is back after a flying trip to Marianna, Fla., to visit her brother, seriously injured in an automobile wreck. . . . Sonny Plunket, NTS, is working for Uncle Sam in the air force.

Katy Lewis, Paramount, was in the hospital. . . . Virginia Dodson is new at Paramount. . . . The old stork passed over the home of Mrs. Grace Aultman, Paramount, and left a little boy. . . . R.

G. McClure and R. H. Ford are celebrating their 33rd year with 20th-Fox. . . . Charlie Adams, owner, Memorial, is the new owner, American.

M. M. Kirkhart has taken over operation of the North Miami, Miami, Fla. . . . The Lyric, Huntsville, Ala., raised its adult admission to 40 cents.

President Carl Floyd, Floyd Theatre Circuit, said that work on his new drive-in at Haines City, Fla., and Tarpon Springs, Fla., will start about Nov. 24. . . . Southeastern Theatre Supply will equip the drive-in at Tampa, Fla. . . . National Theatre Supply installed in the Dean, Butler, Ga., new Magnare lamps and Hertner transverter. The same type of equipment also went in the Ashland, Ashland, Ala.

The Hilltop Drive-In, Augusta, Ga., will be ready to open about Dec. 1. It is owned by Consolidated Theatres, Charlotte. . . . Wil-Kin Theatre Supply furnished Heywood-Wakefield chairs to the Leach, LaFollette, Tenn. U-I started work on the new building. . . . Bill Brower, Indianapolis, is the new student sales representative for U-I.

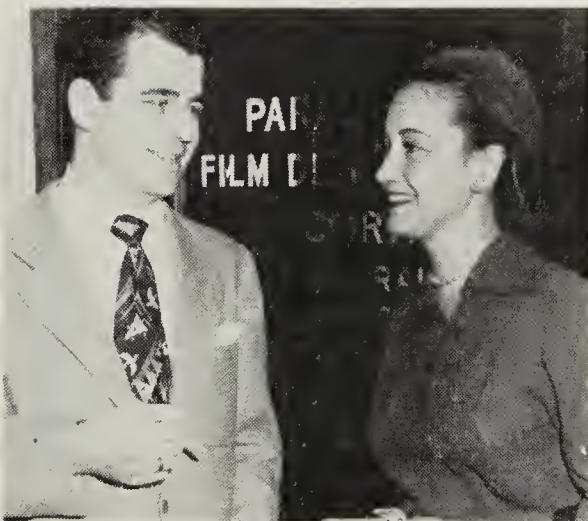
New at U-I are: Ruth Swenson, booker-secretary; Dorothy McClain, bookkeeper, and Loraine Slaymaker, contract department. . . . Sam Sherman, U-I office manager, is back after illness.

U-I notes: Nancy Hannah, cashier department, is back after illness.

Booking were Herman Rhodes, Montgomery Drive-In, Savannah, Ga.; Colonel T. E. Orr, Orr Theatres, Alabama; Sidney Laird, Al-Dun Amusement Company, West Point, Ga., and the Maddox Boys, Clays Theatres, Georgia.

Joseph B. Allen, Jr., former manager, Techwood, was convicted by a Funton Superior Court jury, and was sentenced to 30 years.

Richard Arlen and Laura Elliot, cast principals of Nat Holt's "Silver City," Paramount release, were in ahead of the opening of the film. They participated in radio and press interviews, visited



Dave Friedman, Paramount office manager, was on hand to welcome Dorothy Lamour, star of Paramount's "The Greatest Show on Earth," when she visited the company's branch in Atlanta while there recently to participate in a huge Community Chest benefit affair.

theatres, and met with local exhibitors. Their tour calls for 14-city personal appearances.

Charlotte

Hugh Owen, Paramount's eastern and southern division manager, was in on a visit to the local branch and attended the TOA convention.

Memphis

Most of Film Row spent the weekend at Oxford, Miss., to witness the game between Ole Miss and University of Tennessee. Among those driving down to see the Volunteers wallop Ole Miss were Frank Owens, Columbia branch manager, and Bob Carpenter, U-I.

Leonard Shea, who has been away from The Row for sometime, returned to take over the spot vacated by Tate Baker as Columbia salesman. . . . Wedding bells horned in on Santa Claus by uniting Miss Frances Jackson, Columbia booker, and Don Blankenship, who is with a local tobacco company.

Exhibitors visiting included Marvin McChristian, Brownsville, Tenn.; Robert West, Centerville, Tenn.; Mrs. C. H. Collier, Shaw, Miss.; Ben Jackson, Ruleville, Miss.; C. N. Eudy, Houston, Miss.; Gordon Hutchins, Vering, Ark.; Mrs. Clara Davis, Drew, Miss.; Ned Green, Mayfield, Ky.; Paul Myers, Lexington, Miss.; Roy Cochran, North Little Rock; J. F. Wofford, Eupora, Miss.; J. K. Jamison, Sr., Baldknob, Ark.; W. F. Ruffin, Jr., Covington, Tenn., and Jimmy Singleton, Marked Tree, Ark.

New Orleans

Vacationing here were Mr. and Mrs. Fred Hull, MGM, Atlanta. . . . F. A. Jones, former manager, Strand, is now with WPTS. . . . John Richards, executive of Slidell Theatres Corporation, was a business caller in the Carolinas.

UA's booking department is undergoing a rearrangement. . . . A. L. Lee, Paper Container Manufacturing Company, stopped off for a short visit on his way home to Kenner, La. . . . Exhibitors seen making the rounds were Mrs. Ed Thomasie, Paul Brunet, Rene Brunet, S. E. Mortimore, and Lyle Shiell. . . . Mr. and Mrs. Milton Dureau, Masterpiece, are awaiting a visit from the stork. . . . It's really news when Page M. Baker, Theatres Service Company, takes time out to stroll over to pow-wow with the clan. . . . Rock Fagot, Illings, Ocean Springs, Miss., after calling on buying and booking representative, J. G. Broggi, stopped in "Movietime in Dixie" headquarters.

Joan Bennett starred in "Fete Des Parfumes," presented by the Fashion Group of New Orleans at the Civic Theatre. One of the enthusiastic members of the Fashion Group is Mrs. Rodney Toups, wife of the manager, Loew's State.

Gloria Marchand will take over the cashier's department at Kay, replacing Mildred Barr, resigned. . . . Jean Pohl

is the new cashier at Dixie. . . . Another newcomer at Dixie is Jean Rovira, secretary to manager Robert Kelly.

L. C. Montgomery, chairman, "It's Movietime in Dixie," announced that the star tour will get on its way on Dec. 3-8. The celebrities will arrive in New Orleans on Dec. 2. The following day a one hour parade is scheduled, to be followed by a luncheon. The stars and entourage will then visit hospitals, returning to the Hotel Roosevelt for the cocktail party and dinner. The following day, the caravan will leave New Orleans, arriving in Baton Rouge, La., for an hour parade, preceded by the governor's luncheon. Later the caravan will go to Jackson, Miss. The hour parade will be followed by the governor's dinner. The following day three units will wend their way through cities, towns, and hamlets for four days. On Dec. 8, the three groups will return to New Orleans. Many of the stars will remain here for the all-industry pre-Christmas cocktail and dance party on Dec. 11. This day also marks the opening of Allied-Gulf States annual convention. Don George, president and his official staff selected the day so that the many exhibitors can attend all events at one time.

Henry Smith, National Theatre Supply accounting department, was on a road trip in Alabama and Florida. . . . Max Connett was in for a short stay at the M. A. Connett Booking Service. His manager and booker, Sammy Wright, is still under a doctor's care after a major operation.

Visitors from Memphis were Ollie Bland and George Hale, National Theatre Supply. . . . Mr. and Mrs. W. B. Smith, Picayune, Miss., said that they have architectural plans in the making for a theatre in that city. . . . Minor illness kept Elaine Favolora, Joy Theatres cashier, at home. . . . Harry Paul, RCA district sales manager, was a Southeastern Theatre Equipment visitor. . . . Sid Fuhrman, owner-manager, Madison, Madisonville, La., is a shut-in at Touro Hospital. His many friends are hoping for a speedy recovery.

Jack Saunders, Olla, Olla, La., visited buying and booking representative Cecil Howard, Film Booking Service. . . . Ann Molzon, Labadieville, La., was in her usual happy and joyful spirit, dashing hither and yon. . . . Visitors were Joe Aspley, Crescent, and C. M. Jones, St. Bernard.

Lucky Ingram, who, before his induction in the Army Air Force, was field sales representative for 20th-Fox, will soon middle aisle it with Anne Vick in military style at the Air Base, Wilmington, Del. He is the third in distribution. His father, Louis, is manager for MGM in Memphis, and his uncle, R. J., is district manager, Columbia, with headquarters in Atlanta.

Gaston J. Dureau and Henry J. Plitt, who will take up their new assignments as president and vice-president, Paramount-Gulf Theatres, attended a meeting



While in New Orleans recently, Walter Pidgeon, star of MGM's "Calling Bulldog Drummond," met Max Connett, right, national TOA secretary and Newton, Miss., exhibitor, and M. A. Lightman, left, Memphis theatreman.

of United Paramount Theatres in White Sulphur Springs, W. Va.

Ross Smith, Decatur, Miss., said that he had renamed his theatre the Decatur. It was formerly the Victory. . . . F. W. Corbett, Dixie Drive-In, Columbia, Miss., visited.

J. P. "Percy" Guitreau, Gonzales Drive-In, Gonzales, La., has been welcomed as a member of EXHIBITOR'S reader family. . . . Frank Olah, Star, Albany, La., visited with his associates S. E. Mortimore and Lyle Shiell, Skyvue Drive-In. . . . Curtis B. Willard, Fairhope, Ala., after an absence of many months, was seen chatting with fellow exhibitors. He operates the Beach Walk-In, Fairhope, Ala., and the Victory, Loxley, Ala.

Columbia, Miss.'s first showcase, the Marion, was leveled to the ground by fire. H. Solomon, owner, suffered a \$100,000 loss. For many years, he also owned and operated the Columbia, a subsequent-run, but about a year ago had it converted to a store. His remaining interests in exhibition are in Tyler-town, Miss., the Avenue and the Star.

Clarence E. Thomassie, Harvey, La., a veteran of 32 years in the exhibition field, announced his candidacy for state senator as an independent candidate from the 10th Senatorial District. He owns and operates the Gay.

UA's Colonel Bill Shirley, Milt Overman, Ben Hill, and Mori Krushen were in town to alert the public that "The Lady Says No" would premiere at the Tudor.

Callers at Paramount were Ross Smith, Decatur, Miss.; E. W. Clinton, Montecello, Miss.; A. L. Royal, Meridian, Miss.; Hank Jackson, Hattiesburg, Miss.; Teddy Solomon, McComb, Miss., and E. W. Limroth, manager Giddens and Rester Theatres, Mobile, Ala.

Tommy Dunn, U-I field salesman, departed for a trek in Mississippi, Alabama, and Florida. . . . So did Lippert sales representatives Larry Dufour and Roy Nicaud, Dufour covering Mississippi, Alabama, and Florida, and Nicaud the southern part of Louisiana.

Old timers of yesteryear in the distribution field who wiled away a few hours visiting were localite P L. Spindler and Mr. and Mrs. Herman Lorence, Erie, Pa.

Mrs. J. Ken McCartney, two daughters and son joined the head of the household to take up their abode here. McCartney was recently appointed manager, Kay Film Exchange. They came here from Atlanta. . . . William Gillian, auditor, MGM, was here. . . . William Sendey, Patio, made the rounds. . . . Mr. and Mrs. James Tringas, Fort Walton, Fla., visited. . . . The strawberry prince, Frank Olah, Albany, La., the yam kids, E. R. Sellers and Milton Guidry, and comrade Charles Lamantia, paused for refreshment at Diliberto's snack shop.

The Woolner Brothers were back from brief excursions. . . . A. J. Rosenthal visited at Joy headquarters, and made the rounds to arrange bookings for his Silver City, Alexandria, La.

A. L. Royal, Meridian; Hank Jackson, Hattiesburg; Teddy Solomon, McComb; Allen W. Vowell, Taylorsville; L. E. "Jack" Downing, Brookhaven; Mr. and Mrs. Tom Watson, Sr., Ellisville; F. W. Corbett, Dixie Drive-In, Columbia, and E. W. Clinton, Monticello, a regiment of Mississippi exhibitors, kept the bookers on their toes.

Allied Theatre Owners of the Gulf States' annual convention at the Roosevelt Hotel on Dec. 11 and 12 will use prices and competitive bidding as main business session topics. New York home office executives are expected to attend. Social activities will include a cocktail party-dance on the sound stages of the Motion Picture Advertising Company, a banquet on Dec. 12, and a party for the ladies.

Hollywood personalities assigned to the second series of "Movietime, U.S.A." tours were announced by the Association of Motion Picture Producers and COMPO. The personalities who will tour Louisiana and Mississippi starting here on Dec. 2 are Anthony Dexter, Julia Adams, Charlton Heston, Lydia Clarke, Frank Faylen, Bruce Bennett, Robert Stack, Jesse White, Margaret Sheridan, Hope Emerson, producers Maxwell Shane, Robert Fellows, Irving Asher, directors Fred de Cordova, George Sidney, Lillian Burns, and writers Leonard Stern and Dorothy Hughes.

Florida Jacksonville

Oscar Morgan, Paramount general sales manager, short subjects and Paramount News, was in on his current exchange city tour to review short subject operations. From Jacksonville he went to Atlanta.

Tampa

Jack Thomas, vice-president, Hallmark Productions, appointed William T. Elliott as a checker for an Arkansas route of "She Shoulda Said No." Elliott was formerly manager, Springs.

NEWS OF THE

Territory

Chicago

A. M. Van Dyke, 20th-Fox sales manager, is better after a heart attack. . . . Harry Coleman is outwitting the weather with 500 glass enclosed seats at his Indoor-Outdoor, Evansville, Ind. . . . Reinhold Meyer, Jr., took over operation of the New Leipzig, New Leipzig, N. D.

Morris Leonard, B and K attorney, returned to Presbyterian Hospital for further treatment. . . . Toys which will be refurbished, and distributed to needy children at Christmas were accepted as admissions at the Iowa, Fort Madison, Ia.

MGM filed a petition in federal court asking permission to sell the Jeffery ahead of the Jackson Park when bids of the former are higher. . . . The Illinois, Belleville, Ill., was reopened after frontal improvements.

While the Oriental gave its orchestra a 30-day notice, it still has stage bookings a few weeks ahead.

Robert Blackman was named Ogden manager. . . . Maurice Strebling took over operation of the Ritz, Crawfordsville, Ind., from Bert Rayburn. . . . C. R. Erickson is now operating the Lake, Hendricks, Minn.

Mortimer Berman, Orpheum manager, Springfield, Ill., won an Arizona vacation trip in the Paramount "The Furies" contest.

Donald Jowisk was named Frolic assistant manager. . . . Residents in a contest named the new theatre at Garnavillo, Ia., the Garwood. . . . Louis Casa was made assistant, Rhodes. . . . Nick Charmonte was named Capitol assistant manager.

Wilber Yerger, instructor in film appreciation at Northwestern University, at a meeting in the Esquire gallery outlined the possibilities of holding a World Film Festival in an Americanized version of the Edinburgh, Cannes, and Venice programs. Participants included unofficial representatives of the Film Council, three colleges, educational film producers and distributors, the Chicago Film Society, and others.

Edwards and Plumlee is erecting a 500-car outdoor near Eldon, Mo. . . . Two small pictures were taken from the display of a young artist exhibiting in the Ziegfeld lobby. He told police the thefts outnumbered his sales. . . . Will Harris, former Ken manager, joined National Screen Service. . . . Portland Theatres Realty Company is suing for possession of the Princess, Portland, Ind. . . . Police inspectors reported vandalism in theatres reduced to a minimum.

City amusement tax collections indicate movie attendance practically on a par with last year. For the first ten months of 1951, collections were \$945,769, only \$160,422 less than the same period last year. . . . When Samuel Goldwyn and his wife were guests of honor at a Racquet Club dinner here, the "dessert" was his latest picture, "I Want You." . . . Gus Bjelke, veteran manager who returned to B and K, was placed in charge of the Portage. . . . Louis Kerasotes, of the Springfield, Ill., theatre family, who is now serving as lieutenant in the army reserves, visited his folks during a furlough.

The H. and E. Balaban Circuit will operate here as Rush Street Theatres, Inc. . . . R. E. Davis and Lewis Higdon formed Mid-Central Theatres, Inc., and bought houses in the Kansas City, Mo., area from Theatre Enterprises, Inc. . . . Danny Newman is making sure no one slips on the snow or ice in front of his Astor. When necessary, he sprinkles a preparation which melts and dries the ice and leaves no stain like salt, on the sidewalk. . . . William Sherman, who owns theatres in Advance and Bloomfield, Mo., named his new 325-car drive-in near Jackson, Mo., after his new daughter, Jackie Linn, who was born on the day ground was broken for the project.

The suburban Batavia and Hinsdale and the Fargo, DeKalb, Ill., were reopened by the Valos circuit. . . . Charles Suber, office manager, General Artists Corp., is dad of a new son. . . . The Tower, Kansas City, Mo., which is replacing its marquee, damaged in a storm, was preparing to add vaudeville again.

"Enjoy a Movie" is a new slogan used by the Chicago Transit Authority on attractive posters, in color, prominently displayed in stations. . . . Undaunted by a fire which destroyed his Southland, London, Ky., Jimmy Minnix is building an outdoor at Lily, Ky. . . . The Clark, Pittsfield, Ill., gave away a thousand balloons, as a promotion gimmick. . . . Producer Hal Wallis, former Chicagoan, visited his high school chum, Al Cohen.

Fred V. Willey was appointed manager, Hoosier Theatre Company's Shelburn, Brazil, Ind., upon completion of his term as county prosecuting attorney. . . . The Haven family is constructing an outdoor near Wayne, Ark. . . . Warnings against counterfeit 10 and 20 bills were given movie owners by Treasury department officials here who said many of the phonies are being passed. They suggested comparison of all large bills presented with good ones of the same type and denomination and to try to hold would-be passers for the police.

H. K. Kinney and Sons have started a 550-car drive-in at Hughes, Ark. . . . The Ridge, soon to be reopened, announces on the marquee, it will be "New, Clean, Modern." . . . Ralph Seats was appointed manager, Valos Brothers' Egyptian, Fargo and DeVal Drive-In, DeKalb, Ill. . . . Al Borkenstein, Wells,

Fort Wayne, Ind., took a Canadian fishing trip. . . . Negotiations are being continued by the St. Andrews Greek Orthodox church for the purchase of B and K's Granada, in the Rogers Park section. If the deal jells it will be the second movie palace on the North Side, to be transformed into a church.

Dallas

It was revealed that \$35,743 had been collected for the "Movietime" campaign conducted by Texas COMPO showmen. Circuits contributed \$13,643; independents, \$14,500, and \$7,600 was received from allied industry subscriptions.

In Corpus Christi, Tex., for the third time, the Board of Education went on record in opposition of the proposal to build a drive-in near the W. B. Ray High School. The municipal zoning and planning commission okehed the proposal, but City Council must grant final sanction before the theatre can be built south of the school.

The new White Sands Proving Ground, N. M., post theatre was dedicated. With 502 seats, the theatre was completed at a cost of over \$200,000.

At an important executive meeting of Texas COMPO showmen, plans were made to make plans for an intensified spring program. The Speakers' Bureau will carry a major role in a steady continuous "grass roots" series of messages. After hearing a compilation report prepared by Paul Short on the activities and results of Texas COMPO showmen to date, presented by Charles E. Garden, an enthusiastic response brought forth plans for the future from the following executives, Colonel H. A. Cole, Robert J. O'Donnell, Duke Clark, Short, Claude Ezell, Ed Rowley, Bill O'Donnell, Phil Isley, R. I. Payne, Don Douglas, Al Reynolds, Raymond Willie, Bob Euler, and Carden. Arrangements were made to have a testimonial dinner on Nov. 23 for all of the salesmen from the Dallas exchanges who did such a complete and thorough job of canvassing the independent exhibitors throughout the state. A plan suggested by Euler, general manager, Tri-State Circuit, that a state-wide Texas COMPO convention be held, was accepted.

Denver

A contest, launched via radio, with a phone call to Frankie Laine from the stage of the theatre as first prize, sparked the promotion activities of publicist Paul Lyde of Denver's Paramount for the engagement of "Sunny Side of the Street." Front decoration was another key factor in the campaign. Over 60 blown-up stills were used to cover almost the entire front of the Paramount and this was supported by recording the entire Mercury album of the film's songs on a tape, and continually playing it back in the lobby.

Kansas City

Elmer C. Rhoden, president, Fox-Midwest, in Paris on vacation, visited the United Nations General Assembly.

William Edward Truog, 71, United Artists branch manager since 1928, died following a year's illness. . . . William Adams, Columbia salesman, died at Wadsworth Veterans Hospital, as a result of old war injuries. He had been on a leave of absence from Columbia for the past six months. . . . Mrs. Robert F. Withers, wife of Robert F. Withers, branch manager, Republic, gave a talk before the No-Jo-Co Study Club, telling of her recent trip to Europe.

Russell Borg, branch manager, Warners, and distribution chairman for COMPO in the area, called a meeting at the Paramount screening room with the following present: Joe Negar, 20th-Fox branch manager; A. H. Cole, Paramount; Don Walker, Warners' publicity man; Morton Truog, office manager, United Artists; Jay Wooten, president, Allied Independent Theatre Owners of Kansas and Missouri; Harold Lyon, resident manager, Paramount; C. E. Cook, president, Kansas-Missouri Theatre Association; Gladys Penrod, office secretary, Kansas-Missouri Theatre Association; Jack Frost, Monogram branch manager; George Baker, Consolidated Agencies; Joe Stark, Wichita, Kans.; Gene Musgrave, Minneapolis; Fred Harpst, general manager, Allied Independent Theatre Owners of Kansas and Missouri; Harry Hamburg, Paramount branch manager; Al Adler, assistant branch manager, MGM; Bob Withers, Republic branch manager; Jack Langan, U-I branch manager; Tom Baldwin, Columbia branch manager; Stanley Durwood, Durwood Theatres, Kansas City; Louis Patz, district manager, National Screen Service; Ed Hartman, owner, Kansas City Booking Agency; Roscoe Thompson, Lippert branch manager; Herbert Jeans, Roxy, Warsaw; Bill Bradford, Roxy, Carthage, Mo.; Ben Adams, Liberal, Kans.; O. F. Sullivan, Wichita, Kans.; Beverly Miller, Leavenworth, Kans.; Elmer C. Rhoden, Jr., Commonwealth Theatres; Nick Sunday, manager, Uptown, Kansas City, and Jim Lewis, branch manager, RKO. Don Walker gave a report on the results of the "Movietime" star tour throughout the area.

Russell Borg, Warner branch manager, and distributor chairman, Will Rogers Memorial Hospital campaign, announced the setting up of a salesman organization for the project with cooperation of branch managers.

Bob Herrell, Realart branch manager, returned from a trip to Des Moines. . . . Clarence Schultz, president, Consolidated Agencies, Inc., was on a trip to Marshalltown and Mason City, Ia. . . . Grace Freil, former manager, Strand, Mt. Vernon, Mo., will manage the Bandbox at Mason City. . . . Jim Castle, Paramount publicity man, was here on his way to St. Louis. . . . Rose Marks, secretary to Rube Melcher, Popper's Supply, is planning a trip to Arizona early in December. . . . Pat Faller, "Movietime" secretary, was vacationing in Mexico. . . . Russell Borg appointed Nick Sunday, manager, Fox Uptown, as exhibitor chairman, Will Rogers

Memorial Fund Drive. Each local branch manager will be his co-worker.

Allied Independent Theatre Owners of Kansas and Missouri is holding a one-day meeting for small town theatre operators on Nov. 30 at Continental Hotel. . . . Wesley Bolen's Coveland, Quinter, Kans., and Grand at Seneca, Mo., were completely burned.

Seen on Film Row were: T. Wilson, Byer, Excelsior Springs, Mo.; John Heath, Plaza, Liberty, Mo.; Ralph Gregory and Winston Brown, bookers for Glen Dickinson, Mission, Kans.; Charlie Potter, Boulevard Drive-In, Rosedale, Kans.

The Kansas-Missouri Theatre Association will hold its regular meeting at the Hotel Phillips on Dec. 5. This will be the first meeting since the election of the new officers.

Sidney Hale, owner, Nashua, Nashua, Ia., for the past four years, died in the Cedar Valley hospital at Charles City, Ia. . . . The Des Moines Variety Club will hold its second annual all-industry Christmas party at the Standard Club on Dec. 10. The annual Variety Club party to obtain funds for Arlington Hall will be held on Dec. 17 at the Jewish Community center.

Iowa film men held a meeting at the Paramount exchange to formulate plans for the Will Rogers Memorial Hospital fund drive. Gerry McGlynn, Metro manager and national chairman for the drive, presided. . . . Ray Tipton is representing Hallmark Productions in the territory. . . . L. J. Meehlhause, Clarksville, Ia., has leased the State, Allison, Ia., from J. B. Fairchild. Meehlhause operates the Clark at Clarksville, Ia. . . . Waldemar Weverstad, Centerville, S. D. purchased the Orpheum, Rock Valley, Ia.

The Ren, Renwick, Ia., reopened with a free showing under the auspices of the town's businessmen who formed the Renwick Amusement Company, reorganized the theatre, and purchased the equipment. Mrs. Jeanette Darland is manager of the house. . . . Chuck Elder returned from the Paramount exchange at Omaha, where he had been a salesman for the past few months, and will take over the territory formerly worked by Jim Foley, who died of a heart attack recently.

Los Angeles

Film Row was deeply shocked by the death of Mrs. James W. Dodge and her son, both of whom were among the victims of the train catastrophe which occurred near Evanston, Wyo. Mrs. Dodge operated the Mayfair Ventura, and had been a well known figure in local film circles for many years.

Sydell Kalb, secretary to Bernie Levitt, a hot contender for the title of "Miss Westwood," snagged third place. . . . The famed 13th Armored Division staged a spectacular parade on Hollywood Boulevard as a prelude to the west coast premiere of "The Tanks Are Coming," Warners' Hollywood.

Alex Cooperman, Lux, was off on a business trip. . . . "Mill On The Po"

opened at the Vagabond for an extended run. . . . Mae Friedman, Fox West Coast booker's secretary, is recuperating from an operation. . . . Dan Polier, after a vacation in New York, returned to Fox West Coast's booking department. . . . Rhoda Kostin, booker's stenog, Warners, resigned to take up residence in New York City. . . . Norman Moray, Warners short subjects sales chief, was in for conferences with Jack L. Warner and Gordon Hollingshead.

"Quo Vadis" will set a new record for promotion of motion picture via window displays in this area. More than 100 windows were set in Los Angeles, Hollywood, Beverly Hills and Santa Monica stores covering 47 "Quo Vadis" articles, including dresses, scarves, neckties, men and women's jackets, sweaters and gloves. Various factories have produced "Quo Vadis" products including candy, stationery, cufflinks, belt buckles, soap, shampoo, raincoats, handbags, and Roman hair styles for milady. The window displays were timed for the openings at the Four Star and United Artists.

Minneapolis

A motion to dismiss the conspiracy complaint of the Homewood, neighborhood house, against six major distributors and Minnesota Amusement Company, was denied by Judge Gunnar H. Nordbye in federal district court. The court ordered the defense counsel to resume the case on Nov. 23. Judge Nordbye said, "I can't see that the fixing of admission prices as such has damaged the plaintiff." He also ruled that the local conspiracy action could not be based on the New York equity suit.

The Astor still is closed after a stalemate between the Astor Theatre Corporation and the AFL Motion Picture Operators' union. Attorneys for the theatres said that unless the union is willing to negotiate a basis that "will make it possible to reopen" there is a possibility that the theatre will be converted to other commercial uses. . . . Fire of undetermined origin caused an estimated \$4,000 damage at the Anita, Anita, Iowa.

Sidney and William Volk, owners, deluxe Terrace in suburban Robbinsdale, Minn., have asked major film companies for a 14-day run for the house, now in the 28-day bracket. If the request is granted it will be the earliest suburban run ever granted in the history of Minneapolis clearances. . . . Manager Jim Gottlieb, Northtown, reported that \$900 was missing from the safe and so was a newly-hired assistant manager.

Henry J. Quartemont is the new manager, Regent and Metro, Prairie du Chien, Wis. . . . Earl Perkins, at one time on the sales staff, has been named office manager, Warners, replacing Bob Long, assigned to the exchange by the home office. . . . Theatre collections for the Variety Club heart hospital on the University of Minnesota campus started. RKO Orpheum Theatres and Minnesota Amusement Company houses, and others are participating in the collections.

A new high price for movie tickets was set up in Pine River, Minn., when John Rohr, operator, turned over his house to a benefit show for the 4-H club building at the fair grounds. Admission tickets were auctioned off to businessmen, and the proceeds paid off the 4-H mortgage and left funds for refurbishing the building. The top auction price per ticket to the show was \$250.

Suit and counter-suit of the Volk Brothers, circuit owners, and a number of film companies was said to be "deader than a doornail" by counsel for the Volks. Four majors charged the Volks with under-reporting, and the Volks countered with an injunction against enforcement of contracts, an audit of the circuit's book and a suit charging price fixing. . . . Republic started the filming of "Minnesota," story of the vast iron ore discoveries on the Mesabi range.

Oklahoma City

Dudley R. Tucker, Sr., veteran theatre owner, died in St. Anthony's Hospital. He had suffered a heart attack. A former newspaper publisher in Oklahoma and Kansas, at one time he owned state theatres in Tulsa, Perry, Stillwater, Ponca City, Guthrie, Oklahoma City, Bristow, and Drumright. At the time of his death, he owned only the Cimarron, Guthrie, Okla.

Theatre executives seen on Film Row included: Ralph Talbot, Talbot Theatres, Inc., Tulsa, Okla.; Pat McGee, Cooper Foundation Theatres, Denver. Joe Turner, Lawton Theatre Company, Lawton, Okla.; Don Abernathy, Fairview, Okla.; G. H. Payne, Valley, Pauls Valley, Okla.; W. F. Deaton, Pix, Alva, Okla.; Roy Rollier, Lamont, Okla.; Mr. and Mrs. W. T. Henderson, Medford, Okla.; W. E. Jones, Harmony, Sand Springs, Okla.; J. F. Fagan, and Harold Wilson, Bunavista Drive-In, Borger, Tex.; Clarence Westfahl, Okeene, Okla.; Mrs. C. W. Duncan, Weleetka, Okla.; J. R. Bradford, Marshall, Okla., and Les Nordean, Konowa, Okla.

AFL operating engineers were picketing the Criterion. The theatre, claiming no union trouble, had a sign out stating that the picketing was in violation of the Taft-Hartley act, and that the union had no just grievance with the house. G. F. Butterfield, district manager, Cooper Foundation Theatres, said the house had not had a contract with the engineers for the past four years.

Omaha

The world premiere of "The Wild Blue Yonder" at the Orpheum on Nov. 29 will be celebrated with a three-day "Salute to SAC." Governor Val Peterson has proclaimed Nov. 27-29 as a state-wide celebration in honor of the Strategic Air Command, and has urged all Nebraskans to join in the salute.

Lin Pitts has been transferred from Kansas City to the Paramount staff to replace Charles Elder, assigned to the Des Moines office. . . . Charles White, manager of a Carson, Ia., theatre, has been called into service. . . . Mat

Wuebben purchased a theatre at Canton, S. D., from Ed Nash. . . . Vincent Flynn, MGM branch manager, was a recent visitor in New York. . . . J. M. Jacobs, Columbia branch manager, made a swing through the south-central Nebraska territory. . . . Bill Matson has been added to the MGM booking staff.

Stan Dudelson has come from the RKO office, Detroit, to the United Artists staff at Omaha, as salesman for the Iowa territory. . . . Elmer Hanson, formerly in the Hanson Booking Service, is the new UA office manager, replacing Ken Levy, resigned. . . . Bob Livingston, Lincoln Cooper Foundation, entertained Film Row at a luncheon at the Blackstone Hotel Garden Room honoring Robert Crosby, a candidate for the Republican nomination for governor.

William Barker, Co-Op Theatre Services, hit the charmed circle in bowling a 300 game in the topnotch Greater Omaha League for the high spot in his 31 years as a kegler. He was not slated to bowl the night he hit the perfect game but filled in for another team member who had a sore arm.

A 15-year-old ticket taker for the Chief is facing charges of trying to sell unused tickets not purchased through the ticket offices after being arrested by police.

The Western Nebraska United Chamber of Commerce meeting at Scottsbluff, Ia., elected H. E. Hardin, Hays Center owner, vice-president. . . . The Bayard, Neb., Transcript illustrated its front page with a shot of the Palm's marquee sign publicizing "Gene Evans and Steve Brodie in Steel Helmet and Shorts." . . . Ira Crain, owner, Woods, Fairbury, Neb., has added new sound and air-conditioning equipment, screen, chairs, and carpeting.

St. Louis

In Illiopolis, Ill., the grand opening of the new Illiopolis was held. Edward Griesheim is owner-manager. The theatre, accomodating 330 persons, replaces the house destroyed in a fire.

In Camp Point, Ill., the Golden High School junior class is to take over the management and operation of the DeLuxe from Dec. 9-15, Rae McRae and K. O. Hunsaker, owners, revealed. Recently, the junior class of the Camp Point High School operated the DeLuxe, and netted a profit of \$90 for the class treasury.

In Kampsville, Ill., the Vaughn, owned and operated by Earl Vaughn, closed indefinitely.

Dr. C. Oncar Johnson, pastor, Third Baptist Church, and one of the three chaplains of the St. Louis Variety Club, was injured seriously in an automobile accident at Lambert-St. Louis Municipal Airport, Robertson, St. Louis County.

Bill Weiss, former Republic salesman, was in a very critical condition. . . . From the Jewish Hospital favorable word came about Ten Lending, Kirkwood, Mo., exhibitor.

Tom Baker, Bunker Hill, Ill., a patient in a hospital at Litchfield, Ill., visited Film Row, and was warmly greeted by his many friends. . . . Jimmy Bradshaw, veteran Columbia salesman, suffered painful injuries when a tire blew out.

Tom Bloomer, Belleville, Ill., visited Mount Vernon, Ind., to put the Mount Vernon Drive-In Theatre there "to bed for the winter." . . . Harry C. Arthur, president and general manager, Fanchon and Marco, returned from the west coast.

Frank Glenn, Tamaroa, Ill., who operates the Mount Vernon Drive-In, Mount Vernon, Ill., and the Melody Drive-In near Tamaroa, and Wayne Smith, head, Egyptian Theatre Corporation, Egyptian Drive-In, Herrin, Ill., joined to build the proposed new 300-car drive-in near DeSoto, Ill. Mayor Marshall, Tamaroa, heads the group of business men of that community building a 350-car drive-in on Route 13 west of Marion, Ill.

J. V. Walker, recently named manager, Roxy, West Frankfort, Ill., Fox Midwest Circuit, was brought to the Missouri Baptist Hospital for medical attention.

R. Hilton, Chicago, central division manager, Altec, was a visitor. . . . The screen tower under construction at the drive-in near Carlinville, Ill., was blown down in the heavy snowstorm.

The United States Court of Appeals dismissed the petition of Louis M. Sosna, Sam L. Sosna, and S. Zanvic Sosna, partners, trading in the motion picture business as Louis M. Sosna, for a writ of mandamus to compel United States District Judge George H. Moore to enter orders rejecting the amended answers and counterclaims of Loew's, Inc., Warners, RKO, 20th-Fox, Paramount, Columbia, U-I, and United Artists in Sosna's \$450,000 anti-trust damage suit against the Frisina Amusement Company et al, pending in the district court before Judge Moore.

William Metcalf, Edwardsville, Ill., returning from the local convention, had his Mercury automobile skid over the icy and snowy road into a ditch, so he abandoned the car for the night. The next day, when he went out to get the car, he found that a thief had beaten him to the job.

Ted Lending, Kirkwood, Kirkwood, Mo., is convalescing at the Jewish Hospital here. Visits were restricted to members of his family. . . . Bill Weiss, former Republic salesman, was holding his own at Barnes Hospital.

Bernie Palmer, booker-buyer, Columbia Amusement Company, Paducah, Ky., was taking a vacation. . . . Arthur Canton was in on an advance tour on behalf of "Quo Vadis," Loew's State. . . . The old Compton has definitely passed from the motion picture business.

The Rendezvous Drive-In, Flora, Ill., closed. Manager Floyd Johnson and Mrs. Johnson planned a hunting trip to the North Woods, and then are to head south to Florida for a vacation. . . . Vandals have been using the facilities

of the Cluster Drive-In near Salem, Ill., for target practice for their .22 calibre firearms, Loren Cluster told the police.

The Reformation Day program at the Starlight Drive-In, Alton, Ill., was attended by 300 persons. The service was sponsored by the Alton Area Council of Lutheran churches. . . . Edward Griesheim, Illiopolis, Ill., planned to open his new theatre.

Donald R. Telliver, Louise, Louisville, Ill., made a tie-up with a department store and a studio photographer to snap photos of local children to be screened later at the theatre.

The new lineup of Fox Midwest managers in West Frankfort, Ill., has Al Sparguy as resident manager. Elden DeSilva resigned to enter other business. J. V. Walker, formerly of DuQuoin, is managing the Roxy, and Gaylord Fox, Christopher, Ill., is manager, State, Sparguy, in addition to city manager, handles the Strand.

Salt Lake City

Keenan Wynn, Dean Jagger, Marshall Thompson, and writer Mary McCall, Jr., were the Hollywood personalities assigned to the second "Movietime, U.S.A." tours by the Association of Motion Picture Producers and COMPO. They will cover the Rocky Mountain region, including Utah, Idaho, Montana.

The delayed "Movietime" celebration in this area will get underway on Nov. 25, with Keenan Wynn and Dean Jagger heading the group of nine celebrities. Ralph Trathen, chairman for the Salt Lake Exchange drive, said he had been informed that Marshall Thompson, young leading man, and Mary McCall, Jr., writer of such pictures as the "Maisie" series and "Keep Your Powder Dry," also would be in the group. In addition, tentative arrangements were made for Peggy Castle and Paula Raymond, young stars, and Barbara Ruick, newcomer to films, to be among the visitors. A producer and director, whose names were to be announced, were also slated to be in town with the visiting personalities. They were guests at a banquet sponsored by Variety Club Tent 38 as part of a charity project. William F. Gordon, branch manager, Warners, was chairman of arrangements for this affair. Following the banquet the visitors started a tour of Utah, Idaho and Montana communities. Arrangements were made for them to visit as many towns and cities as possible in the week they were in the area.

San Antonio

Eph Charninsky, head, Southern Theatres Company, which operates the Uptown, announced that he will convert it into an art house. Charninsky revealed that he is closing the theatre for remodeling, and plans to reopen around Christmas. The name will be changed to the Arts. At present, the city has no exclusive art film house. Several theatres have been showing this type film on and off. Popcorn will not be sold at the theatre when it is reopened.

Two Oscar-winning Mexican motion picture stars, Augustin Isunza, a comedian, and Antonio Bravo, were here to take part in stock company performances at the Zaragoza.

A western and cartoons make up the program at a special matinee at the Woodlawn, Broadway, Harlandale, Olmos, Josephine, Sunset, Hi-Ho, Highland, and Guadalupe. Admission is set at 25 cents, with the proceeds turned over by the Blue Bird Club to expand the children's ward at the Robert B. Green Hospital. . . . Mrs. Josephine Higdon has taken over duties at the Alameda. . . . Local police were holding for investigation a 28-year-old man who asked too many questions at the Aztec. The questions concerned the working schedule of the theatre's popcorn-concession employees. Police believe the questions could have been used in preparation for an early morning hold-up. The man approached assistant manager Charles Porter at about 9 p.m., and stated that he had "observed" that the popcorn concession was "missing some money," and thought the theatre might be losing money elsewhere. He introduced himself as representing a Chicago protective association, and offered his services. He said he would see the show, and return later. Porter called Lynn A. Krueger, manager, Majestic, and Tom Powers, assistant manager, Majestic, and reported what happened. Krueger and Powers went over to the Aztec, a block away from their theatre, where they called police, who arrested the suspect who could give no satisfactory answers to some questions.

San Francisco

In town was producer Robert L. Lippert for the opening of "The FBI Girl" at the Paramount. George Mann, president, Affiliated Theatre Service, and an associate of Lippert, was featured on two of the city's top radio programs in connection with radio promotion. . . . Also in was Columbia field man Mike Newman to promote "The Mob." . . . Earl Thacker, Honolulu, was visiting George Mann. . . . Hannah Oppie, executive secretary, PCCITO and ITO, is back from a vacation. . . . Frank Woods, Lippert executive, planned to be in Los Angeles for conferences with Robert Lippert regarding his transfer from the San Francisco office to the Los Angeles office. As a result of Woods' transfer, the Lippert Theatre Company has been divided into districts with Edward Stokes in charge of the lower San Joaquin district; Ray Duddy in charge of the upper San Joaquin and Bay Area district, and Robert Corbin in charge of the northern California and southern Oregon district. Stokes will headquarter at Fresno, Duddy at Stockton, and Corbin at Medford, Ore.

Anne Klein, wife of Columbia Sales manager Mel Klein, returned to Mt. Zion Hospital. . . . New personalities on the row include Jack Finlay, salesman, United Artists, who arrived from Scotland. He was in the American and British picture business in Scotland for the past 20 years, and with United

Artists there for the past five years. Married and the father of two children, Finlay is an ardent golfer with membership in the Bonnington Moor at Glasgow. He succeeds Frank Harris, promoted to sales manager, and will book for the San Joaquin Valley and south coast territory.

The Film Colony Girls are planning a barn dance at the Variety Club. Mary Marquart MGM, is chairman. . . . Mrs. Hellen Simone, secretary to U-I district manager Barney Rose, resigned to await the stork, replaced by Peggy Nicholin, formerly a booker's stenographer at U-I. Manager Edward Smythe said he was happy to reward Miss Nicholin for "many years of wonderful service." . . . Mary Griffin, a clerk, also resigned because of the big bird's arrival.

Seattle

Chester D. Weaver and his family have taken over the management of the Madrona. Weaver managed the house for the former owners last spring.

William Forman, United Theatres, acquired an interest in the Auto-Vue Drive-In, near Spokane, Wash., and will be in charge of its operation. The partners are Ray Starwick, Cy Young, and Harry Landstrom. . . . Clarence Farrell, Ellensburg, Wash., is planning a new drive-in for operation by the Midstate Amusement Company, which operates his Liberty and Pix, Ellensburg.

The partnership under which the late Gus Bergstrom and Mrs. Bergstrom operated theatres in Colville, Chewelah, and Republic, Wash., will be dissolved on Jan. 1. Mrs. Bergstrom will retain the theatre at Republic, and Hadfield will take over the theatres in Chewelah and Colville.

Mr. and Mrs. Harry Ulsh, Anacortes, Wash., exhibitors, went to California until after the first of the year. . . . John and Mrs. Hamrick were expected home from New York.

Washington state managers of Evergreen Theatres were called in for a conference with W. H. Hedford, general manager. . . . O. C. Broughton, in charge of office maintenance, MGM home office, visited branch manager Sam Davis. . . . Herbert McIntyre, RKO western district manager, was here for a conference with Ed Lamb, branch manager.

Chris Poulsen, who owns and operates the Denali, Anchorage, Alaska, was here. . . . George Borden, Jr., Sea-Vue, Blaine, Wash., left for a vacation in Los Angeles. . . . Ed Cruca, Monogram branch manager, returned from Yakima, Wash. . . . Mrs. Pandro S. Berman, wife of the MGM producer, was visiting her parents, Frank L. and Mrs. Newman, Evergreen Theatres. . . . Lyle Grant, manager, Granada, Everett, Wash., was relieving Murt Makins Evergreen manager, Bremerton, Wash., while the latter was on vacation. . . . Inez Godfrey, 20th Century-Fox inspectress, was in Doctors Hospital for minor surgery. Agnes Dempsey, an inspectress in the same office, is back on the job after illness. . . . Don Gillum, U-I branch manager, returned from Yakima, Wash.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Morton Perlman, Columbia, was elected president, Cincinnati local, Colosseum of Motion Picture Salesmen. Other new officers are: first vice-president, John Eifert, Warners; second vice-president, Roy White, 20th-Fox; secretary, Frank Scriber, U-I; treasurer, Manny Nagel, Monogram, and board of directors, Carl Gentzel, MGM; Sam Weiss, 20th-Fox; Pete Neiland, UA, and Robert Burns, Warners.

The State Board of Tax Appeals held a hearing on the appeal of 19 suburban houses for a reduction of their real estate taxes. The operators claim that television and economic conditions have caused business to fall off to a point where they are losing money. The County Board of Revision earlier this year granted the operators a 10 per cent reduction, appealed to the state board.

Going here and there were James S. Ambrose, Warner branch manager, to Delaware, O., as guest of daughter Joan for "Dad's Day" at Ohio Wesleyan University; H. B. Snook, president Midwest Theatre Supply, to the exhibitors' convention at Indianapolis; Marie Donelson, secretary-treasurer, Screen Classics, to Nashville, Tenn., for a weekend, and Bill Borack, Tri-State Booking Service, to New York City.

Other travelers included Selig Seligman, general manager, and Murray Baker, booker and buyer, Northio, to Cleveland; Rube Shor, secretary-treasurer, West Virginia Allied, for a week in the West Virginia territory; Virginia Reyes, Lippert contract department, to the Ohio State-Indiana football game at Columbus, O., and Eva Joesting, Lippert cashier, for a Chicago weekend.

The Florida vacation of Margaret Woodruff, Lippert office manager, was spoiled when her car was wrecked on icy roads in Tennessee. . . . Margaret Kiser, Paramount assistant cashier, received word her husband is being released from the armed forces. . . . The Highland, Fort Thomas, Ky., reverted to weekend showings only.

Bob Morell, former MGM salesman, has been appointed manager, Twin Drive-In, succeeding James Wood, who resigned to enter the advertising field. . . . Carl "Chic" Weinberg, former Monogram booker, is now in the booking department at MGM. . . . Helen Luster is a new Realart stenographer. . . . Robert Wolfe is a new clerk in the Paramount booking department, replacing Edward Farrell, promoted to booker.

Local visitors included: Walter B. Hannah, South Shore, Ky.; Gilbert



Among those present at MGM's recent sales conference at the Ambassador East Hotel, Chicago, were, seated, left to right, Frank J. Downey, Detroit manager; John J. Maloney, central sales manager; Edwin Booth, Cincinnati, and R. A. Harper, home office circuit sales representative, and standing, left to right, Jack Sogg, Cleveland; William B. Zoeller, home office newsreel and shorts sales head; George Maurer, home office sales development; F. B. Gauker, Indianapolis; C. F. Deesen, assistant to Maloney, and Ralph Pielow, Pittsburgh manager.

Ogden, Warsaw, Ky.; William Cain, Paintsville, Ky.; Frank Mandros, Cabin Creek, W. Va.; Al and Bill Thalheimer, Logan, W. Va.; Dorman Law, Roseville, O.; Jack Needham, Columbus, O.; Paul Russell, New Lexington, O.; George Turkulas, Hamilton, O.; Clarence Brown, Jackson Center, O.; Bill Settos, Springfield, O., and John Gregory, Dayton, O.

Cleveland

The G and P Amusement Company anti-trust suit hearings before Judge Emerich B. Freed came to a close, with Judge Freed instructing plaintiff attorney Samuel T. Gaines to submit his brief on the case by Jan. 1, with defendant attorneys to submit theirs 30 days later. Witnesses included Paul Gusdanovic, Regent; Milton A. Mooney, president, Co-operative Theatres of Ohio, and branch managers of defendant distributors. The climax was reached when William C. Gehring, 20th-Fox assistant general sales manager; Jules Lapidus, Warner eastern division sales



Dale Schuder, manager, Keith's, Indianapolis, recently arranged a gala opening for Warners' "A Streetcar Named Desire," a feature of which was the christening of an old streetcar as "Desire" by "Miss Indiana" in front of the theatre. An old-time horse drawn streetcar was drawn up in front of the theatre, where it remained on display.

manager; Peter Dana, U-I eastern division sales manager, and William F. Rodgers, Loew's vice-president and general sales manager, took the stand. All defendants denied allegations of conspiracy, denied that they ever sold circuit deal to Co-op. and testified that all of their negotiations with Co-op. were on the basis of theatre by theatre and picture by picture.

George A. Ebeling, 62, one of the best known theatre architects in this area, died in Lakeside Hospital, where he was seemingly recovering from a heart attack. Among the new theatres that he built were the local Yorktown and Mapletown; Lake Painesville, and State, Cuyahoga Falls, O. He was a member of the American Institute of Architects.

Warners' Palace, Lorain, O., suffered only minor water damage from a \$200,000 Palace building fire. Bill Harwell, manager, reopened the house the day after the fire as soon as utilities were restored.

Hallmark general manager Jack Thomas announced the promotion of unit manager Dick Edge to be zone manager, Seattle-Portland-Salt Lake City area. . . . Announcement was made of the sale of stock of the Stillman Company which owns a 99-year lease to property around the Stillman, to the Eleven-Eleven Euclid Corporation, owned by the General Realty and Utilities Corporation, New York. Sale price is estimated at \$500,000.

The pre-release engagement of "Quo Vadis," Loew's Stillman, is being exhibited both daytime and evening continuously at 90 cents for matinees and \$1.50 for evenings. It had previously been stated that the continuous policy would prevail during the day, with a reserved seat policy in the evening. Inasmuch as the advance seat sale was in progress for three weeks, manager Arnold Gates roped off a section of the auditorium to take care of these patrons.

Dick Carlosn joined RKO as third booker. He succeeds Edward Cutler, who moves up into the number two place, succeeding Gordon Campbell, promoted to the RKO sales force out of the Detroit office.

Invitations were mailed to Variety Club members to attend the formal opening of the club's new quarters in the Carter Hotel on Nov. 23. Cocktails and hors d'oeuvres were served, and Chief Barker Abe Kramer was on hand to welcome the guests. Election takes place on Dec. 1.

Frank Slavik, owner, Capitol, Mount Gilead, O., and the Lo-Net, Wellington, O., is glad he's alive after an automobile accident in which his car was demolished. He escaped with slight bruises.

Mrs. Herbert Ochs, wife of the operator of drive-ins in Canada, flew down to Puerto Rico to be with her daughter and son-in-law, Lieutenant and Mrs. Harry Welch, on the occasion



Kroger Babb, president, Hallmark Productions, Inc., recently flew back to Wilmington, O., from Hollywood, and was given a hometown salute which coincided with the opening of "Why Men Leave Home," at the local Murphy.



Clarence Greene, right, recently discussed "The Well" with Jack Finberg, UA branch manager in Cincinnati, where Greene visited previous to the opening.

of the birth of their first child, a five pound, nine ounce daughter. The little lady is the fifth granddaughter and the 10th grandchild to swell the Ochs family.

Tony Martin flew in from New York for a one-time appearance on the RKO Palace stage on Thanksgiving Day to promote "Two Tickets To Broadway."

Wallace "Doc" Elliott, formerly city manager, Warner Theatres, Lima, O., and recently named manager, Fairview, got into his favorite role as promoter to celebrate the theatre's fourth anniversary with a week of special attractions.

Judith Lee Babb, daughter of Hallmark Production president Kroger Babb, was presented recently in a piano recital at the Friends Church, Wilmington, O.

Joe Robins, owner of circuit of theatres in Warren, O., and Niles, O., departed for his annual winter stay in Florida. This year, however, he had an added incentive, to see his month-old granddaughter, born to his daughter, Mrs. Phil Enkin. . . . George Delis, veteran Canton, O., exhibitor, left for a visit to his native Greece.

Lou Ratener, drive-in owner, was putting the final mothballs on his equipment preparatory to leaving for California.

Ed Ramsey, owner, Plymouth, Plymouth, O., reports that patrons are

getting super-critical of pictures. Instead of picking out something that pleases them, they concentrate on details in the picture that annoy them. . . . Mrs. Gussie Scheuman, one of the owners of the Marvel, is a patient in Mount Sinai Hospital. She suffered a heart attack.

National Screen Service holiday trailers are different this year. . . . Mrs. Nat Barach, wife of the NSS branch manager, recovered from her recent illness.

Detroit

Allen Johnson, state chairman, "Movie Theatre Time in Michigan," has sent a forceful letter to all state exhibitors, asking their cooperation in helping finance the drive. It says in part: "If you were hanging perilously onto a cliff overlooking a fall which meant serious injury and perhaps death, would you extend your hand to accept help? The answer would seem to be obvious. However, there is before me a list of the theatres who have made NO response to requests that they kick in three cents per seat (5 cents per speaker for drive-ins) to help finance 'Movie Theatre Time in Michigan,' and frankly I can hardly believe it. The amount asked for is not beyond the means of a single exhibitor in the state. I don't care if he only leases his theatre, and doesn't have a thing invested except in carbons and tickets. Wherever exhibitors are working in an effort to save their business, definite improvement is resulting. We have only started in Michigan. Our plans call for radio programs, newspaper and billboard publicity, and a speakers' bureau, among other things, but we cannot operate without funds. The principal large circuit in the state has paid their assessments 100 percent. It only remains for each, and every one of you, who have not already paid your assessment, to come through, and promptly."

The economic ebb tide between diminishing civilian production and forthcoming defense contracts has been offset a little by top-notch Hollywood entertainment. Few theatres, particularly among the first runs, have felt any boxoffice pinch. Top grossers here beside "Streetcar Named Desire" were "Golden Girl," "Love Nest," and "When Worlds Collide." "Two Tickets to Broadway" also turned in fine results at the box-office. Some of the subsequent run houses, particularly in industrial neighborhoods, are beginning to notice some boxoffice decreases but they are not yet to the serious stage.

The Detroit Free Press is highlighting "Movietime in Michigan" with a series of short biographies on outstanding Detroit exhibitors. Heading the list was Earl J. Hudson, president, United Detroit Theatres. Among others that have been published so far are M. F. Gowthorpe, Butterfield Circuit; Charles Komer partner in Community Theatres and Dave Idzal, managing director, Fox.

Horace McMahon, who plays the detective-lieutenant in the movie "Detective Story,"

was shown around town by detective Joseph Pont. . . . A mighty M-26 tank, similar to the type used in the current picture, "The Tanks are Coming," was on display in front of the Michigan. Gil Green, manager, was host to Korean war veterans stationed at the Detroit Tank Arsenal when the picture opened.

For years Dave Idzal, managing director, Fox, and his wife, had been friends with Mrs. Jennie Dodge, a widow who operated a circuit near Ventura, Calif. Whenever Mrs. Dodge ordered a new Cadillac, Idzal handled the matter, paid for the car when her check came through, and notified her to come ahead to drive it back. Mrs. Dodge enjoyed the trip to Detroit to see the Idzals, and spend a little time with them in their home. Last week Idzal sent the wire which said "come ahead." The long-awaited Cadillac was ready and paid for. Mrs. Dodge and her 20-year old son boarded the City of Los Angeles and headed for Detroit. Both were killed in the wreck in Montana.

Arthur H. Wilson, father of Alice Gorham, head, United Detroit Theatres publicity department, died recently. . . . Dillon Krepps, manager, United Artists, reports that his wife is back home from the hospital where she was treated for a serious illness. . . . Clarence Bell, Columbia exploiteer has made his offices here, and will handle Indianapolis, St. Louis and Milwaukee as well as Detroit.

Bonnie Brandes who handled publicity for the Fox theatre has taken over publicity work at the United Artists for Dillon Krepps. Ruth Shadko has taken over the Fox job. . . . A national shoe chain has taken over the Rainbo and surrounding properties for its own use. . . . Z. W. Stuckey, father of Edward Stuckey, Butterfield Theatres, died recently in Lancaster, O., after a long illness. . . . New salesman at RKO is Glenn Campbell, who came from Boston and Cleveland, where he was booker.

Three employees accused of plotting to rob the concessions department of the Broadway Capitol were arraigned last fortnight, but for various reasons, including illness, the case was postponed.



MGM's "Quo Vadis" gets a boost with door panel displays recently put up to announce the run at Loew's, Cleveland.

Indianapolis

Marc Wolf, Chief Barker, Variety Clubs International, and wife left by plane for Dublin, Ireland, to install Variety Tent 41 officers. After visiting London, England, to attend a Variety Club meeting there, he will make a short tour of the Continent, and arrive at Rome, Italy, on his last lap. He will fly from Rome to the United States, and return about Dec. 11.

Twentieth-Fox, announced its Christmas party has been set for Dec. 18th at the Variety Club. . . . Ellen Emmel, stenographer in the booking department, at 20th-Fox was on the sick list. . . . Herman Morgan, salesman at Republic, was suffering with laryngitis. . . . Dorothy Robinson, booker at Republic, resigned to join Paramount.

RKO announced its Christmas party will be at the Variety Club of Indianapolis on Dec. 17. . . . Kenneth Maurice and wife, Wabash, Clinton, Ind., were on their way to Florida for a vacation. . . . The Princess, Cayuga, Ind., operated by H. W. Boyd, installed a new sound system and Walker screen. . . . Monogram announced "Monogram Week" from Feb. 10 to 16. Monogram product on every screen in the area is the goal, according to Don MacLeod, office manager and head booker.

Mrs. Martha Bennett, wife of Don Bennett, operator, Rex, Terre Haute, Ind., was visiting her parents in Florida. . . . Count Basie and his orchestra were at the Grand, Union City, Ind. . . . Clyde Brant, Virginia, Terre Haute, Ind., spent "Dad's Day" with his daughter at DePauw University, Greencastle, Ind., as did George Landis, Amusement Enterprises, and wife.

Maurice Braze, Greater Indianapolis Amusement Company, acquired the Greenwood Open-Air, twelve miles south of Indianapolis, from Arthur Hansen. . . . Officers elected by the Coliseum of Motion Picture Salesmen at a meeting in the Hotel Antlers were: Herman Black, president; Jack Meadow, vice-president; Clayton Bond, secretary; and Herman Hallberg, treasurer. A new post was created at the meeting, the public relations office, awarded to Kenneth Dotterer, retiring president.

"Street Car Named Desire" was grossing better than anticipated at five key cities in Indiana, according to Claude McKean, Warners manager. . . . "Bride of The Gorilla" will have its Indiana premiere at the Ambassador, Indianapolis.

Seen on Film Row were: A. Thompson, Park-Ritz, North Vernon, Ind.; Harry Douglas, Dana, Dana, Ind.; Oscar Fine, and his brother Jesse, Fine Circuit, Evansville, Ind.; Earl Payne, Switow Circuit, Louisville, Ky.; Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind.; Robert L. Hudson, Hudson Circuit, Richmond, Ind.; Bruce Kixmiller, Colonial-Indiana, Bicknell, Ind.; Arthur Standish, and Matt Scheidler, Orpheum-Hartford, Hartford City, Ind.; Al Bor-

kenstein, Wells, Fort Wayne, Ind.; Al Blankenbaker, Pastime, Richmond, Ind.

All officers of Allied Theatres of Indiana, were reelected recently at its 25th annual convention, held in the Hotel Lincoln. At the directors' meeting, all resolutions recommended and passed at the New York convention were approved by the Indiana directors according to President Trueman Rembusch. The mornings of the convention were given over to film clinics. Problems discussed at these meetings were brought before the general meetings in the afternoon of both days and acted on. Guy Hancock was the moderator at the exhibitors' clinic, and Dick Pell and Ted Mendlesohn were moderators at the drive-in clinics. Up for discussion were advanced admission prices, competitive bidding, clearances, exhibitor-salesman relationships, evasion of laws, increased film rentals and percentage pictures.

Pittsburgh

David N. Green, 65, owner, Beacon, died in Mercy Hospital. A life-time resident of Pittsburgh, he is survived by his wife, two sons, one sister, and three grandchildren.

Jody Lawrance, Jack Paar, Mel Ferrer and David Brian were the Hollywood personalities assigned to the second "Movietime, U. S. A." tour in Western Pennsylvania by the Association of Motion Picture Producers and COMPO. The stars were sent to the many larger cities that didn't get the original tour due to personality cancellations.

Bert Redfoot, who has been operating the Arcadia, Windber, Pa., has signed a lease with former owner, Grace D. Cromwell, to take over the Pitt and Bedford, Bedford, Pa. Redfoot will continue supervising Windber in addition to his new duties in Bedford. . . . Ralph Ober, U-I exploitation man, was in town setting up Gigi Perreau's personal appearance tour to plug "Reunion In Reno."

All signs point to a large and successful convention for the Allied Motion Picture Theatre Owners of Western Pennsylvania. Abram F. Myers, chairman of the board and general counsel, National Allied, came in for the second day's closed exhibitor meeting. Convention chairman was Dave Hadburg. Elections were also to have been held. . . . South Fork, near Johnstown, Pa., will get Sunday movies after all, it seems. The first vote reported was 484 to 469 against opening up on the sabbath. A revised count came to 469 to 436 for Sunday shows. An official count for Cambria County will determine the final outcome. . . . MGM had a terrific advertising campaign to herald the premiere of "Quo Vadis" at Loew's Penn. . . . The Stanley, Pittsburgh, has been going in for a series of sneak previews, almost one each week.

The five Dipson houses in Wheeling, W. Va., have established a special student admission ticket now that the fed-

eral tax can be charged on the actual admission. It applies to those between 12 and 19 with the charge being 30 cents. Identification tickets from school or from the theatres are necessary. . . . Dr. Richard E. Sylvers is again playing indoor houses after booking drive-ins during the summer. He has a mental and mind reading act and is well known in this area. . . . Dec. 2nd to the 29th has been designated as booker-salesman month at the Paramount exchange. . . . Herman Lorence, retired Erie exhibitor, planned to leave for California.

Wife of Jess Lund, Alliquippa general manager, is back after being in a Baltimore, Md., hospital for five weeks. Bill Basle is planning to keep the Route 19 Drive In, near Washington, Pa., open all winter by using in-a-car heaters. . . . Richard Cvetic has been promoted from the Enright, East Liberty, Pa., to the downtown Stanley, both houses being Warner's. He is the son of the now famous undercover FBI man, Matt Cvetic.

George Moore, former 20th-Fox salesman, and now manager of the Meade, Meadville, Pa., is supervising a remodeling job. . . . Kaspar Monohan, Press movie editor, was in New York attending the "Quo Vadis" opening. . . . Buck Ironfield has been assigned by 20th-Fox to fill the booking vacancy created when Jack Ellstrom resigned to join Republic as a salesman. . . . John Fisher, assistant to Mrs. Edna Carroll of the Pennsylvania Censor Board, was in town on business.

MGM invited all the film critics from Columbus, O., Dayton, O., Cincinnati, O., and Harrisburg, Pa., to the Pittsburgh premiere of "Quo Vadis" at Loew's Penn. . . . William Mack, National Screen salesman, displayed all the new items for use of showmen at the Harris Circuit manager's meeting last week, and the displays met with much favor from the theatremen. . . . David Smith, manager, Shadyside, instituted a series of Saturday special matinee features with the cooperation of the PTA. Films such as "Wizard of Oz" and "Robin Hood" are being shown at 25 cents for adults or children. The PTA are selling tickets in blocks of four at schools and other meeting places.

Art Canton, Loew's New York publicity department specialist, was in to assist Bill Elder sell "Quo Vadis." He was here recently for "Cyrano De Bergerac." . . . Bert Stearn and his Cooperative gang were hosts at the Variety Club open house.

Kentucky Louisville

As an inducement, the Kenwood Drive-In is offering one return pass per car when the temperature goes below 50 degrees.

The Twin Drive-In announced that during the next four months the theatre will be open on Fridays, Saturdays, and Sundays only.

Out-of-town exhibitors seen included: A. N. Miles, Eminence, Ky.; Gene Lutes, Capitol, Frankfort, Ky.; E. L. Oronstein, Rialto, Marengo, Ind.; George Peyton, Griffith, LaGrange, Ky.; Mr. and Mrs. Hugh Kessler, Pal, Palmyra, Ind.; Homer Wirth, Crane, Crane, Ind.; Oscar Hopper, Arista, Lebanon, Ky., and Mrs. Lyell Webb, Webb, Burkesville, Ky.

Ernest J. DeSoto, national vice-president, Third Armored Division Association, and R. T. Kehoe, a fellow member of the group, presented to Mary Anderson manager Cliff Buechel a citation of appreciation for "The Tanks Are Coming."



William McVey, advertising manager, The Christian Herald, in New York recently presented Kenneth McEldowney, producer, UA's, "The River," with the magazine's Picture of the Month award.

Mrs. Clyde Marshall, co-owner and manager, Columbian, Columbia, Ky., was in. . . . The Kentucky Association of Theatre Owners annual convention, set for Dec. 5-6 at the Henry Clay Hotel, has been postponed in favor of a later date.

**Ohio
Bellaire**

Jerry Colonna was added last week to the list of celebrities who were set to appear with Bob Hope in this city for the world premiere of Hope's latest Paramount comedy, "My Favorite Spy" at the home of Mrs. Anne Kuchinka. Rhonda Fleming, Jan Sterling and Gloria Grahame were also to have attended. The unusual premiere was awarded to Mrs. Kuchinka as a result of her prize-winning letter in a recent contest on the subject "Why I would like to have 'My Favorite Spy' premiered in my home." The premiere is set to take place the evening of Nov. 27. The day has been set aside by the Mayor of Bellaire as a legal holiday.

Columbus

State exhibitors are urged by Martin G. Smith, president, Independent Theatre Owners of Ohio, to report to the Bureau of Internal Revenue or himself any tax-free shows given in their communities that do not qualify for federal tax exemptions under the new tax laws governing admissions.

"Modern Minute Men," civil defense 25-minute short produced by the Ohio Bell Telephone Company, had its first showing at RKO Grand. Subsequent showings were set for the Dixie, Lincoln, Parsons, Southern, Eastern, Main, State and Markham. The subject is available to all Ohio theatres at no cost. . . . Kenneth McEldowney, producer, UA's "The River" was in town for the opening at the World, accompanied by his wife and Adrienne Corri, young English player in the cast.

Peter Held, son of Mrs. Felix Held, Columbus, is a member of the cast of the Metropolitan Opera production of "Fledermaus" due on Loew's Ohio stage Dec. 17, 18 and 19. . . . Joe Sloan, accompanied by his wife and year-old-son,

David, was a local visitor over the Ohio State Homecoming weekend. Sloan, former manager, Loew's Broad, is now in the construction business in Reading, Pa.

Ben Hayes, The Columbus Citizen columnist, has discovered a Columbus woman named Mrs. Quo Vadis Moore. . . . Lucille Wheeler was named manager of the candy counter at Loew's Ohio.

Wilmington

Kroger Babb, president, Hallmark Productions, Inc., has been selected as the first person to receive the Civic Service Award of Hilda Aerie of Eagles. Announcement was made by Maynard Floyd, president of the Aerie, following the Wilmington premiere of Babb's "Why Men Leave Home" and the "Tribute To K. B." ceremonies at the Murphy.

**Pennsylvania
Beaver**

The Tusca Drive-In, Brighton Township, Beaver County, now has Sunday movies following the recent election. It is now the only drive-in in the county that can operate legally on Sunday, approval being given by almost two-to-one majority. Opened for five weeks in the fall of 1950 and all of 1951, the drive-in was constantly under fire from local and county-wide ministerial associations because of the Sunday movies situation. At the same election, a new district attorney was swept in on a reform ticket, and Dr. Lewis H. Urling, general manager, Tusca Drive-In and Brighton, says that it is nice to know that he won't have to lose any more sleep about the Sunday situation.

Sharon

Harry Stahl, NuLuna, recuperating from a heart ailment, suffered a setback, and is away in New York State for a rest and treatment.

Zelionople

Bill Thomas, owner, Strand and the Kaufman Hotel, suggests that Film Row give consideration to the hotel's new and beautiful facilities for private parties as the place to hold the annual Christmas Week parties. Three new modern rooms can seat 50.

**West Virginia
Charleston**

Paramount held the world premiere of "Sadie Hawkins Day," a "Pacemaker" short, at the Kearsce. Filmed in Charleston on the campus of Morris Harvey College by producer Justin Herman, "Sadie Hawkins Day" features Al Capp, of "Li'l Abner" fame, who serves as narrator. The premiere was held in typical Hollywood fashion, with Kleig lights, searchlights and movie stars present, and was covered by NBC-Television and photographers from Life and Look magazines.

Schedule Forms for

PROGRAM and RUNNING TIME

— a basic Weekly aid to replace the scribbled note or tissue carbon

Price: 25c per 50-sheet pad (or 10 pads for \$2.30)

These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.

Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Ask for **SAMPLE SHEETS!**
Sold **ONLY** to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.

NEWS OF THE

Territory

Boston

Crosstown

Martin J. Mullin was reelected president, Allied Theatres of New England, for a second term. Other officers elected were Sam Pinanski, Don Domingo, Charles Kurtzman and Al Somerby, vice-president. Frank C. Lydon was reelected executive secretary. Board of directors includes: John J. Ford, E. Harold Stone- man, John S. Giles, Edward Cuddy, James H. Doyle, Walter Brown, Lloyd Clarke, Joe Liss, and Harry Feinstein.

Plans for reissuing Disney's "Snow White and the Seven Dwarfs" were outlined by RKO's Eastern division sales manager, Nat Levy and exploitation director, Terry Turner at a luncheon at the Copley Plaza attended by approximately 100 exhibitors and circuit heads. Picture will be released nationally between Feb. 15 and 24th to coincide with school vacations, with the tubthumping campaign concentrating in the New England area. Official publicity campaign will start with Disney's appearance on a national TV hookup, Christmas day, and the saturation will roll shortly after the first of the year. Levy stated that the film is being reissued because a whole new generation of kids, who have never seen the film, is now available. Seated at the head table along with Levy and Turner were Hatton Taylor, RKO branch manager; Irving Ludwig and Charles Levey, Disney office; Sam Pinanski, ATC; Larry Gardiner, RKO salesman, and representatives of all Boston newspapers. Circuit heads and exhibitors present included Joe Liss and Max Hoffman, Warner; Ben Domingo, RKO; Dan Finn, B and Q; Chester Goddard and Jerry Govan, NET; Phil Berler, E. M. Loew; Max Levenson and Ben Rosenthal, Levenson; Ed Fahey, Shea; Morton and Fisher Zaitz, Zaitz; Richard Smith, Smith; Seth Field, Affiliated; Bill Mulcahy, Maine and N. H.; Jerry Crowley, Daytz; Samuel Korson, Graphic; Ray Burroughs, R and W; Stanley Sumner, University; Phil Bloomberg, Salem; Bob McNulty, Marblehead; Ben Williams, Joe Cohen and Hy Young, bookers.

Walter Diehl, business agent, Local 182 IATSE, was appointed a member of the Massachusetts Minimum Wage Board. . . . Gilbert Greek, Keith Memorial projectionist, spent three weeks on a hunting trip to New Brunswick and bagged a 186-pound, 8-point buck. His exploits spurred Joe Nuzzolo, president, of the local, into taking off for the woods of Maine for a 10-day hunting expedition in hopes of duplicating his feat. . . . Don McNally, Derbyport Drive-In, Vermont, has taken off for Fayetteville, N. C., where he will assist in operating the Boulevard Drive-In during the winter.



The Variety Club of New England recently fulfilled its pledge of \$50,000 to the blood research department, Children's Medical Center, Boston, and pictured in Boston at the presentation of the check to the hospital are, from left, Chief Barker Samuel Pinanski, J. Wells Farley, "Heart Fund" chairman; Arthur Lockwood, and William S. Koster.

Edward J. Brady, 65, a pioneer exhibitor in Randolph, died. He was the first exhibitor of silents in the Randolph Town Hall and later became first manager of the Randolph. A member of many civic organizations, he had been retired for several years. . . . The theatre-TV school sponsored by Local 182, IATSE has been so successful that it will be extended for another 8-week session. With class limited to 25, new session will get under way at conclusion of first. . . . Sympathy is extended to Mrs. Tom Duane on the recent death of her mother.

Stanley Sumner, University, Cambridge, Mass., was among the first to comply with the government's request to salvage copper drippings from carbons. He recently turned in 25 pounds of the stuff. . . . Wendell Clement, Paramount booker, was in the West Roxbury Veteran's Hospital where he underwent surgery. He expects to be out of action for about ten weeks. . . . Joe Cronan, Community, Guilford, Me., was laid up with an eye infection. . . . Stanley Moger, son of Warner's fieldman, Art, was presented with a couple of ducats to the



Greater Boston Jewry recently honored Edward G. Robinson for his devoted efforts on behalf of humanitarian causes by giving him the combined Jewish Appeal of Greater Boston Distinguished Service Award in appreciation of his participation in the \$6,500,000 drive. Larry Laskey, partner of E. M. Loew, is noted proudly making the presentation.

Independent Exhibitors of New England

Plan Now to Attend the

CONVENTION of INDEPENDENT EXHIBITORS, INC.

COPLEY PLAZA HOTEL

Boston, Massachusetts

December 4, 1951

ONE full day of BUSINESS MEETINGS with Luncheon served at 1:00 P.M. and an evening of FUN including a cocktail party and a banquet attended by civic leaders—trade personalities—and stars.

SEND YOUR RESERVATIONS

IN NOW TO:

RAY FEELEY

36 Melrose Street

Boston 16, Massachusetts

This space contributed by EXHIBITOR

Independent Exhibitors Set Convention Plans

BOSTON—Independent Exhibitors, Inc., last week announced the complete convention program for their annual meeting, scheduled to be held on Dec. 4 at the Copley Plaza Hotel.

The committees now busily engaged in trying to make the session one of IE's most successful are: yearbook, W. Leslie Bendslev and James Guarino; publicity, Norman Glassman, Edward Lider and Richard Stevens; program, Irving Isaacs, Nathan Yamins, Arthur Howard; registration, Melvin Safner, Ted Rosenblatt and Adeline Struzziero; and entertainment, Leonard Goldberg, Walter Mitchel and Dan Murphy.

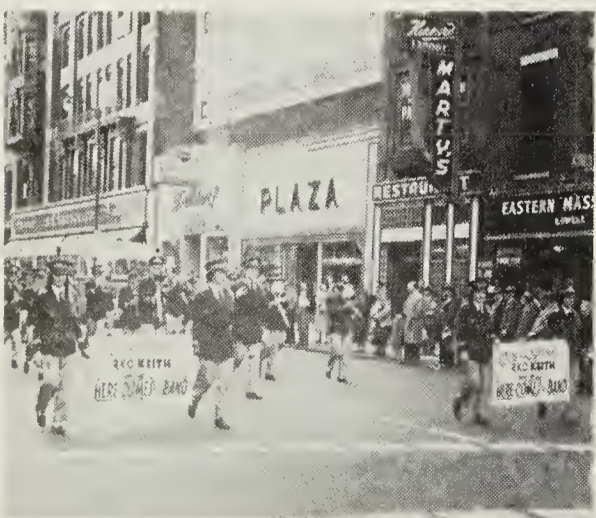
It is planned to have the morning sessions devoted to film clinics and an inspection of theatre television, as demonstrated by Joe Cifre, Motiograph and Trad TV.

Following a luncheon hosted by Pepsi Cola, the afternoon business meeting is scheduled to be addressed by Trueman T. Rembusch, national president, Allied States Association of Motion Picture Exhibitors; Abram F. Myers, general counsel, National Allied; Wade Jones, New England Confectioners Company; Jack Jackson, National Screen Service; Leon Bamberger, RKO sales promotion manager, and Henderson Richey, MGM public relations.

A cocktail party will be followed by the annual regional banquet at which Si Fabian is scheduled to be principal speaker. A special program for the ladies has also been arranged.

Army-Navy game by Secretary of Labor Tobin. Stanley's uncle was formerly assistant corporation counsel under Tobin. Moger also reports his daughter, Rosalind, 11, made a TV appearance on Jerry O'Leary's "Backporch Experts" and she's a real "ham."

Bill Koster recently conducted Variety Club members and their families on a sneak-preview tour of the nearly completed \$1,500,000 "Jimmy" Fund Build-



Sam Torgan, manager, Keith, Lowell, Mass., recently prevailed upon the Lowell High School Band to parade through the main streets as part of the promotion for RKO's "Here Comes The Band."



Charles Kurtzman, northeastern division manager for Loew's Theatres, headquartered in Boston, recently paid a visit to the MGM studios on the coast with his wife, and posed with producer Mervyn LeRoy and actor Howard Keel.

ing. Coinciding with the tour, President Martin J. Mulling announced that official dedication plans of the new world center for children's cancer research founded by Variety Club, should take place during the first week in January.

The Beacon Hill switched the road show policy of "The River" in midstream and is now operating on a continuous basis with a \$1.20 top. The result has been a terrific boost at the boxoffice. . . . Richard Arlen and Laura Elliot are expected in town and will present a plaque made of California redwood embossed by Colorado silver to Governor Dever. Pair are tub-thumping for Paramount's "Silver City" and will be escorted around town by publicist Arnold Van Leer.

Deletions ordered by the Bureau of Sunday Censorship included the following: "Detective Story," parts 1 to 11. (Deletions: Dialogue, "I'm no tramp" in part 4. Dialogue, "What's your husband doin' tonight?" in part 5. Dialogue, "I'd rather go to jail for 20 years than find out my wife was a tramp" in part 8. Dialogue, "The tramp?", in part 10). Paramount.

Film District

Robert L. Lippert, president, Lippert Productions, announced that he would open his own film distribution office here



Broderick Crawford, who recently made a personal appearance at the Bijou, Springfield, Mass., in behalf of Columbia's "The Mob," is seen being interviewed by correspondent W. H. Rudkin.

New England Bowling Theatre Bowling League

NINTH WEEK'S RESULTS

Independents	2	MGM	6
Kenmore	2	NE	2
Harry's	4	Affiliated	3
Legion	0	RKO	1
Standings		Won	Lost
Harry's Snack Bar	25	11	
MacAulay Post	22	14	
Kenmore	22	14	
Independents	20	16	
Affiliated Theatres	13	19	
MGM	12	16	
RKO	12	20	
NE Theatres	10	26	

TEAM AVERAGES

Harry's	456	RKO	418
Independents	442	Legion	416
NE	434	MGM	415
Kenmore	428	Affiliated	415
High single scores: Chase—118; Hill—112; Morton—102-102; Kelly—101-114. High three strings: Kelly—300; Chase—300. High single—season: Serra—134. High three single—season: Freeman—326. Team single—season: Independents—504. Team three—season: Independents—1417.			

INDIVIDUAL AVERAGES

Freeman, HSB	97.5	McGowan, MGM	87.1
Serra, Ind.	94.4	Arsenault, NE	86.9
Plunkett, NE	93.8	Vieira, Leg.	86.6
Hill, Ind.	93.6	Leahy, Ken.	86.0
Cooney, HSB	93.3	Jennings, NE	86.0
Kelly, Leg.	92.4	Sandler, Ken.	85.9
Levin, Ind.	92.4	Young, Ind.	85.8
Morton, HSB	92.2	Larson, HSB	85.6
Chase, HSB	91.2	Rathgeb, MGM	84.8
Grover, RKO	90.8	Goldman, Aff.	84.7
Burlone, NE	90.6	Fahlbusch, NE	83.7
Field, Aff.	88.9	Owens, Ind.	82.8
Farrington, Aff.	88.8	Rahilly, Ken.	81.7
Alizio, HSB	88.7	Hochberg, Aff.	81.7
McGerigle, RKO	87.8	O'Hara, RKO	80.6
Abramo, Ken.	87.7	Dooley, Leg.	78.8
Smythe, RKO	87.5	Lynde, Leg.	78.2
Heher, Ken.	87.4	Rowe, Aff.	77.0

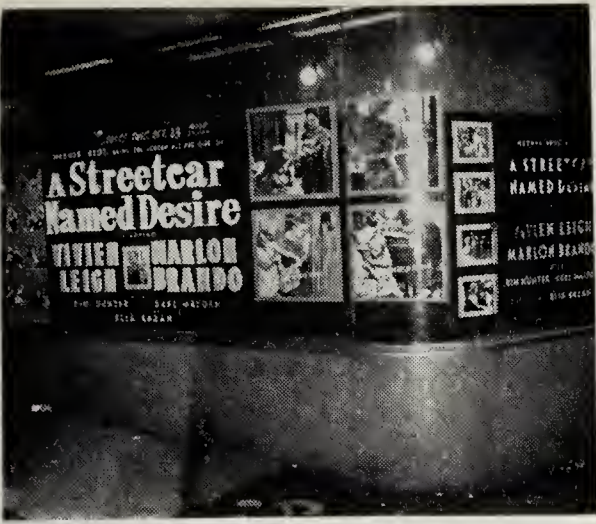
on Jan. 1 at the expiration of the present franchise agreement with Albert Swerdlove. Swerdlove will release the Hal Chester and Jack Dietz Mutual Film Corporation product.

Norman J. Ayers, WB's eastern division manager, spent a couple of days in town for business confabs with local executives, and continued on to Bridgeport, Conn. . . . Harold Call, Portland, Me., The Press Herald drama and movie critic, was in town. . . . Lowell Sun gave "Streetcar Named Desire" a three page layout pointing out the fact that Nick Dennis, one of the cast, is a local boy.

Roy Heffner, Jr., Goodwill Awards, knocked off an 11-point buck during a week's hunting trip in the wilds of Maine. . . . Joe Mansfield, UA fieldman, spent a hectic ten days traveling to Washington, Philadelphia and Baltimore, Md., to



George Landers, manager, E. M. Loew's, Hartford, Conn., recently took a vacant store window to display the prizes given away in connection with his "Lady Pays Off" night for U-P's "The Lady Pays Off."



The Astor, Boston, recently used this lobby display for WB's "A Streetcar Named Desire," which opened strong.



An impromptu get-together of Hartford, Conn., stagehands was held recently at Loew's Poli, and noted left to right, are Lou Cohen, manager, Loew's Poli; Rube Lewis, Palace stage manager and business agent Local 84; Henry Hagen, Oscar Majorie, and front row, Charlie White and Lou Mello, all industry vets.

set up publicity for "The Big Night." On his return he set up the campaign in and around Boston. . . . Joe Hochberg, head booker, Affiliated, spent a week's vacation lounging around the house. . . . Mary Confalone is the new switchboard operator at Affiliated. She replaces Marjorie Cerrone. . . . Forrest Carmichael, formerly booker at Affiliated and more recently manager, Graphic's Pastime, Northeast Harbor, Me., is spending the winter studying at University of Maine.

New Haven Crosstown

Those wanting to write Ed Lynch, recent Roger Sherman head, can address him at 432 N.E. 26 Terrace, Miami, Fla. . . . Herb Platow, manager, Crown, received quite a bit of ballyhoo for "The Magic Face," through the \$10,000 reward which would be given to anyone who could disprove the impersonation in the picture. . . . For the "Tales of Hoffmann," Lincoln, Art Manson, Lopert Films, was in assisting with tie-ups for exploitation of the road show engagement of the film.

The Crown had first run booking of "Mr. Drake's Duck," and arranged for nice tie-ups for same. . . . The Dixwell and Rivoli had special Armistice Day kiddie shows. . . . Morris Rosenthal and his aides at the Poli set some nice tie-ups for "Two Tickets to Broadway." . . .

Manager Rosenthal has also sold Sargent and Company, hardware manufacturers, a Christmas Kiddie Show on the morning of Dec. 15th. . . . The Whalley, Westville, and Whitney advertised that 15 turkeys would be given free, five at each theatre. . . . The Strand, Hamden, Conn., had a special kiddie show on Armistice Day.

Meadow Street

The Avon and Stamford, Stamford, Conn., are now booking and buying through Daytze Enterprises. . . . Glastonbury, Glastonbury, Conn., is now booking and buying through Amalgamated. . . . 20th-Fox's Christmas party has been set for Dec. 18. . . . Other exchanges are also lining up Christmas party plans. . . . In recently were Paul Tolis, Newington, Conn.; Sam Cornish, Niantic, Conn., and George Comden, Fine Arts, Westport, Conn.

Bob Johnson, son of Adolph Johnson, premiums, broke his leg recently while bringing in his sailboat for the winter season. He was recently elected to the Hamden Board of Education. . . . The Lido and Win, Waterbury, Conn., and Alcazar, Naugatuck, Conn., advertised free chickens and turkeys. . . . The Carroll, Waterbury, also gave free turkeys. . . . Pine-In, Waterbury, closed for the season. . . . The State, Waterbury, had a midnight show preview booked in for Thanksgiving eve.

Frances Strajik is the new cashier at the American, Bridgeport, Conn. . . . Congratulations and best wishes to Mr. and Mrs. Charles Gaudino, assistant manager Poli, Bridgeport, on their recent wedding anniversary. . . . New Meriden, Meriden, Conn., gave away a living room set in a furniture store tie-up.

Variety Club

New Haven Tent 31 had a committee meeting to make final arrangements for the installation of new officers at a dinner on Dec. 1st.

Connecticut Hartford

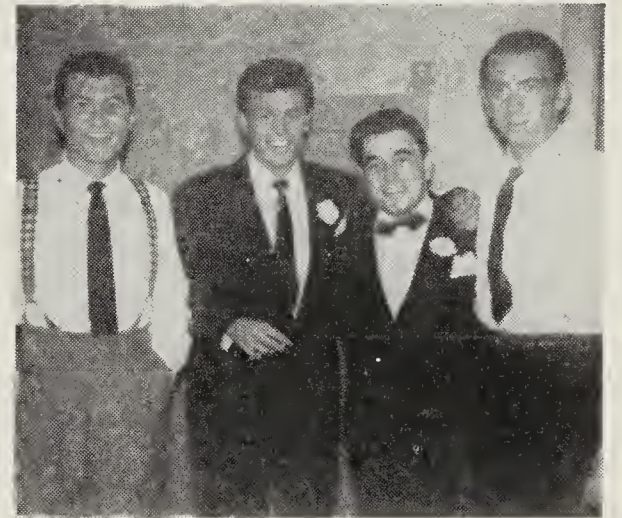
Harry Feinstein, zone manager, and zone officials Jim Totman and John Hesse attended a meeting of area Warner managers at the Warner Regal



This special lobby sign heralded the recent morning showing of three kiddie events in Taunton, Mass., at ATC's Park. John G. Corbett, manages the theatre.



Jim McCarthy, left, manager, Strand, Hartford, Conn., recently chatted with Charles Laughton, William H. Mortensen, managing director, Bushnell Memorial, and Miss Agnes Moorehead on advance promotion for RKO's "The Blue Veil" during appearance of the First Drama Quartette, Bushnell Memorial.



Assistant manager Norm Levinson, Loew-Poli, Hartford, Conn., second from right, is seen with Larry Carr, Robert Wagner, and Macdonald Carey, who were in recently for the New England bow of 20th-Fox's "Let's Make It Legal."

building. Among those on hand were: Joe Stanwood, Regal; Jim McCarthy, Strand; Denny Rich, Cameo, Bristol; Jack A. Sanson, State, Manchester; John E. Petroski, Palace, Norwich; Joe Borenstein, Strand; Joe Miklos, Embassy, New Britain, and Nick E. Brickates, Garde, New London.

Manager Joe Giobbi, Crown, put on an ice cream eating contest. . . . School youngsters in East Hartford are practicing safety rules and caution in crossing streets, with free tickets as the incentive. Tommy Grace, Eastwood, worked out safety program with the local chief of police.

George E. Landers, E. M. Loew's Circuit, was busy with Joe Lustig, Columbia exploiteer, on "The Mob." . . . The East Windsor Drive-In, operated by the Kupchunos brothers, closed.

Arthur Manson, Lopert exploiteer, who handled promotion on "Tales of Hoffmann," Regal, passed through.

WANTED

700 theatre seats. Must be less than four years old, in good condition, available for inspection.

Write details to:
EXHIBITOR, 102 Queensbury St., Boston 15, Mass.

Russ Ordway, Lockwood and Gordon Circuit, got word that Sergeant Bill Moore, former manager, Danbury Drive-In, is now with the occupation forces in Germany. . . . Sam Harris, State executive, was resting at home after a hospital stay.

Meriden

More than \$200 was taken from a safe in the Meriden by thieves.

Niantic

Aspasea Deligeorges was promoted at the Niantic.

Virginia Adams, Teresa Briggs, and Frances Adamo are new.

Torrington

In Litchfield Common Pleas Court, it was announced that an out-of-court settlement has been reached in the case of Raymond Decker and Nicholas Florio, Torrington, against Vincent Youmatz, Winsted, Sky-View Drive-In. Trial of the action, which involved a contracting job by the plaintiffs at the theatre, took place before Judge Philip Pastore in Litchfield.



Broderick Crawford presented a football to be used in a high school game in Fall River, Mass., to Durfee High School coach Luke Urban, right, while recently appearing in Fall River in conjunction with Columbia's "The Mob." Principal Charles V. Carroll looks on with interest.

Massachusetts

Fall River

David Creamer is new at the Empire. Also new on the staff are Mrs. Sadie Wiley and Shirley Smith.

A procession over the main thoroughfare, a visit to the B. C. Durfee High

School, and the making of acquaintances with prominent residents preceded Broderick Crawford's personal appearance at the Empire in conjunction with "The Mob."

The Capitol, managed by James Knight, changed its program policy from two to three new offerings weekly. . . . Norman Zalkind, Strand director, was elected to the Boys Club board of directors. Reelected to the same board were Nathan Yamins, William S. Caning, and John McAvoy, Empire.

Nathan Yamins' two outdoor movies, in Westport, Mass., and Dartmouth, Mass., have closed for the season. George Dabb, who operated in Westport, is vacationing.

Lynn

Manager James Davis, Paramount, was elected vice-president, Lynn Kiwanis Club. . . . With the closing of Loew's open air theatre for the season, Manager Ed Myerson, who is also manager of the Capitol, started on a hunting trip in Aroostock County, Me. . . . James Cecil and Tom Keaveney are new on the Capitol staff.

New Hampshire

Lebanon

A special show highlighted the reopening of the Opera House. A souvenir program containing pictures was distributed.

Vermont

Burlington

The Strong building was sold to Richard M. Cody, of Montpelier, and his three sons, by the Whalen Estate for an estimated \$220,000. A theatre on the property dates back to the pre-motion picture area, and housed legitimate shows traveling to Montreal from New York. The theatre will be operated by the new partnership. In Montpelier, Vt., the Codys own the Strand, Queen City Drive-In on the Barre, Vt.-Montpelier Road, and the OPS quarters, formerly a bowling alley.

How Old is Santa Claus?



This particular Santa—the one you see on the Christmas Seals—is a very healthy forty-five!

Yes, this is the 45th annual Christmas Seal Sale—a holiday custom that has made possible one of the great social, economic, and medical achievements of the present century.

Your purchase of Christmas Seals has helped save 5,000,000 lives. Yet, tuberculosis kills more people than all other infectious diseases combined.

So, please answer once again the call that comes but once a year—and help make possible the campaign against tuberculosis every day of the year.



Because of the importance of the above message, this space has been contributed by

Buy Christmas Seals!

EXHIBITOR



Nat Holt, left, producer, Paramount's "The Denver and Rio Grande," recently showed a reel of the film to Judge Wilson McCarthy, president, Denver and Rio Grande Western Railroad, at a screening for railroad officials in Hollywood.

NEWS OF THE

Territory

**New York City
Crosstown**

Emanuel Frisch, who shares with Barney Balaban and Si Fabian the leadership of the amusement division, Federation of Jewish Philanthropies of New York, announced that more industry leaders have pledged their aid in the Federation campaign. Among those who have joined the corporate gifts committee, which is co-chaired by Leonard Goldenson, Herman Robbins, and Sol A. Schwartz, are Harry Brandt, Leo Brecher, Jack Cohn, George F. Dembow, Emil Friedlander, Leopold Friedman, Henry Jaffe, Malcolm Kingsberg, Al Lichtman, Samuel Rosen, Fred J. Schwartz, George Skouras, Spyros Skouras, and Major Albert Warner.

More than 200 pints of blood have been contributed in the past six months to servicemen by the men and women of 20th Century-Fox. Twice visited at the New York home office by a Red Cross Bloodmobile, the employees, under the supervision of company nurse, Miss Charlotte Berger, have taken time from their regular duties to roll up their sleeves in life-giving gestures of support.

Bernard H. Rosenzweig, home office theatres department, was elected president, Warner Club. Also elected to serve were Tom O'Sullivan, Frank Kiernan, Ruth Weisberg and Fred Stengel, vice-presidents; John Holmes, treasurer; Barry O'Conner, assistant treasurer, and Harry Olson, secretary.

A new bargaining election for white collar workers at National Screen Service was set by the National Labor Relations Board for today (Nov. 28). Only the Home Office Employees Union, Local H-63, IATSE, will be on the ballot.

Robert T. Furmann, 77, pioneer film producer and one time general manager of Pathe Freres, died at Roosevelt Hospital. At the time of his death he was owner, Manufacturers Service Company, but in the silent days was general manager, Pathe News.

An injunctive action was brought in New York Supreme Court by Movietime, Inc., a telephonic film timetable service to the public incorporated in 1945, against COMPO, TOA, numerous distributors, and circuits, including Brandt, Fabian, Century, and Randforce, asking that the defendants be restrained from using the slogan "Movietime" or any similar advertising or promotions.

Creditors of Film Classics, Inc., will have an opportunity to show cause in New York Supreme Court on Nov. 30 why Irving Kaufman, assignee, should not be permitted to sell the rights of

seven pictures, either at public auction or at private sales. The order, signed by Justice Kenneth O'Brien, also covers the continuation of an assistant to the assignee, a proposal to pay Irving Kaufman and Company \$2,060 for accounting services, a distribution pact relating to "Devil's Cargo," a proposal to destroy certain prints, another to compromise the assignee's claim against Bro-Rog Pictures, producer of "Spirit Of West Point," to cancel a distribution contract with Hal Roach Studios, and other matters.

Trans-Lux Theatres are distributing "The Marquee," a new magazine program for their houses. It is hoped that the publication will fulfill a demand by discriminating moviegoers, since it is essentially an exponent of the intelligent presentation of motion picture films. . . . Tony Martin, who co-stars in "Two Tickets To Broadway," made a personal appearance in conjunction with the picture's opening at the Paramount, which is celebrating its silver anniversary. He also attended the silver anniversary luncheon honoring Bob Weitman, and was honored by RKO and RCA Victor at a party attended by celebrities and metropolitan disc jockeys.

Arthur Silverstone, 20th-Century-Fox's eastern and Canadian sales manager, was on a business trip to Toronto.

A group of 20th Century-Fox exploitation representatives at the home office to map national campaign plans for "Fixed Bayonets!" Among those huddling with Rodney Bush, exploitation manager, were Hal Marshall, covering Philadelphia; Ted Tod, Chicago office; Joe Lebowitz, Empire State division field representative, and Dick Felix, advertising manager, Essaness Theatres, Chicago.

A colorful military parade, from Times Square to the Rivoli, composed of units stationed at Governor's Island and the First Army Area, complete with mobile war equipment, helped kick-off the premiere of 20th Century-Fox's "Fixed Bayonets!" Assembling in front of the klieg-light illuminated theatre, the bands serenaded the throngs, while attending celebrities, greeted by civic and military officials, entered the Rivoli. Lobby interviews were handled by Martin Starr, station WINS. Additional radio coverage by the Voice of America and the Armed Forces Radio Service beamed the "Fixed Bayonets!" premiere to servicemen throughout the world. Notables attending included Samuel Fuller, writer-director of the film, Jane Froman, Macdonald Carey, Thelma Ritter, Jayne Meadows, Charlton Heston, Robert Merrill, Richard Greene, Eileen Wilson, Audrey Meadow and cast members Gene Evans and Buddy Thorpe,



The recent premiere of MGM's "Quo Vadis," Capitol, New York City, glittered with luminaries of the entertainment world and industry notables, and among those present were, top row, from left, Joseph R. Vogel, head, Loew's Theatres operations, with Barney Balaban, president, Paramount, and his wife; Wilbur Snaper, president, Allied Theatre Owners of New Jersey, and his wife; Oscar Doob, MGM, and Simon H. Fabian and Sam Rosen, Fabian Theatres; center row, Albert Warner, vice-president, Warners, and his wife; Herman Robbins, president, National Screen Service, and George Dembow, NSS vice-president, and their wives; Sol A. Schwartz, president, RKO Theatres, and his wife; bottom row, William White, general manager, Skouras Theatres, and his wife; Arthur M. Rapf, president, Rapf and Ruden Circuit, and J. M. Seider, Prudential Circuit head, and Nicholas Schenck, president, Loew's, and his wife.

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who was accompanied by his father, Olympic athlete Jim Thorpe, and Mrs. Thorpe.

New Jersey Newark

Andrew J. Roach, alleged rebel leader of Local 244, Essex County Motion Picture Operators Union, received a beating near his home last week. Hospitalized after the attack, Roach told police he suspected the attack was the result of labor difficulties in the union. He was also hospitalized in July, 1950, from injuries suffered in a fracas following a union meeting.

Rutherford

Two gunmen held up Howard Chandler, assistant manager, Route S-3 Drive-In, and escaped with \$1000 after trussing their victim with wire. Chandler told police that the bandits tied him up with wire.

New York State Albany

Harry Lamont, area chairman "Movietime, U.S.A.," and Jack Goldberg, co-chairman, arranged a tour which started on Nov. 25. Lamont went to New York to meet the three stars, director, and writer, who comprised the group. . . . Leo Rosen, manager, Fabian Drive-Ins, closed his Albany office, and will be located in the New York office for the winter. . . . Dorothy O'Neil, daughter of C. J. Latta, managing director, Warner Theatres in England, presented him with twin granddaughters, Pamela and Peggy, in New York.

A testimonial dinner was tendered Gene Vogel, former U-I branch manager, at Keelers on Nov. 26.

Ed Maloney, former Paramount branch manager, is on the board of directors in the recently incorporated Jules Perlmutter Booking Service, Inc. . . . Chris



Columbia star Gene Autry was honored recently by the Museum of Modern Art in New York at a reception held at the museum. Autry presented a print of Columbia's "Mule Train" for part of the permanent archives. Seen, left to right, with Autry, are Monroe Wheeler, director of exhibitions and publications; Margareta Akermark, circulation director, film library; Betty Chamberlain, director, museum's publicity department; Allen Porter, assistant secretary; Rene d'Harnoncourt, director of the museum, and Richard Griffith, curator, film library.



Emanuel Frisch, treasurer, Randforce Amusement Corporation, New York City, recently assumed charge of the amusement division's effort in support of the current \$20,000,000 campaign of the Federation of Jewish Philanthropies of New York. On the left is Paramount President Barney Balaban, sharing in the direction of the industry campaign, and on the right is Si Fabian, head, Fabian Theatres, who is not only co-chairman of the division but also chairman, Federation's Business Men's Council.

Pope, Schine booker, Gloversville, spent several days along the Row booking. . . . Artie Newman, Republic branch manager, visited the Kallet Circuit in Oneida. . . . Gerry Atkin, Warner Theatres' publicity director, returned after illness. . . . Charlie Gorden and his daughter, Mrs. Jane Smith, Olympic, Utica, visited. . . . Larry Lapidus, Warner Theatres' booker, has a new addition to his family, a dog.

—M. E. B.

Buffalo

Lloyd Bridges, Arleen Whelan, and writer Andrew Solt were the Hollywood personalities assigned to the second "Movietime, U.S.A." tours by the Association of Motion Picture Producers and COMPO. They will include Albany on their itinerary.

Rochester

Joseph Szell, manager, Regent, had an entire false front built for "Native Son," and it paid off with extra business. . . . Ray Ferrigino, manager, Grand, hopes that when the outer loop is built, and it passes his theatre, there will be a ramp made so that some of the passing cars will be able to stop at his theatre. . . . For "Westward The Women," Lester Pollock had Denise Darcel in for a personal appearance. He also had two 24-sheets mounted on a truck touring the city.

Local 253, Motion Picture Operators, IATSE at their last meeting signed up fifty members for the Genesee Valley Medical plan, this is in addition to the Rochester Hospital Service, which all members carry. . . . Ernest Henley, projectionist, Schine's Liberty was busy putting a roof on the new house he is building. . . . Richard Vecchio, Schine's Lake, is putting his spare time to good advantage, having enrolled in a tool and die maker course. . . . The State Association Projection Society held their convention at Auburn, and Fred Boekhout, Louis Levine, Leon Burton,

EYEING THE

Exchanges

NEW YORK—In an election ordered by the National Labor Relations Board, the office staff at 20th-Fox voted to be represented in collective bargaining activities by the Home Office Employees Union, Local H-63, IATSE.

MGM—Gerard Lee, head shipper, is back after a vacation. . . . Annette Ginsberg, bookers' clerk, is now contract clerk, cashiers' department. . . . Head of the contract department Harriet Allen, was on a brief respite. . . . Helen Levy, theatre sales clerk, was on a honeymoon-vacation under that warm Miami, Fla., sun. . . . Before assistant cashier Arthur Goldenberg left, a group made him a farewell luncheon. . . . The new mail clerk is Betty Bailey. . . . Everyone was glad to see Olga Burtyk, cashiers' department, back after being ill.

U-INTERNATIONAL — Salesman Leo Greenfield left to take over his duties as branch manager in Albany.

MONOGRAM—Sina Piscitelli, secretary, was ill. . . . Shipping department head Elia Barky is recuperating after an operation. Jack Farkas, Jack Safer, and Etta V. Segall paid him a visit.

RKO—Sy Epstein, film room, was accepting birthday congratulations. . . . Ditto night film inspector Paul Katz. . . . Sadie Castanda, cashiers' clerk, was back after being ill. . . . Sadie Pollack, secretary to the office manager, recently took ill. . . . Charles Raffanello, New Jersey salesman, is back after respite.

BONDED—Mary Einfrank, film inspector, was off because of sickness. . . . Irving Rabinowitz, night film inspector, was worried about his wife, who entered the hospital for a major operation. . . . Emanuel Candell, Bonded executive, was grieved by the recent death of his mother.

20TH CENTURY-FOX—Sam Goodman, Century Circuit, paid a visit. . . . Frances Singer, secretary to Martin Moskowitz, division sales manager, is very happy over her daughter Marny's recent engagement. . . . Gene Barrow, a former employee in the shipping department, was around.

RAMBLIN' 'ROUND—At Republic, the latest addition to the cashiers department is typist-clerk Renee Goldstein. . . . Charlotte Goldstone, Famous booker, became a member of the Motion Picture Bookers' Club. . . . Harold Kimmel, upstate salesman, United Artists, was in.

—ARNOLD FARBER

and Louis Goler attended. Gentry Veal, research engineer, spoke on theatre television. Louis Goler was elected sergeant-at arms, and Fred Boekhout was elected educational director.

NEWS OF THE

Territory

Philadelphia
Crosstown

The Fox held a preview of 20th-Fox's "Golden Girl."

Warners' "Close To My Heart" was given previews in a number of S-W neighborhood spots on Thanksgiving eve.

City tax officials discovered that 38 motion picture theatres scattered throughout the city have been operating, some as far back as 30 and 40 years, without paying the \$100 yearly license fee. Instead, they have been operating under an archaic 1879 city ordinance stipulating a \$25 yearly license fee. Tax officials said that at a conservative estimate the city lost more than \$100,000 in revenue by its failure to more closely enforce and collect the larger fee since 1908. The 38 film houses have since paid the \$100 fee for this year.

Popular Harry Botwick, Paramount Theatres district manager, is celebrating his 25th year in the business. Congratulations are extended by his many friends. . . . "The River" moved over to the Arcadia from the Aldine on a continued first-run road show basis. . . . After several weeks of negotiations, the Fox and the American Federation of Musicians could not get together, and any ideas the theatre might have had about stage shows are definitely off.

S-W sold the Harrowgate for \$50,000 to Margaret P. Darr.

The Great Northern and seven stores at the southwest corner of Germantown and Erie Avenues have been sold by Loudon Corporation to Richard Realty Company, Paul Laury, president, for approximately \$1,000,000. The Murray Realty Company negotiated the sale. The properties have a total frontage of 231 feet on Germantown Avenue. The theatre, which occupies a considerable portion of this frontage, will be divided into stores. . . . Jack Schillinger, manager, Regal, put on quite a campaign for "Saturday's Hero." In a tie-up with Carosanti Perfume Company, samples of perfume were given all ladies on intermittent nights two weeks before the opening, stressing the angle "For your date with 'Saturday's Hero'—Carosanti Perfume," while on the opening day of the picture, "Frankford High School Night" was held. A most valuable player award was presented by the Castor Avenue Business Men's Association. Music was supplied by the high school band.

Paul Whiteman will conduct a national high school band contest through the facilities of both his TV and radio shows in a direct tie-up with Howard Hughes' "Two Tickets to Broadway." Whiteman announced the contest during his TV

show. Competing bands will be taped and recorded locally, the tape plus band photos forwarded to Whiteman. The 10 best bands will be brought to Philadelphia late in December by Greyhound buses, which already have tied up in a promotion with the picture, and the winner will appear with Whiteman on his Teen Club show. For the finals, a "band conclave" will be held, with high schools in the vicinity participating in a gigantic parade that will terminate at the Randolph, where the RKO musical will be teeing off. The promotion was arranged by RKO field man Hugh MacKenzie and Paul Whiteman.

Vine Street

Eli Ginsberg, Monogram salesman, recently joined Lippert. . . . Nelson Wax, Box Office, announced that Francis Anthony, manager, Rialto, York, Pa., had shared a \$300 third prize in Realart's exploitation contest on "The Fighting Sullivans" and "Salerno Beachhead."

The trade was sorry to learn that Harry Freedman, popular Fox publicist, entered Wills Eye Hospital for an operation.

District of Columbia
Washington

Ed Linder, managing the K-B Ontario, has had an extensive experience in the field. He was Loew's representative at the Criterion, New York, from 1937 until 1943 when he entered the army. On his discharge in March, 1946, he handled the Winter Garden there until expiration of the lease. In 1949, he opened the Roosevelt, Miami Beach, Fla. Later, he became associated with City Entertainment of New York, and operated the Astor, Syracuse, N. Y., until the building was sold to a Chicago syndicate. In June, he was brought into New York City to act as relief manager for City Entertainment New York theatres, the Astor and Victoria.

The litigation between the Center, Centerville, Md., and two theatre-owning film salesmen was reportedly settled out of court. The theatre brought a \$150,000 damage and injunction suit against Paramount, 20th-Fox, Columbia, RKO and Charles Wingfield and F. B. Klein, the latter a 20th-Fox salesman and Wingfield, a Columbia salesman, who operated theatres in Church Hill and Chestertown, Md. The Center charged a conspiracy to give them a monopoly of first-run product. In February, 1950, the distributors agreed to give equal availability to five towns on Maryland's Eastern Shore, and the Center dismissed its suit against them, although continuing its damage suit against Wingfield and Klein. The latter then filed a counter suit against Paramount, 20th-Fox, RKO and the Center, charging an illegal agreement and seeking \$90,000 damages, plus an injunction. In the agreement just reached, the Center agreed to dismiss its damage suit against Wingfield and Klein, while the latter dismissed its charges against the Center. Wingfield and Klein were still negotiating their case against the distributors, but a settlement of this was expected soon.

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MGM—Joe Kronman, office manager, won the door prize, a television set, at the Community Chest luncheon. . . . Ida Barezofski received a nice note from Dore Schary.

20TH-FOX—Fritz Goldschmidt is enlisting in the army. . . . Charles Kreps salesman, is bringing the Mrs. home from the hospital. . . . Branch manager Glenn Norris had a birthday on Nov. 24.

RKO—Lillian Robertson visited former billing clerk Margaret Pryor, at Glendale Hospital, where the lady is doing beautiful art work. Feeling a lot better and improved to the extent that she expects to be released in January and will be back at work. . . . Everybody making plans for the Christmas party to be held at the office. A real catered affair with all the trimmings. . . . New cashier clerk is Gertrude Siegel.

MONOGRAM—Judy Glickman at work with a limp, sustained while falling down the stairs at home. . . . Mike Glickman, Judy's cousin from Israel, was one of the guests at a Thanksgiving party at Judy's house.

UNITED ARTISTS—Nat Nathanson, eastern district manager from the home office, was visiting for a few days.

PARAMOUNT—Everybody celebrated with Harry Valentine on his birthday, Thanksgiving day. . . . Thomas Linkus is going to take employment with Uncle Sam's army on Dec. 1.

NATIONAL SCREEN—Leo Abrams, district manager from the home office was visiting for a few days. . . . Betty Richardson was on the sick list. . . . Visitors were Henry Sauber, Abel Caplan, Jack Levine, Sid Marcus, all from Baltimore, Md., and John Fernicola from the Eastern Shore.

REPUBLIC—Rita Campbell, weekended with her family in Lexington Park, Md. . . . Catherine Littleton resigned as inspectress. . . . Nate Klein and Joe Walderman from Baltimore, Md., visited.

EQUITY—Bernie Mills went to New York for a business trip of two weeks, and Myron Mills went to New York for the holiday. . . . Nate Shore is back at work after serving a year in the army.

KAY—Mrs. Mac was back at work after a short illness. . . . Joe DeMaio was off to Richmond and Petersburg, Va., and the tobacco belt.

UNIVERSAL—Salesman Jack Benson was in an accident in Roanoke, Va. He was unhurt but the car just lay there.

WARNERS—Florence Riden is still talking about her wonderful two-week vacation in Florida.

THEATRE ADVERTISING—Harold Burcher was on his vacation in West Virginia.

COLUMBIA—Dorothy Kelly is the new telephone operator. . . . Bill Fisher's daughter, Frances celebrated her 15th birthday by entertaining friends at the Lotus on Nov. 17. . . . Claude Ringer was back at work after a week's vacation.

SANDY FILMS—Fred Sandy went to Norfolk and Richmond, Va., and Sylvester Sandy was in Baltimore, Md.

LIPPERT—Bill Michalson was back from Lynchburg and Charlottesville, Va., after a successful publicizing trip of "Lost Continent;" then went to Baltimore, Md., to publicize "FBI Girl."

PEERLESS—Al Vogelstein was in from Baltimore, Md.

LOEW'S—Debby Reynolds and Carlton did a show at the Variety Club dinner.

WARNER THEATRES—Frank Schaeffer, Dixie, won the national first prize of the Warners' showmanship contest. He has his choice of two weeks in the Caribbean, two weeks in New York, or the money. . . . Stina Gottfried is leaving to go with her husband, who has accepted a job in Ethiopia. . . . Ray Ayrey, field supervisor from the home office, was visiting

the contact department. . . . George Crouch and Mary Davis attended the Variety Club dinner.

James R. Grainger, Republic executive vice-president in charge of sales and distribution, was in for conferences with the sales staff.

Washington showmen turned out en masse to give Jimmy Lake, the dean of D. C. theatre folk, a terrific sendoff at his 72nd birthday party at the Shoreham Hotel. There was entertainment and fun for all. Among those who attended were Orville Crouch and Jack Foxe, Loew's; Bernie Ferber, Gayety; Frank Boucher, K-B Theatres, and Sidney Lust, Lust Theatres.

Actress Debbie Reynolds marked her last day as star of the Capitol Theatre stage show by giving blood to the Red Cross. . . . Thanksgiving Day had seven Warner houses, in addition to the downtown Warner and Metropolitan, holding late shows on Wednesday. A preview of "Starlift" was shown at the Warner and Ambassador on that evening. The Metropolitan previewed its following attraction on the late show. It was "Tomorrow Is Another Day." . . . The Beverly had an all-spook show. . . . The Playhouse added a matinee showing of "The River" on Thanksgiving Day. . . . Actress Denise Darcel was in town again, this time to plug her "Westward the Woman." She visited the Community Chest headquarters to spur the campaign.

Paramount's gimmick of having William Holden write to newspapermen for suggestions on how he should play the reporter role in "This is Dynamite" garnered a lot of free space. Columnists took it seriously, and gave with the suggestions. . . . The Capitol received the thanks of the Red Cross at Walter Reed Hospital for sending its stage stars to the hospital bedside network station WRAH to cheer up the patients.

Memorial services were held at the All Saints' Episcopal Church, Chevy Chase, to mark the anniversary of the death of Carter T. Barron, Washington's favorite showman. Among those seen at the services were George A. Crouch, Louis Ripnitzki, Warner's; Fred S. Kogod, Frank Boucher, K. B. Theatres; Frank LaFalce, Warner's, and many others. Arrangements were handled by Orville Crouch, Jack Foxe, and Joel Margolis, Loew's Theatres.

The following new members were inducted into the Variety Club by Wade Pearson, chairman, membership committee: Jerome Sandy, Sandy Film Exchange; Sylvester Sandy, Sandy Film Exchange; Jerome Baker, manager, RKO Keith's; Norman C. Kal, executive vice-president in charge of radio and television, Kal, Ehrlich and Merrick, and Edward Friedson, owner, Greenway Motors.

Tent 11 members who will attend the Variety Clubs' International Convention in Las Vegas, Nev., as delegates from the Variety Club of Washington, are

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Nathan D. Golden, Director, Motion Picture-Photographic Division, NPA, and Jake Flax, branch manager, Republic. Alternates are Frank M. Boucher, general manager of K-B Theatres, and Wade Pearson, district manager, Neighborhood Theatre of Virginia. International Canvassman is Morton Gerber. Alternate for Gerber will be the incoming Chief Barker, Jerry Adams.

At the Statler Hotel, before a large audience of Variety Club members and their friends, Joe E. Brown was given the Variety Club's "Personality of the Year" Award for 1951. Previous awards have gone to Al Jolson, in 1949 and Arthur Godfrey in 1950. Presentation was made by Vice-Admiral John L. McCrea, U.S.N.

Delaware Wilmington

John Koczak, manager, Earle, New Castle, Del., was a Washington, D. C., visitor, and Mr. and Mrs. Koczak visited Philadelphia. . . . William Leute, manager, Edge Moor, used extra newspaper advertising space and radio spot announcements to plug "Tales of Hoffmann" but he attributed the picture's success in breaking house records to word-of-mouth, as business built during the week-long engagement. . . . Leute also planned a splash on advertising for "Happiest Days of Your Life." . . . Richard Henry Lentz, assistant manager, and Samuel Armstrong, doorman, S-W Warner, resigned. . . . Genevieve Rudd, cashier, Hopkins, was on the sick list. . . . Ben Shindler, Ace, had a turkey giveaway for Thanksgiving, and on the preceding Saturday, a pigtail contest with prizes.

Eighteenth anniversary of the Young Timers Club, led by G. Park Weaver, projectionist, Ace, was to be observed on Nov. 24 with an appropriate party at which each youngster was to receive a slice of cake. Millard Davis, local magician, was to perform on the Ace stage for the occasion. . . . Bill Blackwell was a new aide at the Rialto. . . . Roy Ball, Rialto aide, flew to his home in St. Joseph's, Mo., for the Thanksgiving weekend. . . . Kenneth Drake, assistant manager, S-W Arcadia, resigned. . . . Margaret A. Knotts, Max Clement and Eugene D. Haley joined the S-W Ritz.

Samuel R. Smith, acting manager, S-W Towne, celebrated his birthday. . . . Howard W. Rouke, Sr., projectionist, S-W Towne, was on the sick list. . . . Frank Wysocki, doorman, S-W Towne, resigned. . . . Arthur Baker, who prior to his Army service was with the S-W Grand, joined the S-W Towne. . . . William Webster, formerly of the S-W Queen, and Amanda Adrian joined the S-W Towne. . . . Dick Edge, manager, Pike, Claymont, attended a two-day conference of motion picture distributors at Wilmington, O. Representatives from all parts of the United States and Canada met with Kroger Babb, president of Hallmark Productions, Inc., of Hollywood and Wilmington, O. Edge is zone manager for Hallmark in the Seattle-Portland-Salt Lake City exchanges.

—HENRY L. SHOLLY

Maryland Baltimore

The Motion Picture Theatre Owners of Maryland, Inc., approved unanimously all resolutions passed at the Allied convention in New York. The Maryland outfit has appointed a film committee to act on film prices and terms. . . . Loew's Century and Valencia and I. M. Rappaport's Town and Hippodrome boosted their top admissions from 65 cents to 70 cents.

A safe in the office of the Horn, owned by Frank A. Hornig, Jr., was battered open, and between \$1,500 and \$2,000 in cash stolen. The money represented weekend receipts from the Horn and Monroe. . . . J. Lawrence Schanberger, owner-manager, Keith's, was all smiles when his son, the Rev. Lawrence Schanberger, Maryknoll, N. Y., came home for Thanksgiving. . . . Russell Fringer, projectionist, New Essex, is having X-rays taken as part of a checkup. . . . John Grauling, another projectionist, New Glen, was expected to return to duty following a brief illness.

Alan Holdcraft, from Philadelphia, joined the Rappaport interests. . . . Wilson Lang, formerly with Capitol recordings, is the Town's new manager. . . . Jack Sinnott, assistant, Little, is quite happy over finding a new apartment to his liking. . . . Hal Marshall, 20th-Fox publicist, was in from New York for "Golden Girl," New.

The Variety Club is making ready for its annual banquet and dance on Dec. 1 at the headquarters. Rodney Collier is general chairman, assisted by William G. Myers and Fred Sapperstein. Mike Rendleman is chairman, entertainment committee. . . . Denice Darcel and Carlton Carpenter were honor guests at the Press Club's first annual ball at the Sheraton Belvedere. Jack Sydney, press agent, Loew houses, was committee chairman. . . . Speaking of Rodney Collier, Stanley manager, he arranged a "Starlift" handicap race at Bowie's track to grab publicity for "Starlift." . . . Harry Welsh learns, via mail, that the horse his father, Eddie Welsh, bred and named Eddie, after himself, is enjoying a winning streak at West Coast tracks.

Leonardtwn

James Wilkinson, Jr., assistant manager, New, is now living at Great Mills; Md. . . . Kenneth B. Duke, Sr., general manager, St. Mary's Theatres, Inc., took a prominent part in Armistice Day ceremonies. . . . Tommy Bradburn, Plaza, Lexington Park, who has been on the sick list, is back on the job. . . . The Park, Lexington Park, held a special Thanksgiving Day matinee. . . . William Bakersmith is new advertising manager, Ike Weiner's Waldorf, Waldorf, Md., and other Weiner houses.

Pennsylvania Lebanon

Leaders of civic groups, fraternal societies, churches, educational, labor, and patriotic groups held a meeting by

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invitation in the Colonial to see, "The Big Truth," as a preliminary to the opening of Lebanon's 1952 campaign for "The Crusade for Freedom." All area theatres were cooperating.

Mt. Penn

Attorney John V. Boland, representing the Mt. Penn Fire Company, owner of the building housing the Majestic, asked the Berks County Commissioners Board for a reduction in the \$10,000 assessment placed on the theatre portion of the building this year. The theatre had previously been on the exempt list. Boland said the \$10,000 rating on the theatre section was excessive, in comparison with the tax rating placed on other nearby realty properties. No action was announced by the commissioners at the time of the hearing.

Plains

The Plains, owned and operated by Engel Theatres, signed a contract for new Motiograph AA projectors, Mirrophonic Sound System, Ashcraft lamps, etc., through Vincent M. Tate Theatre Equipment, Forty-Fort. Installation will be made in about 30 days.

Reading

Dr. Harry J. Schad, owner, Astor-Strand, completed arrangements with a large committee of Rajah Temple Mystic Shriners and sports groups for the first annual Shrine Football Game in the new Reading Stadium on Nov. 24, to raise funds for the Shriners' Hospitals for Crippled Children. Doctor Schad is chairman of the committee, as well as chairman, Rajah Temple's standing committee on hospital funds. . . . Harry Friedland, lessee-manager, Majestic, Mt. Penn., Pa., will again follow his custom this Christmas season of making the theatre available for a community Christmas party for children, under the auspices of the Mt. Penn Civic Association.



William C. Hunt, third from left, accepts an EXHIBITOR-THEATER CATALOG Merit Award plaque from Mayor Samuel Eldredge, Cape May, N. J., honoring his Beach, Cape May, as one of the best theatres completed during 1950. Witnessing the recent ceremonies are Kenneth Love, Beach manager; Halsey Love, father of the manager and an employee of Hunt's Theatres for almost 50 years; Mrs. Kendall Ewer, and Harry Witte, contractor who built the theatre.



When Horace McMahon, second from left, starring in Paramount's "Detective Story," visited EXHIBITOR recently while on a Philadelphia publicity trek, he posed with, left to right, Herbert M. Miller, EXHIBITOR editor; Jay Emanuel, EXHIBITOR publisher; Edward Emanuel, veteran industryite, and Mike Weiss, Paramount field publicity man.

Area theatres were facing a double handicap: the bus strike that seriously crippled local passenger transportation in the city and county, starting on Nov. 2, was still in progress, and the serious slump in the hosiery industry in Reading, as well as in other hosiery producing cities in Pennsylvania and several other states, seriously limiting the boxoffice dollars of hosiery workers.

Virginia Newport News

The U-I company for "The Red Ball Express" finished shooting at Fort Eustis, Va., and pulled out for Hollywood. . . . Francis Finch, Village manager, went back to work part time. Ray Vossler is still filling in at night. . . . A. D. Brooks, U-I chief sound engineer was in. . . . Bill Jasper, owner, Dixie, was in Washington spending the holidays with his wife. . . . The James and Village have new screens. . . . Local 264 held its regular monthly meeting. . . . William Saunders, James, returned to work after illness. . . . Julian Gordon, booker, Gordon Interprises, was in Washington. . . . The Paramount and Dixie are cooperating on a free kid show. . . . Lou Taylor, Altec sound engineer, became ill while on calls, and was treated at Dixie Hospital. . . . An auto ran into the front of the Palace doing \$200 worth of damage. . . . Dave Garvin, Jr., Paramount manager, had an effective front on "Across The Wide Missouri." . . . Sidney Bowden and Charlie Suppler, Wilder Circuit, were over. . . . Johnnie Bateman, Warwick manager, was in.

Richmond

Sam Northington, manager, Century, Petersburg, and his wife drove over to see "Kiss Me Kate." . . . Jerry Murphy and Norman Jackter, film salesmen, were seen in the vicinity of the Capitol during "Tales of Hoffmann." . . . Howard Pearl, United Artists exploiteer, was here working on "Hotel Sahara" for the National, and "Oliver Twist" for the WRVA Theatre. . . . The Westover was the scene of four churches' Thanksgiving Day services. Sponsoring were the Church of the Good Shepherd, Forest Hill

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 N. 13th) Nov. 28, 2.30, "Distant Drums" (Gary Cooper, Mari Aldon, Ray Teal) (Technicolor). Dec. 12, 2.30, "I'll See You In My Dreams" (Doris Day, Patrice Wynmore, Danny Thomas, Frank Lovejoy).

Presbyterian, Westover Baptist, and Westover Hills Methodist Churches.

Bob Coulter, Byrd manager, went to Charlottesville, for the Virginia-William and Mary game, and George Stitzer, his assistant, witnessed the Redskins game in Washington. . . . Charles Green, husband of Joyce Green, NT home office, was called into the army and assigned to Fort Jackson, S. C. . . . Dave Kamsky and Pete Trent, NT officials, visited Arlington. . . . Charlie Hulbert, the horticulturist manager, Colonial, won two blue ribbons at a recent chrysanthemum show.

Denise Darcel, star of MGM's "Westward the Women," made personal appearances at Loew's. . . . Sam Pulliam, Grand manager, is using a loudspeaker to inveigle the customers into his Saturday midnight show. . . . Bud Tyler succeeded Rod Leake on the Westhampton staff. . . . Abner Long, Westhampton, was on vacation during Thanksgiving week, and took his family on a visit to North Carolina, after first doing some painting around the house. . . . John Zenner, manager, Westhampton, took his family on a short visit to his home in Albany, driving his father-in-law's new car. . . . A. O. Budina, NT architect, has been appointed to the City Planning Commission to fill out the term of chairman Thomas L. Cockrell, resigned.

Mr. and Mrs. Peter Lichtman celebrated their 40th wedding anniversary on Nov. 19. Congratulations to both and here's hoping to meet them again at Miami Beach, Fla., next spring. He is an official of District Theatres.

Mrs. Bernice Alley and Mrs. Addie Boyd, State and Colonial, joined the Gray Mothers, and start serving at the Medical College several hours weekly. . . . Mercer Stillman, Berlo representative, rushed back from a Philadelphia visit, and dashed down to North Carolina for his mother's 75th birthday party, which also served as a family reunion. . . . George Peters, Loew's manager, has been sick.

—S. T.

Variety Club Tent 13, Philadelphia

The board of directors tendered a luncheon in honor of Stanley-Warner's Everett Callow, returning to the Marine Corps. A major in the reserves, Callow goes to Tokyo as a public information officer. Among Variety members present were Victor Blanc, Leo Posel, Jack Greenberg, Norman Silverman, Edward Emanuel, Ralph Preis, Oscar Neufeld, Harry Romaine, and Dave Supowitz. Max Slepik, a guest, served under Callow in the last war.

Allied Artists

DISC JOCKEY—MU—Glenn Simms, Michael O'Shea, Jane Nigh—Exploitation show has the angles for the teen-agers—77m.—see Sept. 12 issue—(AA-21).
HIGHWAYMAN, THE—COSMD—Charles Caburn, Wanda Hendrix, Philip Friend—Picturization of famous poem has the angles for selling—83m.—see Sept. 12 issue—(Cinacolor)—(AA-20).

Columbia

(1950-51 releases from 301 up)
(1951-52 releases from 401 up)

BAREFOOT MAILMAN, THE—MD—Robert Cummings, Terry Moore, Jerome Courtland—Interesting programmer for the duallers—83m.—see Nov. 21 issue—(Supercinacolor)—(404).
BIG GUSHER, THE—OMD—Wayne Morris, Preston Foster, Dorothy Patrick—For the lower half—68m.—see July 4 issue—(306).
BONANZA TOWN—W—Charles Starrett, Smiley Burnette, Fred F. Sears—Okeh series entry—56m.—see July 18 issue—(367).
CHAIN OF CIRCUMSTANCE—MD—Richard Grayson, Margaret Field, Marta Mitrovich—For the lower half—68m.—see Aug. 29 issue—Leg.: B—(309).
CHINA CORSAIR—ACD—Jon Hall, Lisa Ferraday, Ron Randall—Average supporting fare—67m.—see June 6 issue—(316).
CLOUDED YELLOW, THE—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful impart—87½m.—see Oct. 24 issue—(English-made).
CORKY OF GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Patti Brady—Okeh for the lower half—77m.—see Sept. 12 issue—(302).
CRIMINAL LAWYER—MD—Pat O'Brien, Jane Wyatt, Carl Benton Reid—Okeh programmer for the duallers—74m.—see Aug. 29 issue—(412).
CYCLONE FURY—W—Charles Starrett, Smiley Burnette, Fred Sears—Average Starrett—54m.—see Aug. 15 issue—(368).
FAMILY SECRET, THE—D—John Derek, Lee J. Cobb, Jody Lawrence—Dramatic entry will need plenty of push—85m.—see Nov. 7 issue.
HARLEM GLOBETROTTERS, THE—NOV—Thomas Gomez, Dorothy Dandridge, William Brown—Good sports show for the duallers—80m.—see Nov. 7 issue—(345).
HER FIRST ROMANCE—CD—Margaret O'Brien, Allen Martin, Jr., Jimmy Hunt—Okeh entry for the duallers—73m.—see May 9 issue—(358).
HILLS OF UTAH—WMU—Gene Autry, Pat Buttram, Elaine Riley—Good Autry—70m.—see Sept. 26 issue—(356).
HURRICANE ISLAND—AD—Jon Hall, Marie Windsor, Marc Lawrence—Okeh lower half entry—72m.—see July 18 issue—(Supercinacolor)—(349).
JUNGLE MANHUNT—MD—Johnny Weissmuller, Bob Waterfield, Sheila Ryan—Average programmer for the lower half—66m.—see Oct. 10 issue—(411).
KID FROM AMARILLO, THE—W—Charles Starrett, Smiley Burnette, Harry Lauter—Better than average "Duranga Kid"—56m.—see Oct. 24 issue—(488).
LADY AND THE BANDIT, THE—ACD—Louis Hayward, Patricia Medina, Suzanne Dalbert—Okeh action drama for the duallers—79m.—see Aug. 15 issue—(337).
LORNA DOONE—ACD—Barbara Hale, Richard Greene, Carl Benton Reid—Interesting action drama can be sold—84m.—see June 6 issue—(Technicolor)—(336).
MAGIC CARPET, THE—AD—Lucille Ball, John Agar, Patricia Medina—Names should help interesting adventure yarn—84m.—see Oct. 10 issue—(Supercinacolor)—(410).
MAGIC FACE, THE—D—Luther Adler, Patricia Knight, William Shiner—Unusual entry should appeal to class and art spats—89m.—see Aug. 15 issue—Leg.: B—(Made in Vienna)—(408).
MAN IN THE SADDLE—OD—Randolph Scott, Joan Leslie, Ellen Drew—Outdoor show has names to help—87m.—see Nov. 21 issue—(Technicolor).
MASK OF THE AVENGER—AD—John Derek, Jody Lawrence, Anthony Quinn—Adventure yarn has the angles—83m.—see July 4 issue—(Technicolor)—(359).
MOB, THE—MD—Broderick Crawford, Betty Buehler, Richard Kiley—Good melodrama—87m.—see Sept. 12 issue—(407).
NEVER TRUST A GAMBLER—MD—Dane Clark, Cathy O'Donnell, Tom Drake—Moderate program meller—79m.—see July 18 issue—(326).
PICKUP—D—Hugo Haas, Beverly Michaels, Allan Nixon—Interesting offering will have best appeal for class, art spats—78m.—see July 18 issue—Leg.: B—(357).
PURPLE HEART DIARY—MUCD—Frances Langford, Judd Holdren, Ben Lessy—Okeh entry for the lower half—73m.—see Nov. 21 issue.
SANTA FE—OMD—Randolph Scott, Janis Carter, Jerome Courtland—Good outdoor show—89m.—see May 9 issue—(Technicolor)—(330).
SATURDAY'S HERO—D—John Derek, Donna Reed, Sidney Blackmer—High rating football entry—111m.—see Aug. 29 issue—(401).
SILVER CANYON—W—Gene Autry, Gail Davis, Jim Davis—Standard Autry—70m.—see June 20 issue—(355).
SIROCCO—MD—Humphrey Bogart, Marla Toren, Lee J. Cobb—Bogart draw will make the difference—98m.—Leg.: B—see June 6 issue—(348).
SMUGGLER'S GOLD—MD—Cameron Mitchell, Amanda Blake, Carl Benton Reid—For the lower half—63m.—see May 9 issue—(315).
SNAKE RIVER DESPERADOES—W—Charles Starrett, Smiley Burnette, Tommy Ivo—Fair series entry—55m.—see May 23 issue—(336).
SON OF DR. JEKYLL, THE—MD—Louis Hayward, Jody Lawrence, Alexander Knox—Okeh programmer for the duallers—78m.—see Nov. 7 issue—(409).
SUNNY SIDE OF THE STREET—MU—Frankie Laine, Billy Daniels, Terry Moore—Pleasing programmer for the duallers—72m.—see Sept. 12 issue—(Supercinacolor)—(408).

EXHIBITOR

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THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Val. 47, No. 4

NOVEMBER 28, 1951

TEN TALL MEN—AMD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Good adventure yarn—97m.—see Nov. 7 issue—Leg.: B—(Technicolor).
TEXAS RANGERS, THE—W—George Montgomery, Gale Storm, Jerome Courtland—Good western—74m.—see June 6 issue—(Supercinacolor)—(325).
TWO OF A KIND—MD—Edmond O'Brien, Elizabeth Scott, Terry Moore—Names may help fast-moving meller—75m.—see June 20 issue—Leg.: B—(350).
VALLEY OF FIRE—W—Gene Autry, Gail Davis, Russell Hayden—Below par Autry—70m.—see Nov. 21 issue—(353).
WHEN THE REDSKINS RODE—MD—Jon Hall, Mary Castle, James Seay—For the duallers—78m.—see May 23 issue—(Supercinacolor)—(339).
WHISTLE AT EATON FALLS, THE—DOCD—Lloyd Bridges, Dorothy Gish, Carleton Carpenter—Interesting drama has the angles—96m.—see Aug. 1 issue—(322).

FIRST TIME, THE—Robert Cummings, Barbara Hale, Jeff Donnell.
FOUR POSTER, THE—Rex Harrison, Lilli Palmer.
GOLDEN HAWK—Rhonda Fleming, Sterling Hayden, John Sutton.
HAREM GIRL, THE—Joan Davis, Arthur Blake, Peggy Castle.
HAWK OF WILD RIVER, THE—Charles Starrett, Smiley Burnette, Jack Maloney.
INDIAN UPRISING—George Montgomery, Audrey Long, Carl Benton Reid—(Supercinacolor).
JUNGLE JIM IN THE FORBIDDEN LAND—Johnny Weissmuller, Angela Greene.
LARAMIE MOUNTAINS—Charles Starrett, Smiley Burnette.
MARRYING KIND, THE—Judy Holliday, John Harrison, Madge Kennedy.
MONTANA TERRITORY—Lon McCallister, Wanda Hendrix, Preston Foster.
MOTHER, THE—Loretta Young, Kent Smith, Alexander Knox.
MY SIX CONVICTS—John Beal, Millard Mitchell, Gilbert Roland.
OKINAWA—Pat O'Brien, Rhys Williams, Richard Denning.
OLD WEST, THE—Gene Autry, Gail Davis, Pat Buttram.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PECOS RIVER—Charles Starrett, Smiley Burnette—(484).
SMOKY CANYON—Charles Starrett, Stanley Burnette, Jack Mahoney.
SNIPER, THE—Adolphe Menjou, Arthur Franz, Marle Windsor.
STORM OVER TIBET—Rex Reason, Diana Douglas.
SOUND OFF—Mickey Rooney, Dolores Sidener, Sammy White.
THIEF OF DAMASCUS, THE—Paul Henreid, John Sutton, Elena Verdugo—(Technicolor).
WALK EAST ON BEACON—George Murphy, Virginia Gilmore, Finlay Currie.
WOMAN IN QUESTION, THE—Jean Kent, John McCallum, Susan Shaw—(English-made).

TO BE REVIEWED OR IN PRODUCTION
BLAZING SUN, THE—Gene Autry, Lynne Roberts, Pat Buttram.
BOOTS MALONE—William Holden, Johnny Stewart, Stanley Clements.
BRAVE WARRIOR—Jon Hall, Christine Larsen, Jay Silverheels—(Technicolor).
BRIGAND, THE—Anthony Dexter, Jody Lawrence, Anthony Quinn—(Technicolor).
CALIFORNIA CONQUEST—Cornel Wilde, Teresa Wright, John Dehner—(Technicolor).
CAPTAIN BLOOD, FUGITIVE—Louis Hayward, Patricia Medina, John Sutton—(Technicolor).
CRIPPLE CREEK—George Montgomery, Karin Booth, Jerome Courtland—(Technicolor).
DARK PAGE, THE—Broderick Crawford, John Derek, Donna Reed.
DEATH OF A SALESMAN—Fredric March, Mildred Dunnock, Cameron Mitchell.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion.
Abbreviations following titles indicate type of picture.
ACD—Action drama
AD—Adventure drama
ACMU—Action musical
ADMD—Adult melodrama
BID—Biographical drama
BIDMU—Biographical drama with music
BUR—Burlesque
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CFAN—Comedy fantasy
CFANMU—Comedy fantasy musical
CMD—Comedy melodrama
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DFAN—Drama fantasy
DMU—Dramatic musical
DOC—Documentary
DOCD—Documentary drama
DOCMD—Documentary melodrama
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
FMU—Farce musical
HISD—Historical drama
MDMU—Melodrama musical
MD—Melodrama
MUC—Musical comedy
MUCD—Musical comedy drama
MU—Musical
MUSAT—Musical satire
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYCM—Mystery comedy musical
MYD—Mystery drama
MYMD—Mystery melodrama
MYMU—Mystery musical
MYW—Mystery western
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor drama
OMD—Outdoor melodrama
PD—Psychological drama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
ROMDMU—Romantic drama with music
SAT—Satire
SCD—Sex comedy drama
TRAV—Travelogue
W—Western
WC—Western comedy
WCMU—Western comedy musical
WD—Western drama
WMD—Western melodrama
WMDMU—Western melodrama musical
WMU—Western musical

Hallmark

BEST IS YET TO COME, THE—see One Too Many
ONE TOO MANY (The Best Is Yet To Come)—D—Ruth Warrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue.

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TO BE REVIEWED OR IN PRODUCTION
SHE SHOULDA SAID NO—Lila Leeds, Alan Baxter, Lyle Talbot—85m.—Leg.: C.
WHY MEN LEAVE HOME—Julie Bishop, Richard Denning, Ern Westmore.

Lippert

(1950-51 releases from 5001 up)

AS YOU WERE—C—Joe Sawyer, William Tracy, Russell Hicks—Service comedy will fit into the lower half—58m.—see Nov. 7 issue—(5023).
DANGER ZONE—MD—Hugh Beaumont, Edward Brophy, Pamela Blake—For the lower half—56m.—see May 9 issue—Leg.: B—(5017).
FBI GIRL—MD—Cesar Romero, George Brent, Audrey Totter—Names should help action-packed melodrama—76m.—see Nov. 7 issue—(5002).
G.I. JANE—CMU—Jean Porter, Tom Neal, Iris Adrian—Pleasing entry for the lower half—64m.—see July 4 issue—(5012).
HIGHLY DANGEROUS—MD—Dane Clark, Margaret Lockwood, Marlow Goring—Routine British spy meller for the lower half—80m.—see Nov. 7 issue—(English-made)—(5029).
KENTUCKY JUBILEE—CMU—Jerry Colonna, Jean Porter, James Ellison—Pleasing entry for the lower half—70m.—see June 20 issue—(5007).
LEAVE IT TO THE MARINES—C—Sid Melton, Mara Lynn, Gregg Martell—Service comedy will fit into the lower half—66m.—see Nov. 7 issue—(5005).
LITTLE BIG HORN—OD—Lloyd Bridges, John Ireland, Marte Windsor—Outdoor show has plenty of selling angles—85m.—see June 6 issue—(5003).
LOST CONTINENT—MD—Cesar Romero, Hillary Brooke, Chick Chandler—Good exploitation entry—86m.—see Aug. 29 issue—(5004).
PIER 23—MD—Hugh Beaumont, Ann Savage, Edward Brophy—For the lower half—57m.—see May 23 issue—Leg.: B—(5018).
ROARING CITY—MD—Hugh Beaumont, Edward Brophy, Joan Valerie—For the lower half—61m.—see May 23 issue—Leg.: B—(5016).
SAVAGE DRUMS—ACD—Sabu, Dita Baron, Sid Melton—For the duallers—72m.—see June 20 issue—(5001).
SUPERMAN AND THE MOLE MEN—FAND—George Reeves, Phyllis Coates, Jeff Corey—Children, neighborhads, and small towns should like it best—60m.—see Nov. 21 issue—(5030).
UNKNOWN WORLD—FANMD—Victor Kilian, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).
VARIETIES ON PARADE—NOV—Jackie Coogan, Eddie Garr, Iris Adrian—For the lower half—55m.—see Sept. 12 issue—(5020).
YES SIR, MR. BONES—MU—Cast of minstrel and vaudeville people—Pleasing filler for the lower half—54m.—see Aug. 15 issue—(5019).

TO BE REVIEWED OR IN PRODUCTION

GREAT ADVENTURE, THE—Dennis Price, Jack Hawkins—(English-made)—(Made in Africa)—(5104).
MAN BAIT—George Brent, Marguerite Chapman—English-made).
NAVAJO—Navajo Indian cast.
SKY HIGH—Sid Melton, Mara Lynn—(5024).
TALES OF ROBIN HOOD—Robert Clarke, Mary Hatcher, Ben Weldon—(5008).

Metro

(1950-51 releases from 101 up)
 (1951-52 releases from 201 up)

ACROSS THE WIDE MISSOURI—OMD—Clark Gable, Ricardo Montalban, Maria Elena Marques—Name draw should be patent factor in the selling—78m.—see Sept. 26 issue—(Technicolor)—(208).
AMERICAN IN PARIS, AN—MU—Gene Kelly, Leslie Caron, Oscar Levant—Topnotch entertainment—113m.—see Sept. 12 issue—(Technicolor)—(209).
ANGELS IN THE OUTFIELD—CFAN—Paul Douglas, Janet Leigh, Keenan Wynn—Good programmer deserves the best selling support—99m.—see Sept. 12 issue—(202).
BANNERLINE—D—Keefe Brasselle, Sally Forrest, Lionel Barrymore—For the duallers—88m.—see Sept. 26 issue—(206).
CALLAWAY WENT THATAWAY—C—Fred MacMurray, Dorothy McGuire, Howard Keel—Amusing comedy—80m.—see Nov. 21 issue—(214).
CALLING BULLDOG DRUMMOND—MD—Walter Pidgeon, Margaret Leighton, Robert Beatty—Routine series effort for the duallers—80m.—(Made in England)—see Oct. 24 issue—(213).
EXCUSE MY DUST—CMU—Red Skelton, Sally Forrest, Macdonald Carey—Skelton draw should help pleasant musical—82m.—see June 6 issue—(Technicolor)—(133).
HOME TOWN STORY—D—Jeffrey Lynn, Marjorie Reynolds, Alan Hale, Jr.—Routine lower half offering—61m.—see May 9 issue—(128).
IT'S A BIG COUNTRY—CD—Ethel Barrymore, Gary Cooper, Van Johnson, Nancy Davis—Well-made episodic comedy drama deserves the best selling attention—89m.—see Dec. 5 issue.
KIND LADY—MD—Ethel Barrymore, Maurice Evans, Angela Lansbury—Suspensive meller has the angles—78m.—see July 4 issue—(134).
LAW AND THE LADY, THE—CD—Greer Garson, Michael Wilding, Marjorie Main—Pleasing comedy will depend on name draw—104m.—see July 18 issue—(136).
LIGHT TOUCH, THE—D—Stewart Granger, Pier Angeli, George Sanders—Interesting programmer has the angles—93m.—see Nov. 7 issue—Leg.: B—(Made in Italy)—(212).
MAN WITH A CLOAK, THE—D—Joseph Cotten, Barbara Stanwyck, Leslie Caron—Program meller will need plenty of help—80m.—see Oct. 10 issue—Leg.: B—(207).
MR. IMPERIUM—ROMDMU—Lana Turner, Ezio Pinza, Marjorie Main—Names will make the difference—87m.—see May 23 issue—(Technicolor)—(203).
NIGHT INTO MORNING—D—Ray Milland, John Hodiak, Nancy Davis—Interesting programmer has the angles—86m.—see May 23 issue—(130).

NO QUESTIONS ASKED—MD—Barry Sullivan, Arlene Dahl, George Murphy—Fast moving programmer—81m.—see June 20 issue—Leg.: B—(132).
PANDORA AND THE FLYING DUTCHMAN—FAN—James Mason, Ava Gardner, Nigel Patrick—Artistic production should appeal to class and art spots—123m.—see Oct. 10 issue—Leg.: B—(Made in Europe)—(Technicolor).
PEOPLE AGAINST O'HARA, THE—MD—Spencer Tracy, Pat O'Brien, Diana Lynn—Good meller—102m.—see Aug. 29 issue—(201).
QUO VADIS—HISTD—Robert Taylor, Deborah Kerr, Leo Genn—Tapnatch—170m.—see Nov. 21 issue—(Made in Italy)—(Technicolor).
RED BADGE OF COURAGE, THE—MD—Audie Murphy, Bill Mauldin, John Dierkes—Meritorious film will need plenty of help—68m.—see Aug. 29 issue—(204).
RICH, YOUNG AND PRETTY—CMU—Jane Powell, Danielle Darrieux, Wendell Corey—Good musical—95m.—see July 18 issue—(Technicolor)—(138).
SHOW BOAT—MUD—Kathryn Grayson, Ava Gardner, Howard Keel—High rating—107m.—see June 20 issue—(Technicolor)—(135).
STRICTLY DISHONORABLE—CMU—Ezio Pinza, Janet Leigh, Millard Mitchell—Pleasing comedy has names to help—94m.—see July 4 issue—Leg.: B—(131).
STRIP, THE—MDMU—Mickey Rooney, Sally Forrest, William Demarest—Interesting programmer has the names and the angles—85m.—see Aug. 15 issue—(140).
TALL TARGET, THE—MD—Dick Powell, Paula Raymond, Adolphe Menjou—Historical meller has names to help—78m.—see Aug. 15 issue—(139).
TEXAS CARNIVAL—CMU—Esther Williams, Red Skelton, Howard Keel—Name draw should help pleasing musical—77m.—see Sept. 26 issue—(Technicolor)—(205).
TOO YOUNG TO KISS—C—June Allyson, Van Johnson, Gig Young—Good comedy—89m.—see Nov. 7 issue—(211).
UNKNOWN MAN, THE—D—Walter Pigeon, Ann Harding, Barry Sullivan—Interesting drama for the duallers—86m.—see Oct. 24 issue—Leg.: B—(210).
WESTWARD THE WOMEN—OMD—Robert Taylor, Denise Darcel, Beverly Dennis—High rating—118m.—see Dec. 5 issue.

TO BE REVIEWED OR IN PRODUCTION

BELLE OF NEW YORK—Fred Astaire, Vera-Ellen, Keenan Wynn—(Technicolor).
GIRL IN WHITE, THE—June Allyson, Arthur Kennedy, Mildred Dunnock.
GLORY ALLEY—Leslie Caron, Ralph Meeker, Gilbert Roland.
HOUSE OF THIRTEEN, THE—Peter Lawford, Dawn Addams—(Made in England).
INVITATION, THE—Van Johnson, Dorothy McGuire, Louis Calhern.
IVANHOE—Robert Taylor, Elizabeth Taylor, Joan Fontaine—(Technicolor)—(Made in England).
JUST THIS ONCE—Janet Leigh, Peter Lawford, Lewis Stone.
LONE STAR—Clark Gable, Ava Gardner, Broderick Crawford, Lionel Barrymore.
LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
LOVELY TO LOOK AT—Kathryn Grayson, Red Skelton, Howard Keel—(Technicolor).
MERRY WIDOW, THE—Lana Turner, Fernando Lamas, Richard Haydn.
PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
SCARAMOUCHE—Stewart Granger, Janet Leigh, Eleanor Parker, Mel Ferrer—(Technicolor).
SELLOUT, THE—Walter Pidgeon, John Hodiak, Audrey Totter.
SHADOW IN THE SKY—Ralph Meeker, Nancy Davis, James Whitmore.
SINGIN' IN THE RAIN—Gene Kelly, Debbie Reynolds, Donald O'Connor—(Technicolor).
SKIRTS AHOY—Esther Williams, Joan Evans, Vivian Blaine—(Technicolor).
STRANGER IN THE HOUSE, THE—George Murphy, Nancy Davis, Lewis Stone.
WHEN IN ROME—Van Johnson, Paul Douglas, Joseph Calleia—(Made in Italy).
WILD NORTH, THE—Stewart Granger, Wendell Corey, Cyd Charisse—(Anscocolor).
YOUNG MAN IN A HURRY—Glenn Ford, Ruth Roman, Denise Darcel.

Monogram

(1949-50 releases from 4901 up)
 (1950-51 releases from 5001 up)

ACCORDING TO MRS. HOYLE—MD—Spring Byington, Brett King, Tanis Chandler—Fair programmer for the duallers—60m.—see May 9 issue—(5122).
BLAZING BULLETS—W—Johnny Mack Brown, Lois Hall, House Peters, Jr.—Okeh western—51m.—see June 20 issue—(5142).
BOMBA AND THE ELEPHANT STAMPEDE—AD—Johnny Sheffield, Donna Martell, Edith Evanson—Okeh series entry—71m.—see Nov. 21 issue—(5110).
CANYON RAIDERS—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Mediocre series entry—53m.—see June 6 issue—(5151).
CASA MANANA—MUCD—Virginia Welles, Robert Clarke, Robert Karnes, Eddie Le Baron and orchestra—Pleasing musical for the lower half—73m.—Leg.: B—see July 4 issue—(5116).
CAVALRY SCOUT—OD—Rod Cameron, Audrey Long, Jim Davis—Western has the angles—78m.—see June 20 issue—(Cinecolor)—(5101).
CRAZY OVER HORSES—C—Leo Gorcey, Huntz Hall, Gloria Saunders—Standard series entry—65m.—see Dec. 5 issue—(5114).
FATHER TAKES THE AIR—C—Raymond Walburn, Walter Catlett, Florence Bates—Okeh series entry—61m.—see June 6 issue—(5126).

FLIGHT TO MARS—D—Marguerite Chapman, Cameron Mitchell, Virginia Huston—Science fiction drama has the angles for selling—67m.—see Nov. 7 issue—(Cinecolor)—(5103).
GHOST CHASERS—C—Lea Gorcey, Huntz Hall, Lela Bliss—Okeh series entry—69m.—see May 23 issue—(5112).
JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lais Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
JOE PALOOKA IN TRIPLE CROSS—MD—Joe Kirkwood, James Gleason, Cathy Downs—Okeh series effort—60m.—see Oct. 10 issue—(5118).
LET'S GO NAVY—F—Leo Gorcey, Huntz Hall, Charlita—Fair "Bowery Bays" entry—68 1/2m.—see Aug. 1 issue—(5113).
LONGHORN, THE—W—Wild Bill Elliott, Myron Healey, Phyllis Coates—Good western—70m.—see Oct. 24 issue—(5223).
MONTANA DESPERADO—W—Johnny Mack Brown, Virginia Herrick, Myron Healey—Routine western—51m.—see July 18 issue—(5143).
NEVADA BADMEN—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Routine western—58m.—see July 18 issue—(5152).
OKLAHOMA JUSTICE—W—Johnny Mack Brown, Jimmy Ellison, Phyllis Coates—Okeh western—56m.—see Oct. 10 issue—(5144).
OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57 1/2m.—see May 24 issue—(4952).
STAGECOACH DRIVER—W—Whip Wilson, Fuzzy Knight, Gloria Winters—Series average—52m.—see Aug. 29 issue—(5153).
WANTED, DEAD OR ALIVE—W—Whip Wilson, Fuzzy Knight, Christine McIntyre—Fair western—59m.—see Oct. 24 issue—(5154).
WHISTLING HILLS—W—Johnny Mack Brown, Jimmy Ellison, Noel Neill—Series average—58m.—see Nov. 21 issue—(5145).
YELLOW FIN—AD—Wayne Morris, Adrian Booth, Damian O'Flynn—Interesting fishing yarn for the lower half—72m.—see Nov. 7 issue—(5108).
YUKON MANHUNT—OMD—Kirby Grant, Margaret Field, Chinook—For the lower half—63m.—see July 4 issue—(5123).

TO BE REVIEWED OR IN PRODUCTION

ALADDIN AND HIS LAMP—John Sands, Patricia Medina, Dick Erdman—(Cinecolor)—(5299).
BRONC RIDER—Whip Wilson, Fuzzy Knight, Pamela Duncan.
FORT OSAGE—Rod Cameron, Jane Nigh—(Cinecolor)—(5102).
GHOST TOWN—Johnny Mack Brown, Jimmy Ellison, Lois Hall—(5241).
HOLD THAT LINE—Leo Gorcey, Huntz Hall, Mona Knox—(5211).
LAWLESS COWBOYS—Whip Wilson—(5155).
MAN FROM BLACK HILLS, THE—Johnny Mack Brown, Jimmy Ellison, Florence Lake.
NORTHWEST TERRITORY—Kirby Grant, Gloria Saunders, Chinook—(5124).
RODEO—Jane Nigh, John Archer, Wallace Ford.
STARLIGHT CANYON—Wayne Morris, Virginia Grey, Anthony Caruso.
STEEL FIST—Robby McDonald, Kristine Miller—(5217).
TEXAS LAWMAN—Johnny Mack Brown—(5146).
VENGEANCE TRAIL—Wild Bill Elliott, Peggy Stewart.
WACO—Wild Bill Elliott, Pamela Blake, Lyle Talbot.
WAGONS WEST—Rod Cameron, Peggie Castle, Noah Beery, Jr.—(Cinecolor).
WHIP LAW—Whip Wilson, Lois Hall, Fuzzy Knight—(5251).

Paramount

(1950-51 releases from 5001 up)
 (1951-52 releases from 5101 up)

ACE IN THE HOLE (The Big Carnival)—MD—Kirk Douglas, Jan Sterling, Bob Arthur—High rating—112m.—see May 9 issue—(5023).
BIG CARNIVAL, THE—see Ace In The Hole.
CROSSWINDS—MD—John Payne, Rhonda Fleming, Forrest Tucker—Moderate programmer—93m.—see Aug. 15 issue—(Technicolor)—(5104).
DARLING, HOW COULD YOU!—C—Joan Fontaine, John Lund, Mona Freeman—Mild comedy for the class spots—96m.—see Aug. 15 issue—(5108).
DETECTIVE STORY—MD—Kirk Douglas, Eleanor Parker, William Bendix, Horace McMahon—High rating—103m.—see Oct. 10 issue—(5111).
HERE COMES THE GROOM—C—Bing Crosby, Jane Wyman, Franchot Tane, Alexis Smith—Very good Crosby—113m.—see July 18 issue—(5101).
HONG KONG—MD—Ronald Reagan, Rhonda Fleming, Nigel Bruce—Fair meller for the duallers—90m.—see Nov. 21 issue—(Technicolor)—(5109).
MY FAVORITE SPY—F—Bob Hope, Hedy Lamarr, Francis L. Sullivan—Good Hope—93m.—see Oct. 10 issue—(5110).
PASSAGE WEST—MD—John Payne, Dennis O'Keefe, Arleen Whelan—Names will help exploitable melodrama—80m.—see June 6 issue—(Technicolor)—(5022).
PEKING EXPRESS—MD—Joseph Cotten, Corinne Calvet, Edmund Gwenn—Exciting meller—84 1/2m.—see July 4 issue—(5024).
PLACE IN THE SUN, A—D—Montgomery Clift, Elizabeth Taylor, Shelley Winters—High rating drama—122m.—see July 18 issue—(5102).
RED MOUNTAIN—MD—Alan Ladd, Elizabeth Scott, Arthur Kennedy—Good Ladd—84m.—see Nov. 21 issue—(Technicolor)—(5113).
RHUBARB—C—Ray Milland, Gene Lockhart, Jan Sterling—Amusing comedy should land in the better money—94m.—see Aug. 15 issue—(5103).
SILVER CITY—OMD—Edmond O'Brien, Yvonne DeCarlo, Barry Fitzgerald—Action-filled outdoor show has names to help—90m.—see Oct. 10 issue—(Technicolor)—(5112).

SUBMARINE COMMAND—ACD—William Holden, Nancy Olson, William Bendix—Good program—87m.—see Sept. 12 issue—(5107).
 THAT'S MY BOY—C—Dean Martin, Jerry Lewis, Ruth Hussey—High rating comedy—98m.—see June 20 issue—(5026).
 WARPATH—ACD—Edmond O'Brien, Dean Jagger, Forrest Tucker, Polly Bergen—Fast moving action show—95m.—see June 6 issue—(Technicolor)—(5025).
 WHEN WORLDS COLLIDE—FAN—Richard Derr, Barbara Rush, Peter Hanson—Well-made science fiction film is packed with selling angles—81m.—see Aug. 29 issue—(Technicolor)—(5106).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill—(Technicolor).
 ANYTHING CAN HAPPEN—Jose Ferrer, Kim Hunter, Kurt Kasznar—(5117).
 BLAZING FOREST, THE—John Payne, Susan Morrow, William Demarest—(Technicolor).
 CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
 COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
 DENVER AND THE RIO GRANDE, THE—Edmond O'Brien, Sterling Hayden, Dean Jagger, Laura Elliott, Zasu Pitts—(Technicolor)—(5115).
 EAGLES OF THE NAVY—Alan Ladd, William Bendix.
 FAMOUS—Bing Crosby, Jane Wyman, Ethel Barrymore.
 FLAMING FEATHER—Sterling Hayden, Barbara Rush, Forrest Tucker—(Technicolor).
 GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
 LOS ALAMOS—Gene Barry, Lydia Clark, Michael Moore.
 MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
 SAILOR BEWARE—Dean Martin, Jerry Lewis, Marion Marshall—(5114).
 SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
 SOMEBODY LOVES ME—Betty Hutton, Ralph Meeker, Robert Keith—(Technicolor).
 SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine—(5105).
 SON OF PALEFACE—Bob Hope, Jane Russell, Roy Rogers—(Technicolor).
 STOOGE, THE—Dean Martin, Jerry Lewis, Polly Bergen.
 THIS IS DYNAMITE—William Holden, Alexis Smith, Edmond O'Brien.
 THUNDER IN THE EAST—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
 WARBOUNNET—Charlton Heston, Peter Hanson, Joan Taylor, Susan Morrow—(Technicolor).

RKO

(1950-51 releases from 101 up)
 (1951-52 releases from 201 up)

ALICE IN WONDERLAND—CAR—Walt Disney cartoon feature—High rating—75m.—see July 4 issue—(Disney)—(Technicolor)—(292).
 BEHAVE YOURSELF—C—Farley Granger, Shelley Winters, William Demarest—Star draw should make the difference—81m.—see Sept. 26 issue—(206).
 BEST OF THE BAD MEN—OMD—Robert Ryan, Bruce Cabot, Claire Trevor—Fast moving outdoor show—84m.—see May 9 issue—Leg.: B—(Technicolor)—(176).
 BLUE VEIL, THE—Jane Wyman, Charles Laughton, Jaan Blondell—High rating women's show—114m.—see Sept. 26 issue—(263).
 DOUBLE DYNAMITE—CMU—Jane Russell, Groucho Marx, Frank Sinatra—Name draw may make the difference—80m.—see Nov. 21 issue.
 DRUMS IN THE DEEP SOUTH—MD—James Craig, Guy Madison, Barbara Payton—Civil War meller has plenty of selling angles—86m.—see Oct. 24 issue—(Supercinecolor)—(211).
 FLYING LEATHERNECKS—MD—John Wayne, Robert Ryan, Janis Carter—War show should ride into the better money—102m.—see Aug. 1 issue—(Technicolor)—(261).
 HAPPY GO LOVELY—CMU—David Niven, Vera-Ellen, Cesar Romero—Entertaining musical has the angles—87m.—see June 20 issue—(English-made)—(Technicolor)—(262).
 HARD, FAST AND BEAUTIFUL—D—Claire Trevor, Sally Forrest, Carleton Young—Interesting drama has the angles for selling—78m.—see June 6 issue—(119).
 HIS KIND OF WOMAN—MD—Robert Mitchum, Jane Russell, Vincent Price—Meller will depend on name draw for best returns—120m.—see July 18 issue—Leg.: B—(201).
 HOT LEAD—W—Tim Holt, Joan Dixon, Ross Elliott—Okeh western—60m.—see Oct. 24 issue—(209).
 I WANT YOU—D—Dana Andrews, Dorothy McGuire, Farley Granger—Good romantic drama—102m.—see Nov. 7 issue—(Goldwyn)—(251).
 JUNGLE HEADHUNTERS—TRAV—Record of Lewis Cotlow's Amazon expedition—Colorful jungle travel compilation will fit into the duallers—65m.—see May 9 issue—(Technicolor)—(177).
 JUNGLE OF CHANGE—DOCD—PoChai, MeYing, commentary by Leonard Eyre—Interesting documentary—67m.—see Nov. 21 issue—(Swedish-made)—(Made in Siam)—(English titles and narration)—(208).
 LILLI MARLENE—MD—Hugh McDermott, Lisa Daniely, John Blythe—British impart may have appeal in the art spots—73m.—see Aug. 15 issue—Leg.: B—(English-made)—(203).
 ON THE LOOSE—D—Joan Evans, Melvyn Douglas, Lynn Bari—Teen age drama has the angles—74m.—see Aug. 1 issue—(202).
 PISTOL HARVEST—W—Tim Holt, Joan Dixon, Richard Martin—Par for the series—60m.—see Aug. 1 issue—(205).
 RACKET, THE—MD—Robert Mitchum, Robert Ryan, Elizabeth Scott—Star draw will help gangster melodrama—89m.—see Oct. 24 issue—(210).
 ROADBLOCK—MD—Charles McGraw, Joan Dixon, Lowell Gilmore—Okeh meller for the lower half—73m.—see Aug. 1 issue—(204).

SLAUGHTER TRAIL—WMDMU—Brian Donlevy, Gig Young, Virginia Grey—Western will fit into the duallers—78m.—see Oct. 24 issue—(Cinecolor)—(207).
 TWO TICKETS TO BROADWAY—CMU—Tony Martin, Janet Leigh, Gloria DeHaven—Pleasing musical should ride into the better grosses—106m.—see Oct. 24 issue—(Technicolor)—(264).
 WHIP HAND, THE—MD—Carla Balenda, Elliott Reid, Edgar Barrier—For the lower half—82m.—see Oct. 24 issue—(212).

TO BE REVIEWED OR IN PRODUCTION

ANDROCLES AND THE LION—Jean Simmans, Robert Newton, George Sanders, Elsa Lanchester, Victor Mature.
 BIG SKY, THE—Kirk Douglas, Dewey Martin, Elizabeth Threatt.
 BLACKBEARD THE PIRATE—Robert Mitchum, Faith Domergue, Victor Mature.
 CHUCK-A-LUCK—Marlene Dietrich, Arthur Kennedy, Mel Ferrer—(Technicolor).
 CLASH BY NIGHT—Barbara Stanwyck, Paul Douglas, Marilyn Monroe.
 CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
 GIRL IN EVERY PORT, A—Groucho Marx, Marie Wilson, William Bendix, Don DeFore—87m.
 HALF-BREED, THE—Robert Young, Janis Carter, Jack Buetel—(Technicolor).
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
 KOREAN STORY, THE—Robert Mitchum, Charles McGraw, Lala Rios.
 LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.
 MACAO—Robert Mitchum, Jane Russell, William Bendix.
 MONTANA BELLE—George Brent, Jane Russell, Scott Brady—81m.—(Trucolor).
 NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.
 ON DANGEROUS GROUND—Robert Ryan, Ida Lupino, Ward Bond.
 ONE FALSE MOVE—Ida Lupino, Robert Ryan, Barbara Whiting.
 OVERLAND TELEGRAPH—Tim Holt, Richard Martin, Gail Davis—60m.
 RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.
 ROAD AGENT—Tim Holt, Richard Martin, Mary Ja Tarola.
 SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
 3000 A.D.—Robert Clarke, Margaret Field, Ron Randell.
 TARZAN'S SAVAGE FURY—Lex Barker, Dorothy Hart, Tommy Carlton.
 TEMBO—Howard Hill documentary—(Anso color).
 TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lard.

Republic

(1950-51 releases from 5001 up)
 (1951-52 releases from 5101 up)

ADVENTURES OF CAPTAIN FABIAN—MD—Errol Flynn, Micheline Puelle, Vincent Price—Name draw should make the difference—101m.—see Sept. 26 issue—Leg.: B—(Made in France)—(5101).
 ARIZONA MANHUNT—W—Michael Chapin, Eilene Janssen, James Bell—Okeh western for the younger set—60m.—see Sept. 26 issue—(5068).
 DAKOTA KID, THE—W—Michael Chapin, Eilene Janssen, James Bell—Routine western—60m.—see July 4 issue—(5067).
 FIGHTING COAST GUARD—ACD—Forrest Tucker, Ella Raines, Brian Donlevy—Military show has plenty of selling angles—86m.—see May 9 issue—(5010).
 FORT DODGE STAMPEDE—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Routine western—60m.—see Sept. 12 issue—(5062).
 FUGITIVE LADY—D—Janis Page, Binnie Barnes, Massima Serato—Routine import for the duallers—78m.—see July 18 issue—Leg.: B—(Made in Italy)—(5011).
 HAVANA ROSE—CDMU—Estelita, Bill Williams, Hugh Herbert—For the lower half—77m.—see Sept. 26 issue—(5124).
 HONEYCHILE—CMU—Judy Canova, Eddie Foy, Jr., Alan Hole, Jr.—Musical will find most strength in small towns and neighborhoods—90m.—see Nov. 21 issue—(Trucolor)—(5121).
 IN OLD AMARILLO—MUW—Roy Rogers, Estelita Rodriguez, Penny Edwards—Okeh series entry—67m.—see May 23 issue—(5043).
 LOST PLANET AIRMEN—FAN—Tristram Coffin, Mae Clark, Don Haggerty—For the lower half—67m.—see July 18 issue—(Reedited from the serial, "King of the Rocket Men")—(5031).
 MILLION DOLLAR PURSUIT—ACD—Penny Edwards, Grant Withers, Norman Budd—Okeh supporting fare—60m.—see June 6 issue—(5028).
 RAY ROBINSON-RANDOLPH TURPIN FIGHT, THE—DOC—Narrated by Jimmy Powers—Fight film should have appeal in some areas—53m.—see Aug. 1 issue—(English-made)—(5095).
 RODEO KING AND THE SENORITA—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Good western—67m.—see Aug. 1 issue—(5053).
 SEA HORNET, THE—ACD—Rod Cameron, Adele Mara, Adrian Booth—Action show will fit into the duallers—85m.—see Oct. 10 issue—(5105).

SECRETS OF MONTE CARLO—MD—Warren Douglas, Lois Hall, June Vincent—For the lower half—60m.—see July 4 issue—(5030).
 SOUTH OF CALIENTE—MUW—Roy Rogers, Dale Evans, Pinky Lee—Very good Ragers—67m.—see Nov. 7 issue—(5151).
 STREET BANDITS—MD—Penny Edwards, Robert Clarke, Ross Ford—For the lower half—54m.—see Dec. 5 issue—(5130).
 THIS IS KOREA—DOC—U. S. Navy and Marine Corps film supervised by John Ford—Topnotch documentary—51m.—see Aug. 29 issue—(Trucolor)—(5127).
 UTAH WAGON TRAIN—W—Rex Allen, Penny Edwards, Buddy Ebsen—Okeh outdoor show—67m.—see Nov. 7 issue—(5054).
 WELLS FARGO GUNMASTER—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Standard series offering—60m.—see May 23 issue—(5061).

TO BE REVIEWED OR IN PRODUCTION

BAL TABARIN—Murjel Lawrence, William Ching—(Made in France).
 BORDER SADDLEMATES—Rex Allen, Mary Ellen Kay, Slim Pickens.
 CAPTIVE OF BILLY THE KID—Allan "Rocky" Lane, Penny Edwards, Clem Bevans.
 COLORADO SUNDOWN—Rex Allen, Mary Ellen Kay, Slim Pickens.
 DESERT OF LOST MEN—Alan "Rocky" Lane, Mary Ellen Kay, Russ Elliott—54m.—(5063).
 FABULOUS SENORITA, THE—Estelita, Robert Clarke, Nestor Paiva.
 HOODLUM EMPIRE—Brian Donlevy, Forrest Tucker, Claire Trevor.
 LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellin.
 LAST MUSKETEER, THE—Rex Allen, Mary Ellen Kay, Slim Pickens.
 LEADVILLE GUNSLINGER—Allan "Rocky" Lane, Eddy Waller.
 OKLAHOMA ANNIE—Judy Canava, John Russell, Grant Withers.
 PALS OF THE GOLDEN WEST—Roy Rogers, Dale Evans, Estelita Rodriguez—67m.—(5162).
 QUIET MAN, THE—John Wayne, Maureen O'Hara, Barry Fitzgerald—(Made in Ireland)—(Technicolor).
 RANGERS OF THE GOLDEN SAGE—Michael Chapin, Eilene Janssen, Lucille Barkley.
 STORMBOUND—Constance Dowling, Andrea Checchi—60m. (Italian-made).
 WILD BLUE YONDER, THE—Wendell Corey, Vera Ralston, Forrest Tucker—99m.
 WOMAN IN THE DARK—Ross Elliott, Penny Edwards, Rick Vallin.

20th Century-Fox

(1950 releases from 001 up)
 (1951 releases from 101 up)

ANNE OF THE INDIES—MD—Jean Peters, Debra Paget, Louis Jourdan—Colorful pirate story will depend on name draw—81m.—see Oct. 24 issue—(Technicolor)—(134).
 AS YOUNG AS YOU FEEL—C—Monty Woolley, Thelma Ritter, David Wayne—Names will make the difference—77m.—see June 6 issue—(120).
 BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—Reissue is filled with selling angles—90m.—see July 4 issue—(Technicolor)—(056).
 DAVID AND BATHSHEBA—COSD—Gregory Peck, Susan Hayward, Raymond Massey—Impressive film should ride into the higher grosses—116m.—see Aug. 15 issue—Leg.: B—(Technicolor)—(128).
 DAY THE EARTH STOOD STILL, THE—DFAN—Michael Rennie, Patricia Neal, Hugh Marlowe—Superior science fiction entry is packed with selling angles—92m.—see Sept. 12 issue—(129).
 DESERT FOX, THE—MD—James Mason, Sir Cedric Hardwicke, Jessica Tandy—War melodrama will have to depend on the selling—88m.—see Sept. 26 issue—(130).
 ELOPEMENT—C—Clifton Webb, Anne Francis, Charles Bickford—Amusing programmer—82m.—see Nov. 21 issue—(141).
 FROGMEN, THE—MD—Richard Widmark, Dana Andrews, Gary Merrill—War thriller should ride into the better money—96m.—see June 20 issue—(122).
 GOLDEN GIRL—CDMU—Mitzi Gaynor, Dale Robertson, Dennis Day—Entertaining musical—108m.—see Nov. 7 issue—(Technicolor)—(136).
 GUY WHO CAME BACK, THE—CD—Paul Douglas, Joan Bennett, Linda Darnell—Mild program—91m.—see June 6 issue—Leg.: B—(118).
 JESSE JAMES—OD—Tyrone Power, Nancy Kelly, Henry Fonda—Reissue has the angles—106m.—see July 4 issue—(Technicolor)—(057).
 JOURNEY INTO LIGHT—D—Sterling Hayden, Viveca Lindfors, Thomas Mitchell—Interesting programmer will fit into the duallers—87m.—see Sept. 19 issue—(132).
 KENTUCKY—MD—Loretta Young, Richard Greene, Walter Brennan—Reissue has names to sell—96m.—see July 4 issue—(Technicolor)—(150).
 LET'S MAKE IT LEGAL—C—Claudette Colbert, Macdonald Carey, Zachary Scott—Names may help mild comedy—77m.—see Oct. 24 issue—Leg.: B—(133).

LOVE NEST—C—June Haver, William Lundigan, Frank Fay—Mild comedy for the duallers—85m.—see Oct. 24 issue—(131).

MEET ME AFTER THE SHOW—MUC—Betty Grable, Macdonald Carey, Rory Calhoun, Eddie Albert—86m.—Good musical—see Aug. 15 issue—Leg.: B—(Technicolor)—(125).

MILLIONAIRE FOR CHRISTY, A—F—Fred MacMurray, Eleanor Parker, Richard Carlson—Good comedy has the angles—90½m.—see Aug. 15 issue—(Leg.: B)—(127).

MR. BELVEDERE RINGS THE BELL—CD—Clifton Webb, Joanne Dru, Hugh Marlowe—Latest Belvedere should ride into the better money—see Aug. 1 issue—87m.—(124).

MY FRIEND FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of human interest drama should appeal—89m.—see June 20 issue—(Technicolor)—(152).

NO HIGHWAY IN THE SKY—D—James Stewart, Mariene Dietrich, Glynis Johns—Engrossing drama has names to help—97½m.—see Aug. 1 issue—(Made in England)—(121).

PEOPLE WILL TALK—CD—Cary Grant, Jeanne Crain, Hume Cronyn—High rating—110m.—see Aug. 29 issue—(126).

RETURN OF FRANK JAMES, THE—OMD—Henry Fonda, Gene Tierney, Jackie Cooper—Reissue has names to sell—92m.—see July 4 issue—(Technicolor)—(058).

SECRET OF CONVICT LAKE, THE—OMD—Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott—Good meller—83m.—see July 4 issue—Leg.: B—(123).

SMOKY—OMD—Fred MacMurray, Anne Baxter, Burl Ives—Reissue of horse story has names to sell—87m.—see June 20 issue—(Technicolor)—(043).

TAKE CARE OF MY LITTLE GIRL—CD—Jeanne Crain, Dale Robertson, Mitzl Gaynor—Should ride into the better grasses—93m.—see June 20 issue—(Technicolor)—(119).

THUNDERHEAD, SON OF FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of colorful outdoor saga should appeal—78m.—see June 20 issue—(Technicolor)—(151).

TO BE REVIEWED OR IN PRODUCTION

BELLES ON THEIR TOES—Jeanne Crain, Myrna Loy, Debra Paget—(Technicolor).

CRY OF THE SWAMP—Jean Peters, Jeffrey Hunter, Walter Brennan.

DEADLINE—U. S. A.—Humphrey Bogart, Ethel Barrymore, Kim Hunter.

DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor).

DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegard Neff—(Made in Germany).

DIPLOMATIC COURIER—Tyrone Power, Patricia Neal, Hildegard Neff.

5 FINGERS—James Mason, Micheline Prelle, Michael Rennie.

FIXED BAYONETS—Richard Basehart, Michael O'Shea, Gene Evans—(140).

GIFT OF THE MAGI—Jeanne Crain, Farley Granger.

GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).

GIRL ON THE BRIDGE, THE—Hugo Haas, Beverly Michaels, Robert Done—(139).

I DON'T CARE GIRL, THE—Mitzl Gaynor, David Wayne, Oscar Levant—(Technicolor).

I'LL NEVER FORGET YOU—Tyrone Power, Ann Blyth—(Made in England)—(Technicolor)—(142).

JAPANESE WAR BRIDE—Don Taylor, Cameron Mitchell, Marie Windsor, Shirley Yamaguchi.

KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).

LADY IN THE IRON MASK, THE—Louis Hayward, Patricia Medina, Alan Hale, Jr.—(Technicolor).

LYDIA BAILEY—Dale Robertson, Anne Francis, Charles Korvin—(Technicolor).

MABEL AND ME—Dan Dailey, Corinne Calvet.

MODEL AND THE MARRIAGE BROKER, THE—Jeanne Crain, Scott Brady, Thelma Ritter.

OUTCASTS OF POKER FLAT—Anne Baxter, Dale Robertson, Miriam Hopkins.

PHONE CALL FROM A STRANGER—Gary Merrill, Bette Davis, Shelley Winters.

PRIDE OF ST. LOUIS—Dan Dailey, Joanne Dru.

RED SKIES OF MONTANA—Richard Widmark, Constance Smith, Richard Boone—(Technicolor).

RETURN OF THE TEXAN—Dale Robertson, Richard Boone, Tom Tully.

ROSE OF CIMARRON—Jack Buetel, Mala Powers, Bill Williams—(Cinecolor).

VIVA ZAPATA—Marlon Brando, Jean Peters, Margo.

WAIT TILL THE SUN SHINES NELLIE—Jean Peters, David Wayne, Hugh Marlowe—(Technicolor).

WAY OF A GAUCHO, THE—Gene Tierney, Rory Calhoun, Richard Boone—(Made in Argentina)—(Technicolor).

WITH A SONG IN MY HEART—Susan Hayward, Thelma Ritter, Rory Calhoun, David Wayne—(Technicolor).

United Artists

BADMAN'S GOLD—W—Johnny Carpenter, Alyn Lockwood, Troy Tarrall—Routine western—56m.—see June 6 issue—(ELC).

BIG NIGHT, THE—MD—John Barrymore, Jr., Preston Foster, Dorothy Comingore—Heavy meller will fit into the duallers—75m.—see Nov. 21 issue—Leg.: B—(Waxman).

CHRISTMAS CAROL, A—D—Alastair Sim, Kathleen Harrison, Jack Warner—Import is a good picturization of the famed Charles Dickens novel—86m.—see Nov. 21 issue—(English-made)—(Hurst).

FABIOLA—HISTMD—Michele Morgan, Henri Vidal, Michel Simon—Spectacle of Christiandam's early days is packed with selling angles—96m.—see May 9 issue—(Italian-made)—(English dialogue)—(Levey).

FORT DEFIANCE—W—Dane Clark, Ben Johnson, Peter Graves—Okeh outdoor show—81m.—see Nov. 7 issue—(Cinecolor)—(Melford).

FOUR IN A JEEP—D—Viveca Lindfors, Ralph Meeker, Yoseph Yadin—Interesting impart for the art, class spots—97m.—see June 20 issue—(Made in Austria)—(Wechsler).

GOLD RAIDERS—WC—George O'Brien, Sheila Ryan, The Three Stooges—Okeh entry for the lower half—56m.—see Oct. 24 issue—(Glasser).

HE RAN ALL THE WAY—MD—John Garfield, Shelley Winters, Wallace Ford—Exciting meller is packed with selling angles—77m.—see June 20 issue—Leg.: B—(Roberts).

HOODLUM, THE—MD—Lawrence Tierney, Aileen Roberts, Marjorie Riordan—For the lower half—61m.—see July 4 issue—Leg.: B—(ELC).

HOTEL SAHARA—C—Yvonne DeCarlo, David Tomlinson, Peter Ustinov—Pleasing programmer—87m.—see Sept. 26 issue—(English-made)—(Brown).

MAN WITH MY FACE, THE—MD—Barry Nelson, Lynn Ainsley, John Harvey—Suspenseful programmer—79m.—see May 23 issue—Leg.: B—(Made in Puerto Rico)—(Gardner).

MISTER DRAKE'S DUCK—F—Douglas Fairbanks, Jr., Yolande Donlan, Howard Marian—Crawford—81m.—Zany farce has the Fairbanks name to help the draw—see Aug. 29 issue—(English-made)—(Angel).

MR. PEEK-A-BOO—F—Joan Greenwood, Bourvil, Marcel Arnold—Cute farce for the art spots—68m.—see Sept. 26 issue—(Made in France)—(English dialogue)—(Bar).

NAUGHTY ARLETTE—D—Mai Zetterling, Hugh Williams, Margot Grahame—Mild British offering for the art spot—86m.—see May 23 issue—Leg.: B—(English-made)—(ELC).

NEW MEXICO—OMD—Lew Ayers, Marilyn Maxwell, Robert Hutton—Colorful outdoor show has plenty of selling angles—78m.—see May 9 issue—(Anscocolor)—(Allen).

OBSESSED—MYD—David Farrar, Geraldine Fitzgerald, Roland Culver—Interesting dramatic entry for the art and class spots—77m.—see Sept. 12 issue—Leg.: B—(English-made)—(Gartside).

OLIVER TWIST—MD—Robert Newton, Alec Guinness, Kay Walsh—Impart may have appeal in some spots—105m.—see May 9 issue—(English-made)—(ELC).

PARDON MY FRENCH—C—Paul Henreid, Merle Oberon, Paul Bonifas—Import will fit into the duallers—81½m.—see Aug. 29 issue—(French-made)—(English dialogue)—(Cusick).

PROWLER, THE—MD—Van Heflin, Evelyn Keyes, John Maxwell—Adult melodrama will need plenty of push—92m.—see May 9 issue—Leg.: B—(Eagle).

RED SHOES, THE—D—Anton Walbrook, Marius Goring, Moira Shearer—High rating ballet entry for special audiences—133m.—see Sept. 26 issue—(English-made)—(Technicolor)—(Powell-Pressburger).

RIVER, THE—D—Nora Swinburne, Esmond Knight, Arthur Shields—Different type of film should have considerable appeal for the art spots—98m.—see Sept. 12 issue—(Made in India)—(Technicolor)—(McEldowney).

SKIPALONG ROSENBLUM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(ELC).

ST. BENNY THE DIP—CD—Dick Haymes, Nina Foch, Roland Young—Names should help—81m.—see June 20 issue—(Danziger).

THREE STEPS NORTH—MD—Lloyd Bridges, Lea Padovani, Aldo Fabrizi—Interesting meller will fit into the duallers—85m.—see June 20 issue—(Made in Italy)—(Wilder).

TOM BROWN'S SCHOOL DAYS—D—John Howard Davies, Robert Newton, James Hayter—Well-made import for the art and class spots—93m.—(English-made)—(Minter).

TWO GALS AND A GUY—C—Robert Alda, Janis Paige, James Gleason—Fair entry for the duallers—70m.—see June 20 issue—(Arent).

WELL, THE—D—Gwendolyn Laster, Richard Rober, Maidie Norman—High rating—85m.—see Sept. 12 issue—(Popkin).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made in Africa)—(Spiegel).

ANOTHER MAN'S POISON—Bette Davis, Gary Merrill, Emyln Williams—(Made in England)—(Angel).

CHICAGO CALLING—Dan Duryea, Mary Anderson—74m.

CLOUDBURST—Robert Preston, Elizabeth Sellors—83m.—(Foreign-mode).

GREEN GLOVE, THE—Glenn Ford, Geraldine Brooke, Sir Cedric Hardwicke—(Foreign-mode).

LADY SAYS NO, THE—David Niven, Joan Caulfield—80m.

ONE BIG AFFAIR—Dennis O'Keefe, Evelyn Keyes—(Bo-gaus).

SATURDAY ISLAND—Linda Darnell, Donald Grey, Tabi Hunter—(Made in Jamaica)—(Technicolor)—(Rose).

TALE OF FIVE WOMEN, A—Bonar Colleano, Gina Lollo-brigida, Lana Morris—(English-made)—(PAAL).

TIGHTROPE, THE—John Forsythe, Harold J. Kennedy, Geraldine Hall—74m.—(English-made).

Universal-International

(1950-51 releases from 101 up)

BRIGHT VICTORY—D—Arthur Kennedy, Peggy Daw, James Edwards—Topnotch—96m.—see Nov. 7 issue—(208).

BROWNING VERSION, THE—D—Michael Redgrave, Jean Kent, Nigel Patrick—Fine dramatic entry for art and specialty spots—89m.—see Nov. 7 issue—(English-made)—(281).

CATTLE DRIVE—W—Joel McCrea, Dean Stockwell, Chiffi Willis—Pleasing western—77m.—see July 18 issue—(Technicolor)—(128).

CAVE OF OUTLAWS—MD—Macdonald Carey, Alexis Smith, Edgar Buchanan—Names should make the difference—75m.—see Oct. 24 issue—(Technicolor)—(201).

COMIN' ROUND THE MOUNTAIN—F—Bud Abbott, Lou Costello, Dorothy Shay—A and C starrer should ride into the better money—77m.—see June 20 issue—(127).

FLAME OF ARABY—COSMD—Maureen O'Hara, Jeff Chandler, Maxwell Reed—Names may help familiar type costume melodrama—71½m.—see Nov. 21 issue—(Technicolor)—(207).

FRANCIS GOES TO THE RACES—F—Donald O'Connor, Piper Laurie, Cecil Kellaway—Highly amusing sequel should ride into the better money—87m.—see May 23 issue—(125).

GOLDEN HORDE, THE—COSMD—Ann Blyth, David Farrar, George Macready—Colorful costume melodrama is packed with selling angles—77m.—see Sept. 26 issue—(Technicolor)—(134).

HOLLYWOOD STORY—MYD—Richard Conte, Julia Adams, Richard Egan—Interesting mystery drama—77m.—see May 23 issue—(124).

IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).

LADY FROM TEXAS, THE—OCD—Howard Duff, Mona Freeman, Josephine Hull—Outdoor comedy drama has names to help—77½m.—see Sept. 26 issue—(Technicolor)—(136).

LADY PAYS OFF, THE—CD—Linda Darnell, Stephen McNally, Gigi Perreau—Pleasant programmer—80m.—see Oct. 24 issue—(202).

LAVENDER HILL MOB, THE—CD—Alec Guinness, Stanley Holloway, Marjorie Fielding—Delightful import—80m.—see Oct. 24 issue—(English-made)—(280).

LITTLE EGYPT—CD—Mark Stevens, Rhonda Fleming, Nancy Guild—Moderate programmer has the angles for the selling—82m.—see Aug. 15 issue—(Leg.: B)—(Technicolor)—(131).

MARK OF THE RENEGADE, THE—ACD—Ricarda Montalban, Cyd Charisse, J. Carrol Naish—Fair program—80m.—see Aug. 1 issue—(Technicolor)—(129).

POOL OF LONDON—MD—Bonar Colleano, Susan Shaw, Renee Asherson—Interesting British meller—86m.—see Aug. 15 issue—(English-made)—(183).

PRINCE WHO WAS A THIEF—ROMD—Tony Curtis, Piper Laurie, Jeff Corey—Arabian Nights-type entertainment should ride into the better maney—88m.—see June 6 issue—(Technicolor)—(126).

RAGING TIDE, THE—MD—Richard Conte, Shelley Winters, Stephen McNally—Good program has the angles for the selling—93m.—see Oct. 24 issue—(203).

REUNION IN RENO—C—Mark Stevens, Peggy Dow, Gigi Perreau—Light comedy will fit into the duallers—79m.—see Sept. 26 issue—(135).

THUNDER ON THE HILL—MYD—Claudette Colbert, Ann Blyth, Robert Douglas—Star draw should prove a factor—84m.—see Aug. 15 issue—(133).

YOU NEVER CAN TELL—CFAN—Dick Powell, Peggy Dow, Charles Drake—Fantasy has the names and angles—78m.—see Aug. 29 issue—(132).

TO BE REVIEWED OR IN PRODUCTION

BATTLE AT APACHE PASS—John Lund, Jeff Chandler, Beverly Tyler—(Technicolor).

BEND OF THE RIVER—James Stewart, Arthur Kennedy, Julia Adams—(Technicolor).

BRONCO BUSTER—John Lund, Joyce Holden, Scott Brady—(Technicolor).

CIMARRON KID, THE—Audie Murphy, Beverly Tyler, James Best—(Technicolor).

CLAIM JUMPERS—Audre Murphy, Faith Domergue, Stephen McNally—(Technicolor).

FINDERS KEEPERS—Tom Ewell, Julia Adams, Evelyn Varden.

FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild, Francis.

HAS ANYBODY SEEN MY GAL?—Charles Coburn, Piper Laurie, Gigi Perreau—(Technicolor).

HEAR NO EVIL—Tony Curtis, Jan Sterling, Mona Freeman.

HERE COME THE NELSONS—Ozzie, Harriet, David and Ricky Nelson.

MA AND PA KETTLE AT THE FAIR—Marjorie Main, Percy Kilbride, Lari Nelson.

MA AND PA KETTLE GO TO PARIS—Marjorie Main, Percy Kilbride, Ray Collins.

MEET DANNY WILSON—Frank Sinatra, Shelly Winters, Alex Nicol—(205).
 RED BALL EXPRESS—Jeff Chandler, Alex Nicol, Charles Drake.
 SON OF ALI BABA—Tony Curtis, Piper Laurie, Susan Cabot—(Technicolor).
 SOURDOUGHS, THE—Bud Abbott, Lou Costello, Denise Darcel.
 STEEL TOWN—Ann Sheridan, John Lund, Howard Duff—(Technicolor).
 TREASURE OF THE LOST CANYON, THE—William Powell, Julia Adams, Charles Drake—(Technicolor).
 WEEKEND WITH FATHER—Van Heflin, Patricia Neal, Richard Denning—(206).
 WORLD IN HIS ARMS, THE—Gregory Peck, Ann Blyth, Anthony Quinn—(Technicolor).

Warners

(1950-51 releases from 001 up)

(1951-52 releases from 101 up)

ALONG THE GREAT DIVIDE—WD—Kirk Douglas, Virginia Mayo, Walter Brennan—Names should help make the difference—88m.—see May 9 issue—(025).
 CAPTAIN HORATIO HORNBLOWER—HISTMD—Gregory Peck, Virginia Mayo, Robert Beatty—Tapnatch—117m.—see June 20 issue—(Made in England)—(Technicolor)—(030).
 CLOSE TO MY HEART—D—Ray Milland, Gene Tierney, Fay Bainter—Name draw will make the difference—90m.—see Oct. 10 issue—(107).
 COME FILL THE CUP—MD—James Cagney, Phyllis Thaxter, Raymond Massey—Well-made entry has names to help—113m.—see Sept. 26 issue—Leg.: B—(106).
 FORCE OF ARMS—ROMD—William Holden, Nancy Olson, Frank Lovejoy—Well-made drama has names to help—100m.—see Aug. 29 issue—(102).
 FORT WORTH—OMD—Randolph Scott, David Brian, Phyllis Thaxter—Above average outdoor meller—80m.—see May 23 issue—(Technicolor)—(02B).
 INSIDE THE WALLS OF FOLSOM PRISON—MD—Steve Cochran, David Brian, Philip Carey—Prison film can be sold to the hilt—87m.—see May 23 issue—(026).
 I WAS A COMMUNIST FOR THE F.B.I.—MD—Frank Lovejoy, Dorothy Hart, James Millican—Topical melodrama has plenty of selling angles—83m.—see May 9 issue—(023).
 JIM THORPE—ALL AMERICAN—BID—Burt Lancaster, Charles Bickford, Phyllis Thaxter—Should land in the better money—107m.—see June 20 issue—(101).
 ON MOONLIGHT BAY—CMU—Doris Day, Gordon MacRae, Jack Smith—Pleasing musical has the names and angles—95m.—see July 18 issue—(Technicolor)—(029).
 PAINTING THE CLOUDS WITH SUNSHINE—CMU—Dennis Morgan, Virginia Mayo, Gene Nelson—Names should make the difference—87m.—see Sept. 12 issue—(Technicolor)—(105).
 STRANGERS ON A TRAIN—MD—Farley Granger, Ruth Roman, Robert Walker—Topflight meller—101m.—see June 20 issue—(027).
 STREETCAR NAMED DESIRE, A—MD—Vivien Leigh, Marlon Brando, Klm Hunter—Vivid picturization of stage hit is packed with selling angles—122m.—see Oct. 24 issue—Leg.: B—(104).
 TANKS ARE COMING, THE—ACD—Steve Cochran, Philip Carey, Mari Aldon—War film will fit into the dualers—90m.—see Nov. 7 issue—(108).
 TOMORROW IS ANOTHER DAY—MD—Ruth Roman, Steve Cochran, Lurene Tuttle—Fair program melodrama has names to help—90m.—see Aug. 15 issue—(103).

TO BE REVIEWED OR IN PRODUCTION

ABOUT FACE—Eddie Bracken, Gordon MacRae, Aileen Stanley.
 BIG TREES, THE—Patrice Wymore, Kirk Douglas, Eve Miller—(Technicolor).
 BUGLES IN THE AFTERNOON—Ray Milland, Helena Carter, Hugh Marlowe, Forrest Tucker—(Technicolor).
 CHAMPAGNE BANDITS, THE—Randolph Scott, Raymond Massey, Richard Webb—(Warnercolor).
 CRIMSON PIRATE, THE—Burt Lancaster, Nick Cravat—(Technicolor)—(Made in Italy).
 DISTANT DRUMS—Gary Cooper, Mari Aldon, Ray Teal—101m.—(Technicolor)—(111).
 HEAR NO EVIL—Tony Curtis, Jan Sterling, Mona Freeman.
 I'LL SEE YOU IN MY DREAMS—Doris Day, Patrice Wymore, Danny Thomas, Frank Lovejoy.
 LION AND THE HORSE, THE—Steve Cochran, Ray Teal, Sherry Jackson.
 MARA MARU—Errol Flynn, Paul Picerni.
 NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.
 ROOM FOR ONE MORE—Cary Grant, Betsy Drake, Iris Mann.
 SAN FRANCISCO STORY—Joel McCrea, Yvonne DeCarlo, Sidney Blackmer.
 SHE'S WORKING HER WAY THROUGH COLLEGE—Virginia Mayo, Ronald Reagan, Gene Nelson.
 STARLIFT—James Cagney, Virginia Mayo, Doris Day, Gordon MacRae, Ruth Roman, Gene Nelson—103m.—(109).
 THIS WOMAN IS DANGEROUS—Joan Crawford, Dennis Morgan, David Brian.
 WHERE'S CHARLEY?—Ray Balger, Allyn McLerie, Horace Cooper—(Technicolor)—(Made in England).
 YOU CAN'T STOP THE MARINES—Frank Lovejoy, Richard Carlson, Ned Young.

Miscellaneous

(Distributor's addresses will be furnished on request)

BASKETBALL FIX, THE—D—John Ireland, Marshall Thompson, Vanessa Brown—Good topical entry far the dualers—64m.—see Sept. 26 issue—(Realart).
 BORDER FENCE—W—Walt Wayne, Lee Morgan, Mary Nord—Average western—57m.—see Nov. 7 issue—(Astor).
 BRIDE OF THE GORILLA—MD—Barbara Payton, Lon Chaney, Raymond Burr—Okeh exploitation film has the angles—65m.—see Nov. 7 issue—(Realart).
 DEVIL'S SLEEP—D—Lita Grey Chaplin, John Mitchum, William Thomason—For the exploitation houses—74m.—see Sept. 12 issue—(Screen Art).
 GAY GIRLIES—BUR—All burlesque cast—Okeh for spots that can play it—see July 18 issue—(Lust).
 HURLY BURLY—BUR—Georgia Sothorn, Joey Faye, Crystal Ames—Exploitable burlesque entry for spots that can play it—82m.—see Oct. 24 issue—(Cinetech).
 RAGE OF BURLESQUE—BUR—Lillian White, Slim Gaillard Trio, Terry Sisters—Mild burlesque offering—56m.—see Aug. 1 issue—(Schlafer).
 SHIM SHAM FOLLIES—BUR—All burlesque cast—Okeh for spots that can play it—72m.—see July 18 issue—(Lust).
 TWO DOLLAR BETTOR—MD—John Litel, Marie Windsor, Steve Brody—Okeh entry far the lower half—75m.—see Oct. 10 issue—(Realart).

Foreign-Made

(Distributors' addresses will be furnished on request)

ALICE IN WONDERLAND—FAN—Pamela Brown, Stephen Murray, Felix Aylmer—Novelty attraction offers plenty of merchandising angles—79m.—see Aug. 1 issue—(European-made)—(Anscocolor)—(Souvaine).
 ASSASSIN FOR HIRE—MYD—Sidney Tafler, Ronald Howard, Katherine Blake—Fair import for the lower half—60m.—see Sept. 26 issue—Leg.: B—(English-made)—(Horne-Dietz).
 AU GRAND BALCON—D—Pierre Fresnay, Georges Marchal, Jeannine Crispin—Routine French import—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
 BALLET CONCERT—COMP—Russian ballet corps and folk dancers—Ballet offering has limited appeal—54m.—see May 23 issue—(Russian-made)—(Artkino).
 BITTER SPRINGS—OD—Tommy Trinder, Chips Rafferty, Jean Blue—Routine art house offering—73m.—see Aug. 29 issue—(Australian-made)—(Bell).
 BLACKMAILED—MD—Mai Zetterling, Dirk Bogarde, Fay Compton—Okeh art house attraction—73m.—see Sept. 26 issue—(English-made)—(Bell).
 CALL OF THE BLOOD—MD—Lea Padovani, Kay Hammond, John Clements—Routine art house offering—72m.—see Nov. 7 issue—(English-made)—(Distinguished).
 DEAD WOMAN'S KISS, A—MD—Virginia Belmont, Gianna Maria Canale—Routine offering far the art and Italian houses—94m.—see Oct. 10 issue—(Italian-made)—(English titles)—(Casolaro).
 DESERT BRIDE—D—Jean Gabin, Annabella, Aimos—Routine French import—90m.—see July 4 issue—(French-made)—(English titles)—(Hoffberg).
 EDGE OF THE WORLD, THE—MD—John Laurie, Bell Crystall, Eric Berry—Engrossing art house attraction—73m.—see June 6 issue—(English-made)—(Classic).
 EMPEROR'S NIGHTINGALE, THE—NOV—Cast of puppets, narrated by Boris Korloff—Delightful art house offering—70m.—see May 23 issue—(Czech-made)—(English narration)—(Nu-Agfa color)—(Rembrandt).
 EROICA (The Beethoven Story)—BIODMU—Ewald Balsler, Marianne Schoenauer, Judith Holzmeister—Better than average art and class house offering—89m.—see Nov. 7 issue—(Austrian-made)—(English titles)—(Academy).
 FAR FROM MOSCOW—ACD—N. Okhlopov, Lev Sverdlin, P. Kadochnikov—Better than average Russian program—90m.—see July 18 issue—(Magnicolor)—(Russian-made)—(English titles)—(Artkino).
 FLAME OF PARIS, THE—DMU—Josephine Baker, Albert Prejean, Robert Arrouz—Josephine Baker's current popularity should help import—60m.—see June 20 issue—(French-made)—(English titles)—(Hoffberg).
 GALLOPING MAJOR, THE—C—Basil Radford, Jimmy Hanley, Janette Scott—Highly amusing import—81½m.—see Oct. 24 issue—(English-made)—(Souvaine).
 GOOSE BOY, THE—D—Imre Soos, Teri Horvath, Eva Turrkay—Interesting offering for the Russian houses—101m.—see Nov. 7 issue—(Hungarian-made)—(English titles)—(Geva color)—(Artkino).
 HER PANELED DOOR—MD—Phyllis Calvert, Edward Underdown, Helen Cherry—Entertaining art, class house attraction—84m.—see Sept. 26 issue—(English-made)—(Souvaine).
 HISTORY OF MR. POLLY, THE—CD—John Mills, Sally Howes, Megs Jenkins—British comedy has limited art house appeal—77m.—see Nov. 21 issue—(English-made)—(IRO).
 HOUSE OF 1000 WOMEN—MD—Phyllis Calvert, Flora Robson, Patricia Roc—Exploitable British meller—81m.—see Oct. 10 issue—(English-made)—(Ellis).
 INTERRUPTED JOURNEY—MD—Valerie Hobson, Richard Todd, Christine Norden—Moderate British meller—80m.—see July 4 issue—(English-made)—(Lopert).
 KRAKATIT—DFAN—Karel Heger, Florence Marly, Frantisek Smolik—Unusual anti-war entry far the art houses—102m.—see May 23 issue—(Czech-made)—(English titles)—(Artkino).
 LA RONDE—D—Anton Walbrook, Danielle Darrieux—Good entry far the art houses—83m.—see Sept. 12 issue—Leg.: C—(French-made)—(English titles)—(Commercial).

LAUGHTER IN PARADISE—C—Alastair Sim, Fay Compton, Guy Middleton—Highly humorous import—96½m.—see Nov. 21 issue—(English-made)—(Stratford).
 LIEUTENANT CRAIG—MISSING—MD—Enrica Viarisio, Delic Scala, Val DuBois—Routine offering for the art and Italian houses—85m.—see June 6 issue—(Italian-made)—(English titles)—(Lux).
 LISBON STORY—MUMD—Patricia Burke, David Farrar, Walter Rella—Fairly interesting art house import—85m.—see Sept. 26 issue—(English-made)—(Four Continents).
 LOS OLVIDADOS—MD—Estela Inda, Alfonso Mejia, Miguel Inclan—Thrilling meller far Spanish speaking audiences—80m.—see Dec. 5 issue—(Mexican-made)—(No English titles)—(Aztec).
 MA POMME—CD—Maurice Chevalier, Sophie Desmarets, Jean Wall—Routine import has Chevalier name to help draw—90m.—see Nov. 7 issue—(French-made)—(English titles)—(Discina).
 MAN IN THE DINGHY—F—Michael Wilding, Odile Versois, Jack Hulbert, Constance Cummings—Laugh filled import far the art spots—83m.—see Nov. 7 issue—(English-made)—(Snader).
 MANIACS ON WHEELS—D—Dirk Bogarde, Bonar Calleano, Renee Asherson—Routine import—76m.—see July 18 issue—(English-made)—(IRO).
 MARIE OF THE PORT—D—Jean Gabin, Blanchette Brunoy, Nicole Courcel—Pleasing art house entertainment—90m.—see Aug. 15 issue—Leg.: C—(French-made)—(English titles)—(Bellon-Ffoulke).
 MEDIUM, THE—OPD—Marie Powers, Leo Coleman, Anna Marie Alberghetti—Powerful, unusual offering for the art houses—84m.—see Sept. 26 issue—(Italian-made)—(sung in English)—(Lopert).
 MILL ON THE PO—MD—Carla del Poggio, Jacques Sernas, Giacomina Giuradei—Strong Italian meller far the art and class houses—96m.—see Nov. 21 issue—(Italian-made)—(English titles)—(Lux).
 MINNE—CD—Daniele Delarme, Franck Villiard, Jean Tissier—Amusing, spicy French import—82m.—see May 9 issue—(French-made)—(English titles)—(Hakim).
 MURDER WITHOUT CRIME—D—Dennis Price, Derek Farr, Patricia Plunkett—Fair import far the lower half—76m.—see Oct. 10 issue—(English-made)—(Stratford).
 MUSSORGSKY—DMU—Alexander Borisov, Nikolai Cherkasov, A. Popov—Superior Soviet offering—113m.—see Sept. 12 issue—(Russian-made)—(English titles)—(Magnicolor)—(Artkino).
 MY FIRST LOVE—CD—Gerard Nery, Jacqueline Deluboc, Aime Clairand—Routine French import—76m.—see July 4 issue—(French-made)—(English titles)—(Cohen).
 NATIVE SON—MD—Jean Wallace, Richard Wright, Glorio Madison—Racial meller may have appeal for art, class spots—90m.—see July 4 issue—(Argentinian-made)—(English dialogue)—(Classic).
 OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernando Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).
 PATH OF HOPE, THE—MD—Raf Vallone, Elena Varzi, Soro Urzi—Good for the art houses, Italian spots—104m.—see Sept. 12 issue—(Italian-made)—(English titles)—(Lux).
 PORTRAIT OF CLARE—D—Margaret Johnston, Robin Bailey, Richard Todd—For the art spots—99m.—see July 18 issue—(English-made)—(Stratford).
 RATS OF TOBRUK—MD—"Chips" Rafferty, Grant Taylor, Peter Finch—Interesting art house offering—85m.—see June 6 issue—(Australian-made)—(Renown).
 RELUCTANT WIDOW, THE—COSMD—Jean Kent, Guy Rolfe, Kathleen Byron—Minor art house entry—86m.—see Sept. 12 issue—(English-made)—(Fine Arts).
 SCARRED—MD—Anna Magnani, Eduardo de Filippo, Antonio Centa—Routine Italian import—63m.—see Nov. 21 issue—(Italian-made)—(English titles)—(Casolaro).
 SECRET OF MAYERLING, THE—HISTD—Jean Marais, Dominique Blanchard, Claude Farrel—Okeh art house attraction—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
 SIN OF ESTHER WATERS, THE—D—Kathleen Ryan, Dirk Bogarde, Cyril Cusack—Mediocre importation—69m.—see June 6 issue—(English-made)—(IRO).
 SONG OF DOLORES—MD—Imperio Argentina, Enrique Diosdado, Ricardo Canales—Okeh offering far Spanish houses—see July 4 issue—(Spanish-made)—(English titles)—(Lux).
 TOAST TO LOVE—DMU—Irina Baronova, David Silva, Miguel Arenas—Mediocre art house offering—82m.—see Dec. 5 issue—(Made in Mexico)—(English titles and commentary)—(Astor).
 TONY DRAWS A HORSE—F—Cecil Parker, Anne Crawford, Derek Bond—Delightful art house offering—90m.—see June 6 issue—(English-made)—(Fine Arts).
 UNDER THE OLIVE TREE—MD—Raf Vallone, Lucia Bose, Falco Lulli—Good for the art houses, Italian spots—107m.—see Sept. 12 issue—(Italian-made)—(English titles)—(Lux).
 WOMEN WITHOUT NAMES—ADMD—Simone Simon, Valentina Cortesa, Françoise Rosay—Realistic entry has art house appeal—92m.—see Aug. 29 issue—(Italian-made)—(English dialogue and English titles)—(Lopert).
 WONDERFUL TIMES—COMP—Leading world personalities of the past 50 years—Import has the angles for the class and art spots—86m.—see May 9 issue—(German-made)—(English titles)—(Academy).
 WOODEN HORSE, THE—AD—Leo Genn, David Tomlinson, Anthony Steel—Interesting art offering—98m.—see Sept. 12 issue—(English-made)—(Snader).
 YOUNG GUARD—D—Vladimir Ivanov, Tamara Marakova, Irene Marakova—Above average Russian import—134m.—see May 23 issue—(Russian-made)—(English titles)—(Artkino).
 YOUNG SCARFACE—MD—Richard Attenborough, Hermione Baddeley, William Hartnell—Minor English import—80m.—see Nov. 21 issue—(English-made)—(MKD).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1950-51 shorts product will be found on pages 3138, 3139, 3140 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
4411	(Sept. 6)	Pleasure Treasure (Clyde)	G	16m.	3164
4412	(Sept. 16)	She Took A Powder (Vague)	G	16m.	3193
4421	(Oct. 11)	Trouble In Laws (Herbert)	F	16m.	3195
4422	(Nov. 19)	The Champ Steps Out (Baer-Rosenbloom)			
COMEDY FAVORITE RE-RELEASES (6)					
4431	(Sept. 20)	She's Oil Mine	F	17m.	3154
THREE STOOGES (8)					
4401	(Sept. 6)	Merry Mavericks	G	16m.	3164
4402	(Oct. 4)	The Tooth Will Out	F	16m.	3193
4403	(Nov. 1)	Hula-La-La	G	16m.	
One Reel CANDID MICROPHONE					
4551	(Oct. 4)	Candid Microphone—No. 1	F	10m.	3179
CAVALCADE OF BROADWAY					
4651	(Nov. 15)	The Gay Nineties			
COLOR FAVORITES (12) (Re-releases) (Technicolor)					
4601	(Sept. 13)	The Horse On The Merry-Go-Round	G	7m.	3165
4602	(Oct. 18)	The Shoemaker And The Elves	G	8m.	
4603	(Nov. 8)	Lucky Pigs	G	7m.	3185
JOLLY FROLICS (5) (Technicolor)					
4501	(Sept. 27)	George And The Dragon	E	7m.	3176
4502	(Nov. 29)	Wonder Gloves		7m.	
4503	(.....)	The Oompahs	E	7m.	3185
MR. MAGOO					
4701	(Oct. 18)	Fuddy Duddy Buddy	E	7m.	3194
SCREEN SNAPSHOTS (12) (Series 31)					
4581	(Sept. 13)	Hollywood At Play	F	10 1/2m.	3167
4852	(Oct. 18)	Hoppalong In Hopyland	G	9 1/2m.	
4853	(Nov. 15)	Hollywood Goes Western			
VARIETY FAVORITES (8) (Re-releases)					
4951	(Sept. 20)	Nora Morales and Orchestra	G	11m.	3155
4952	(Oct. 25)	Dick Stabile and Orchestra	G	10 1/2m.	3185
WORLD OF SPORTS (12)					
4801	(Sept. 22)	The Willie Hoppe Story	G	9m.	3177
4802	(Oct. 25)	Flying Skis	G	9m.	
4803	(Nov. 29)	Danish Acrobatic Marvels			
MGM					
One Reel CARTOONS (16) (Technicolor) (T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cack-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(June 16)	Symphony In Slang	E	7m.	3056
W-246	(July 7)	His Mouse Friday (T-J)	F	7m.	3065
(1951-52) (16)					
W-331	(Sept. 8)	Slicked Up Pup	E	6m.	3167
W-332	(Sept. 22)	Car Of Tomorrow	E	7m.	3154
W-333	(Oct. 6)	Nit Witty Kitty	G	7m.	3167
W-334	(Nov. 10)	Inside Cackle Corners		9m.	
W-335	(Nov. 17)	Droopy's Double Trouble	G	7m.	3154
W-336	(Dec. 8)	Cat Napping (T-J)	G	7m.	3194
(.....)	(.....)	Triplet Trouble (T-J)	G	8m.	3167
(.....)	(.....)	The Flying Cat (T-J)	G	7m.	3154
(.....)	(.....)	One Cab's Family	E	8m.	3164
(.....)	(.....)	Magical Maestro	F	7m.	
(.....)	(.....)	The Duck Doctor (T-J)	G	7m.	3172
(.....)	(.....)	Little Runaway (T-J)	G	7m.	3177
(.....)	(.....)	The Two Mouseketeers (T-J)	E	7m.	
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-311	(Dec. 1)	Glimpses Of Argentina			
T-312	(.....)	Picturesque New Zealand			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dallar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallop'n Gals	E	7m.	3043
W-266	(Aug. 4)	The Bodyguard	F	7m.	3105
(1951-52) (6)					
W-361	(Oct. 20)	Puttin' On The Dog	G	7m.	3167
W-362	(Dec. 18)	Mouse Trouble (.....) Fraidy Cat (T-J)	G F	7m. 8m.	3176
PEOPLE ON PARADE (8) (Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks (Traveltalk)	F	8m.	3080
P-216	(June 23)	Romantic Riviera (Traveltalk)	F	9m.	3099
P-217	(Aug. 4)	Glimpses Of Morocco and Algiers (Traveltalk)	F	8m.	3129
P-218	(Aug. 25)	Visiting Italy	F	8m.	3137
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
S-259	(June 16)	Bandage Bait	E	9m.	3088
S-260	(July 14)	Bargain Madness	G	9m.	3113
(1951-52) (10)					
S-351	(Sept. 1)	Football Thrills No. 14	G	9m.	3165
S-352	(Oct. 13)	That's What You Think	F	9m.	3177
S-353	(Nov. 17)	In Case You're Curious	F	8m.	3185
S-354	(.....)	Reducing			
Paramount					
Two Reel MUSICAL PARADE FEATURETTES (6) (Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	10m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	E	18m.	2931
FF10-5	(Oct. 6)	Bombalera	G	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel CASPER CARTOONS (6) (Technicolor) (Reissues)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo	G	8m.	3098
B10-5	(July 27)	Boo Scout	G	8m.	3112
B10-6	(Aug. 10)	Casper Comes To Clown	G	7m.	3154
(1951-52)					
B11-1	(Dec. 7)	Casper Take A Bow Wow		7m.	
GRANTLAND RICE SPOTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
R10-9	(May 11)	The Jumping Off Place	G	10m.	3080
R10-10	(May 25)	Close Decisions	G	10m.	3113
R10-11	(June 22)	City Of Ball Tossers	G	10m.	3113
R10-12	(July 20)	Follow The Game Trails	G	10m.	3113
(1951-52) (12)					
R11-1	(Oct. 5)	Allen's Animal Kingdom	G	7m.	3177
R11-2	(Nov. 2)	Ridin' The Rails	G	10m.	3194
R11-3	(Nov. 16)	Fresh Water Champs		10m.	
R11-4	(Dec. 7)	Water Jockey Hi-Jinks		10m.	
R11-5	(Dec. 7)	Ski-Laak In The Rockies		10m.	
KARTUNES (6)					
X11-1	(Nov. 9)	Vegetable Vaudeville	G	7m.	3194
X11-2	(Dec. 28)	Snooze Reel		7m.	
NOVELTOONS (10) (Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches	G	9m.	3080
P10-8	(June 1)	As The Crow Lies	F	6m.	3098
P10-9	(July 6)	Slip Us Some Redskin	G	7m.	3112
P10-10	(Aug. 3)	Party Smarty	F	7m.	3129
(1951-52) (10)					
P11-1	(Oct. 12)	Cat Choo	G	7m.	3176
P11-2	(Oct. 26)	Audrey The Rainmaker	G	8m.	3176
P11-3	(Nov. 9)	Cat Tamale	G	7m.	3194

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
P11-4	(Dec. 14)	By Leaps And Hounds		8m.	
P11-5	(Dec. 21)	Scout Fellow		8m.	
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just For Fun	E	10m.	2983
K10-2	(Oct. 27)	The City Of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littlest Expert	G	10m.	3080
(1951-52) (6)					
K11-1	(Oct. 5)	Way Out West In Florida	F	10m.	3155
K11-2	(Oct. 5)	Mermaid Bay	G	9m.	3155
K11-3	(Nov. 2)	A Ring For Roberta	F	9m.	3194
K11-4	(Nov. 9)	I Cover The Everglades	F	10m.	3185
K11-5	(Nov. 2)	The Littlest Expert On Football	G	10m.	3194
K11-6	(Nov. 30)	Sadie Hawkins Day		10m.	
POPEYE CARTOONS (8) (Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill Of Fair	G	7m.	3056
E10-6	(May 18)	Alpine For You	G	7m.	3080
E10-7	(June 6)	Double Cross Country Race	F	7m.	3098
E10-8	(July 13)	Pilgrim Popeye	F	7m.	3112
(1951-52) (8)					
E11-1	(Oct. 19)	Let's Stalk Spinach	G	7m.	3177
E11-2	(Nov. 16)	Punch And Judo	G	7m.	3194
POPEYE CHAMPIONS (4) (Technicolor) (Reissues)					
Z10-1	(Oct. 6)	Her Honor The Mare	E	7m.	2953
Z10-2	(Nov. 3)	We're On Our Way To Rio	G	8m.	2959
Z10-3	(Nov. 17)	Pop-Pie A La Mode	G	8m.	2959
Z10-4	(Nov. 17)	Shape Ahoy	G	7 1/2m.	2959
(1951-52) (4)					
Z11-1	(Oct. 5)	The Anvil Chorus Girl	F	7m.	3154
Z11-2	(Oct. 5)	Spinach Packin' Popeye	G	7m.	3155
Z11-3	(Oct. 5)	She Sick Sailors	G	6m.	3155
Z11-4	(Oct. 5)	For Better Or Nurse	G	7m.	3155
SCREEN SONGS (6) (Technicolor)					
X10-1	(Nov. 17)	Fiesta Time	G	7m.	2985
X10-2	(Nov. 17)	Fresh Yeggs	F	8m.	2985
X10-3	(Feb. 9)	Tweet Music	G	7m.	3040
X10-4	(Apr. 20)	Drippy Mississippi	E	7m.	3056
X10-5	(May 11)	Miner Forty Niners	E	7m.	3080
X10-6	(June 29)	Sing Again Of Michigan	E	7m.	3112
THE MOVIES AND YOU (1) (All Industry Shorts)					
T10-2	(Jan. 15)	The Cin			

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like BASKETBALL HEADLINERS OF 1951, SPECIALS (13), THIS IS AMERICA (13), TRUE-LIFE ADVENTURES (1), UNCLASSIFIED SPECIALS, SCREENLINERS (13), SPORTSCOPES (13), THE MOVIES AND YOU, WALT DISNEY CARTOONS (18), and WALT DISNEY REISSUES (6).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like WALT DISNEY REISSUES (6), Republic SERIALS (4), 20th Century-Fox THE MARCH OF TIME (6), SPORTS REVIEW (26), TERRYTOONS (26), and Universal-International NAME BAND MUSICALS (10).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like Jerry Gray and the Band of Today, Sugar Chile Robinson, Billie Holiday, Count Basie and His Sextet, Woody Woodpecker Cartunes (6), and various other titles.

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6355	(Oct. 1)	Redwood Sap	G	7m.	3165	8303	(Nov. 10)	Sniffles And The Boakwarm	G	7m.	3194	8704	(Nov. 3)	Sleepy Time Possum	F	7m.	3177
6356	(Oct. 29)	Waady Waodpecker Polka	E	7m.	3167	8304	(Dec. 1)	Galdilacks' Jivin' Bears	E	7m.	3194	8705	(Nov. 17)	Drip-Alang Daffy	E	7m.	3188
		(1951-52) (6)				8305	(Jan. 12)	Of Thee I Sting				8706	(Dec. 15)	Tweet Tweet Tweety	G	7m.	3194
7351	(Dec. 24)	Destination Meatball	G	7m.	3185			BUGS BUNNY SPECIALS (10)				8707	(Dec. 22)	The Prize Pest			
7352	(Feb. 25)	Little Monster						(Technicolor)				8708	(Jan. 5)	Who's Kitten, Who			
		Warners				8723	(Oct. 6)	Ballot Box Bunny	G	7m.	3172			SPORTS PARADE (10)			
		Two Reel SPECIALS (8)				8724	(Dec. 1)	Bigtop Bunny	F	7m.	3194			(Technicolor)			
		(Technicolor)				8725	(Jan. 19)	Operatian Rabbit				8501	(Oct. 6)	Art Of Archery	G	10m.	3177
8001	(Sept. 8)	Winter Wonders	E	20m.	3176			JOE McDOAKES COMEDIES (6)				8502	(Nov. 3)	Cowboy's Holiday	G	10m.	3194
8002	(Oct. 27)	Ride, Cowboy, Ride	G	20m.	3195	8401	(Sept. 22)	So You Want To Be A Bachelor	G	10m.	3177	8503	(.....)	Every Dag Has Its Day	G	9m.	3194
8003	(Dec. 8)	Lincoln And The White House	E	20m.	3193	8402	(Nov. 10)	So You Want To Be A Plumber	F	10m.	3194			VITAPHONE NOVELTIES (7)			
8004	(Jan. 26)	Land Of The Trembling Earth				8403	(Jan. 12)	So You Want To Get It Wholesale				8601	(Sept. 15)	To Be Or Not To Bee	F	10m.	3177
		FEATURETTES (6)						MELODY MASTER BANDS (6)				8602	(Oct. 20)	Lighter Than Air		10m.	
8101	(Sept. 29)	The Knife Thrower	G	20m.	3176	8801	(Oct. 13)	U. S. Army Band	G	9m.	3157			Miscellaneous			
8102	(Nov. 24)	A Laugh A Day				8802	(Nov. 17)	Jan Garber and Orchestra	E	10m.	3194			Balzac (AF)	G	23m.	3193
		One Reel BLUE RIBBON HIT PARADES (13)						MERRIE MELODIES (22)						Dancing Fleece, The (Mayer)	E	15m.	3167
		(Reissues)						(Technicolor)						Grand Design, The (UN)	G	9m.	3188
8301	(Sept. 15)	Holiday Far Shaestrings	F	7m.	3155	8701	(Sept. 8)	Lovelorn Leghorn	G	7m.	3155			One Who Came Back (D.A.V.)	E	20m.	
8302	(Oct. 13)	The Lady In Red	E	7m.	3157	8702	(Sept. 22)	Tweety's S.O.S.	G	7m.	3165			Pacific 231 (Pathe Cinema)	E	10m.	3165
						8703	(Oct. 20)	A Bear For Punishment	E	7m.	3172			Time, The Story Of (Goetz)	G	10m.	3188

THE NATIONAL RELEASE DATE GUIDE

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
OCTOBER The Magic Carpet L. Ball, J. Agar, P. Medina (Supercinecolor) The Mob B. Crawford, B. Buehler Five W. Phipps, S. Douglas Jungle Manhunt J. Weissmuller, S. Ryan Criminal Lawyer P. O'Brien, J. Wyatt, C. B. Reid The Kid From Amarillo, W. C. Starrett	OCTOBER Highly Dangerous D. Clark, M. Lockwood, M. Goring (English-made) Sky High S. Melton, M. Lynn Unknown World B. Kellogg, M. Nash	OCTOBER Texas Carnival E. Williams, R. Skelton, H. Keel (Technicolor) Bannerline K. Brasselle, L. Barrymore The Man With A Cloak J. Cotten, B. Stanwyck, L. Calhern Across The Wide Missouri C. Gable, M. E. Marques, J. Hodiak, R. Montalban, A. Menjou (Technicolor)	OCTOBER Yellow Fin, W. Morris, G. Henry, D. O'Flynn Bomba And The Elephant Stampede J. Sheffield, D. Martell, M. Healey Whistling Hills, W. J. M. Brown, J. Ellison N. Neill	OCTOBER Darling, How Could You! J. Fontaine, J. Lund, M. Freeman Crosswinds J. Payne, R. Fleming, F. Tucker (Technicolor)	OCTOBER Drums In The Deep South G. Madison, J. Craig, B. Payton (Supercinecolor) Two Tickets To Broadway T. Martin J. Leigh, E. Bracke, (Technicolor)	OCTOBER Adventures Of Captain Fabian E. Flynn, M. Prelle, V. Price (Made in France) Jah Wagon Trail, W. R. Allen, P. Edwards South Of Caliente R. Rogers, D. Evans, P. Lee	OCTOBER The Desert Fox J. Mason, C. Hardwicke, J. Tandy No Highway In The Sky J. Stewart, M. Dietrich, G. Johns (English-made) Love Nest J. Haver, W. Lundigan, F. Fay Journey Into Light S. Hayden, V. Lindfors, T. Mitchell	OCTOBER The River T. Breen, N. Swinburne (Made in India) (Technicolor) The Lady From Texas H. Duff, M. Freeman, J. Hull (Technicolor) Reunion In Reno M. Stevens, P. Dow, G. Perreau	OCTOBER The Golden Horde D. Farrar, A. Blyth, P. Castle (Technicolor) The Lady From Texas H. Duff, M. Freeman, J. Hull (Technicolor) Reunion In Reno M. Stevens, P. Dow, G. Perreau	OCTOBER Painting The Clouds With Sunshine D. Morgan, V. Mayo, G. Nelson (Technicolor) Come Fill The Cup J. Cagney, P. Thaxter, G. Young, R. Massey
NOVEMBER The Barefoot Mailman R. Cummings, T. Moore, J. Courtland (Supercinecolor) The Harlem Globetrotters T. Gomez, D. Dandridge, Harlem Globetrotters Son Of Dr. Jekyll L. Hayward, A. Knox, J. Lawrence Valley Of Fire G. Autry, P. Buffram, R. Hayden	NOVEMBER Superman and the Mole Men G. Reeves, P. Coates F.B.I. Girl C. Romero, A. Totter, G. Brent	NOVEMBER An American In Paris G. Kelly, O. Levant, L. Caron (Technicolor) Too Young To Kiss J. Allyson, V. Johnson The Unknown Man W. Pidgeon, A. Harding, B. Sullivan	NOVEMBER Lawless Cowboys, W. W. Wilson Flight To Mars M. Chapman, C. Mitchell, (Cinecolor) The Longhorn W. Elliott, P. Coates, Z. Murray Crazy Over Horses Bowery Boys, G. Saunders	NOVEMBER When Worlds Collide R. Derr, B. Rush, L. Keating (Technicolor) Detective Story K. Douglas, E. Parker, W. Bendix H. McMahon Submarine Command W. Holden, N. Olson, W. Bendix,	NOVEMBER The Blue Veil J. Wyman, C. Laughton, J. Blondell The Whip Hand C. Balenda, E. Reid, E. Barrler Hot Lead, W. T. Holt, J. Dixon The Racket R. Mitchum, R. Ryan, L. Scott Jungle Of Chang (Documentary) (Swedish-made) (Made in Siam) (English commentary)	NOVEMBER The Sea Hornet R. Cameron, A. Mara Desert Of Lost Men, W. A. Lane, N. E. Kay, R. Elliott Street Bandits P. Edward, R. Clarke, R. Bancroft	NOVEMBER Let's Make It Legal C. Colbert, M. Carey, Z. Scott Anne of the Indies L. Jourdan, D. Paget, J. Peters (Technicolor) Golden Girl M. Gaynor, D. Robertson, J. Barton (Technicolor)	NOVEMBER Tom Brown's School Days J. H. Davies, R. Newton, D. Wynyard (English-made) (Minter) Fort Defiance D. Clark, B. Johnson (Melford) (Cinecolor) The Lady Says No J. Caulfield, D. Niven (Ross-Stillman) A Christmas Carol A. Sim, K. Harrison, J. Warner (English-made) (Desmond-Hurst)	NOVEMBER Cave Of Outlaws M. Carey, A. Smith, V. Jory (Technicolor) The Lady Pays Off L. Darnell, G. Perreau, S. McNally The Raging Tide S. Winters, R. Conte, S. McNally The Lavender Hill Mob A. Guinness, S. Holloway (English-made)	NOVEMBER Close To My Heart R. Milland, G. Tierney, F. Bainter The Tanks Are Cominc S. Cochran, P. Carey
DECEMBER Ten Tall Men B. Lancaster, J. Lawrence, G. Roland (Technicolor) The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holden, T. Romano The Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W. C. Starrett, S. Burnette	DECEMBER Tales Of Robin Hood R. Clarke, M. Hatcher, B. Weldon The Great Adventure D. Price, J. Hawkins (English-made)	DECEMBER The Light Touch S. Granger, P. Angeli, G. Sanders (Made in Italy) Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	DECEMBER Texas Lawman, W. J. M. Brown Northwest Territory K. Grant, G. Saunders, Chinook Stage To Blue River, W. W. Wilson	DECEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor)	DECEMBER Double Dynamite J. Russell, F. Sinatra, G. Marx On Dangerous Ground R. Ryan, I. Lupino, W. Bond I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn)	DECEMBER The Wild Blue Yonder W. Carey, V. Ralston, F. Tucker Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez Captive Of Billy, W. The Kid, W. A. Lane, P. Edwards, C. Bevans	DECEMBER The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Bayonets R. Basehart, M. O'Shea, G. Evans Elopement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	DECEMBER The Big Night P. Foster, Jr. J. Barrymore, Jr. J. Loring (Waxman-Losey)	DECEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest Weekend With Father V. Heflin, P. Neal, R. Denning Bright Victory A. Kennedy, P. Dow, J. Edwards	DECEMBER Starlift D. Day, G. MacRae, R. Roman, G. Nelson, J. Rule, and guest stars Captain Blood (Re-release) E. Flynn, B. Rathbone Distant Drums G. Cooper M. Aldon (Technicolor)

HOLIDAYS

Dec. 25—Christmas

REALART

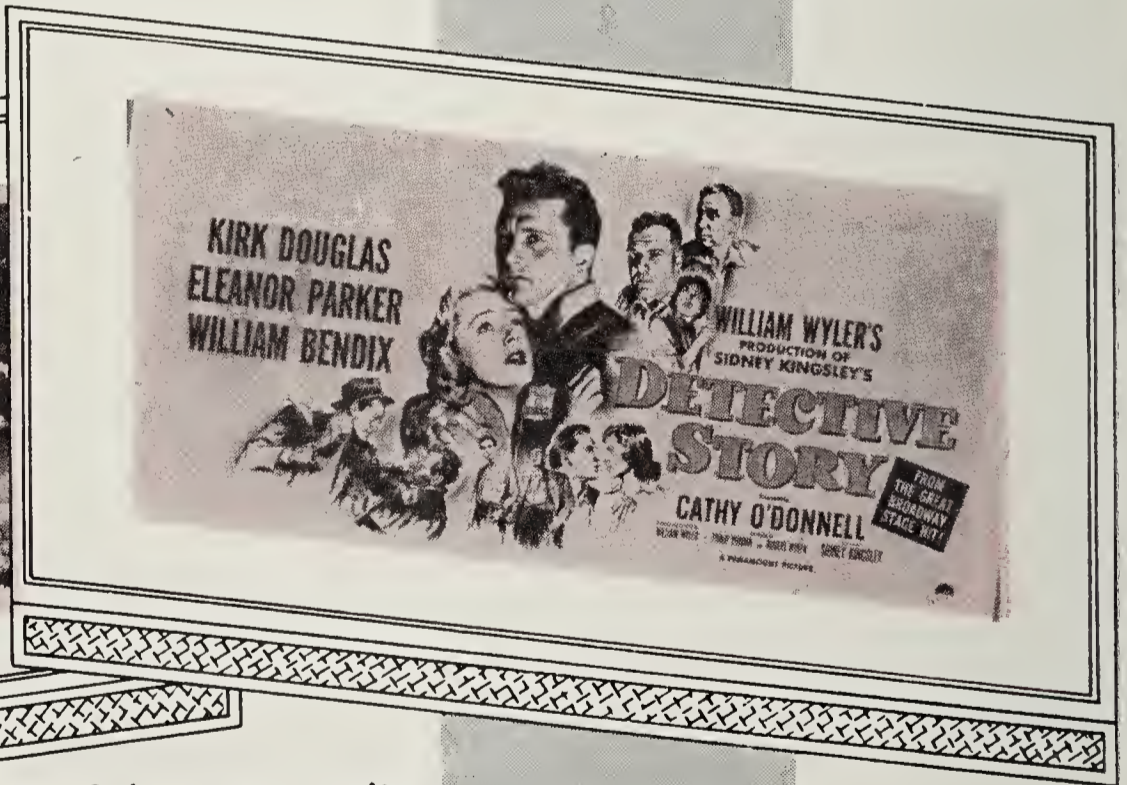
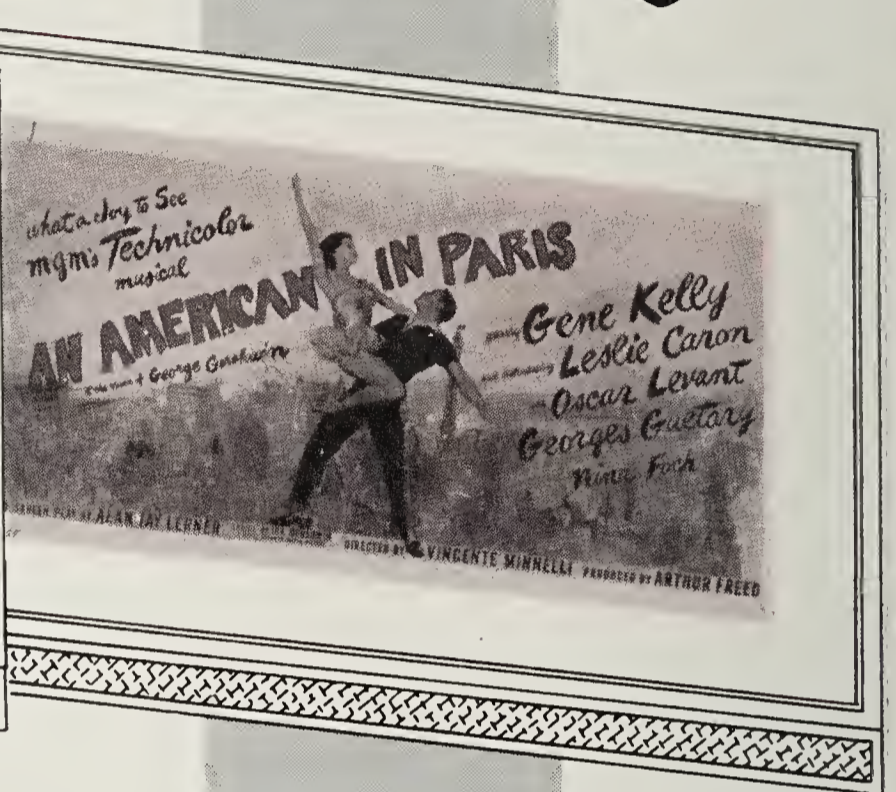
Oct.—The Two-Dollar Bet—J. Littel, M. Windsor, S. Brodie (Broder)
Nov.—Bride Of The Gorilla—L. Chaney, T. Conway, B. Payton (Broder)
Dec.—The Bushwhackers—W. Morris, L. Tierney, M. Dell (Broder)

MOVIE TIME

U.S.A.

IS

POSTING TIME!

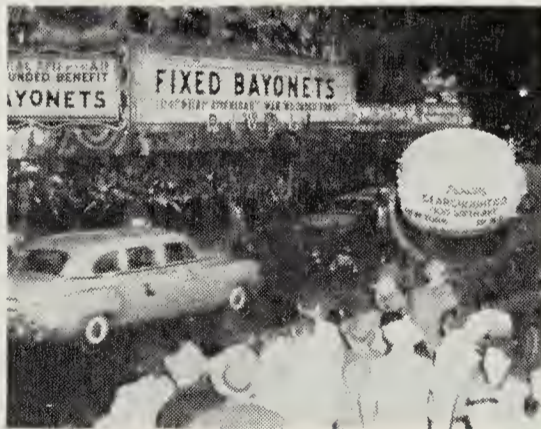


See your NSS Salesman or write
your nearest NSS
Exchange

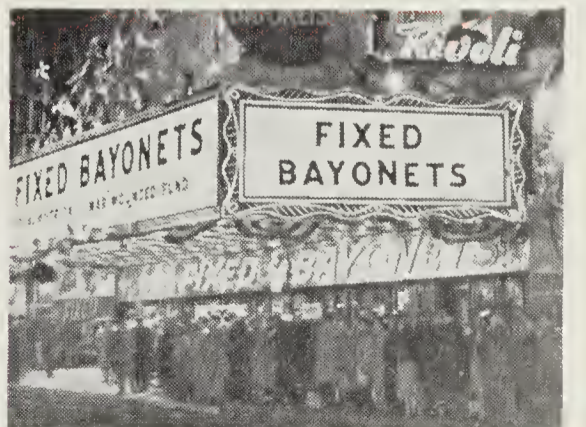
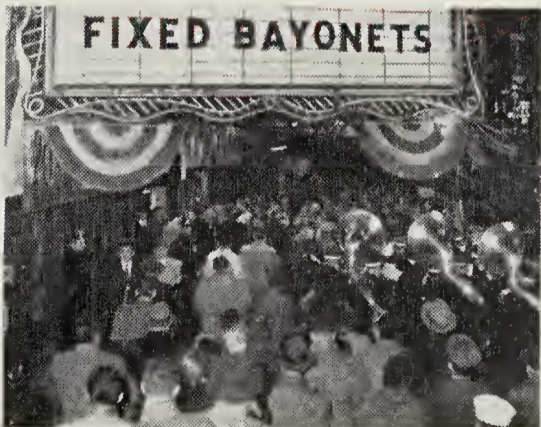


NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

EXHIBITOR



THE CROWDS ARE BACK---



THANKS TO "FIXED BAYONETS!"



You, Too, Can Have
An Exciting Opening On
"FIXED BAYONETS!"
It's All Set Up For You!
Get in touch immediately with your
20th Century-Fox Branch Manager!

There's No Business Like 20th Century-Fox Business!

47 Number 5 DECEMBER 5, 1951
Two Sections: Section One

REGISTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

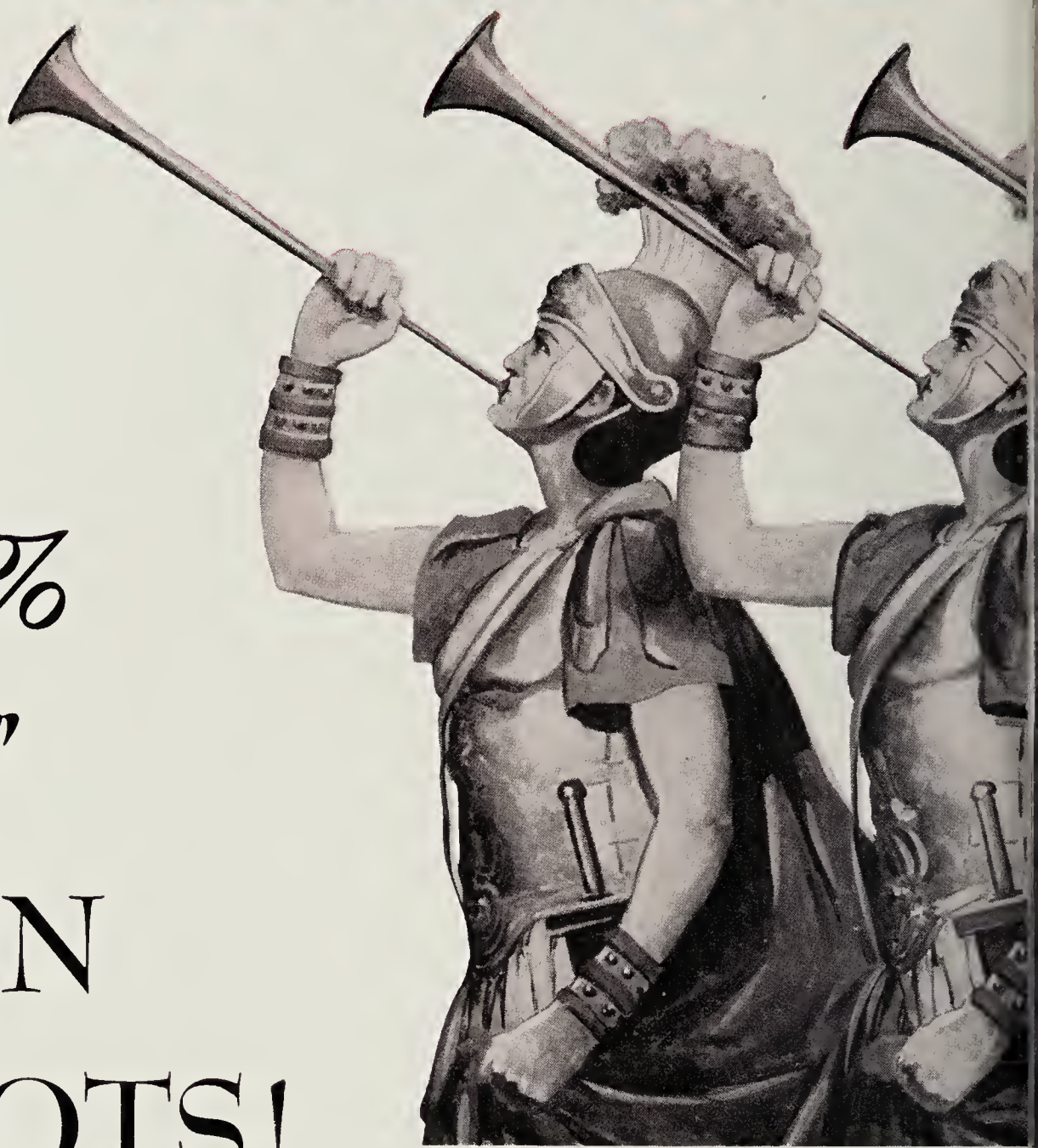
GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

aturing THE SERVICESECTION

“QUO VADIS”

M.G.M.'s

DOING 133%
OF "GWTW"
BUSINESS IN
FIRST 8 SPOTS!



The public has spoken. All first dates are history-making! Imagine! National average is 133% of "GWTW"! When you've got the goods the people will cheerfully pay. Here are the cities which prove in their first 5 days (*at press time*) that "Quo Vadis" is the Greatest Entertainment of All Time:

PITTSBURGH, SAN FRANCISCO, ATLANTA, CLEVELAND, ST. LOUIS, MEMPHIS. In its 3rd week in NEW YORK it beats "GWTW" at the Astor by 17% and at the Capitol by 48%.



M - G - M presents

QUO VADIS

Starring

ROBERT TAYLOR · DEBORAH KERR

LEO GENN

and

PETER USTINOV

Color by
TECHNICOLOR

Screen Play by
JOHN LEE MAHIN
S. N. BEHRMAN · SONYA LEVIEN

Based on the Novel by
Henryk Sienkiewicz

Directed by
MERVYN LEROY

Produced by
SAM ZIMBALIST

A Metro-Goldwyn-Mayer Picture

TRADE SHOWS



DEC. 10th TO DEC. 14th
AS LISTED BELOW!

SEE IT IN THEATRES!

It is fitting that M-G-M's masterpiece will be shown before specially invited audiences in theatres. Invitations have been mailed. If yours has not arrived, come anyhow. Guests will include, in addition to exhibitors, community leaders, clergy, press and radio representatives. No one should miss this most important trade show of our time.



PLACE	THEATRE	ADDRESS	DATE	HOUR
ALBANY	Delaware	290 Delaware Ave.	12/10	8:30 P.M.
BOSTON	N. E. Mutual Hall	225 Clarendon Street	12/11	8:30 P.M.
BUFFALO	Cinema	647 Main	12/10	8:30 P.M.
CHARLOTTE	Visulite	1615 Elizabeth Avenue	12/10	8:30 P.M.
CHICAGO	Adelphi	7074 North Clark	12/10	8:30 P.M.
CINCINNATI	Ambassador	3065 Madison Road	12/11	8:30 P.M.
DALLAS	Captain	Capitol and Henderson Ave.	12/11	8:30 P.M.
DENVER	Federal	3830 Federal Boulevard	12/11	8:30 P.M.
DES MOINES	Uptown	4115 University Avenue	12/12	8:30 P.M.
DETROIT	Globe	3520 Grand River Ave.	12/10	8:30 P.M.
INDIANAPOLIS	Cornet	2145 Talbot Avenue	12/11	8:30 P.M.
JACKSONVILLE	San Marco	1996 San Marco Boulevard	12/10	8:30 P.M.
KANSAS CITY	Kimo	3319 Main Street	12/14	8:30 P.M.
LOS ANGELES	Picwood	10872 Pico Boulevard	12/11	8:00 P.M.
MILWAUKEE	Century	2342 No. Third Street	12/10	8:30 P.M.
MINNEAPOLIS	Granada	3022 Hennepin Ave.	12/12	8:30 P.M.
NEW HAVEN	Bijou	Church Street	12/10	8:30 P.M.
NEW ORLEANS	Imperial	814 Hagen Avenue	12/11	9:00 P.M.
OKLAHOMA CITY	Will Rogers	4322 N. Western	12/10	8:30 P.M.
OMAHA	Dundee	4952 Dodge Street	12/10	8:30 P.M.
PHILADELPHIA	Erlanger	21st and Market	12/10	8:30 P.M.
PORTLAND	Laurelhurst	2733 East Burnside	12/11	8:30 P.M.
SALT LAKE CITY	Villa	3092 Highland Drive	12/10	8:30 P.M.
SEATTLE	Green Lake	7107 Woodlawn Avenue	12/12	8:30 P.M.
WASHINGTON	Circle	2105 Pennsylvania Av., N.W.	12/13	8:30 P.M.

If you're part of the amusement industry—
YOU MUST BE PART OF THE XMAS
SALUTE TO THE WILL ROGERS HOSPITAL!



**WHAT
IT IS:**

From every part of the country, from every segment of show-business, will come greetings to the patients at the Variety Clubs-Will Rogers Memorial Hospital. 11"x17" Christmas cards are being distributed, each one with room for the

signatures of 30 contributors and well-wishers. These cards will be attached to form a five-mile-long greeting to the patients at the Hospital. Contributions from 10c to a million dollars will be welcomed.

**WHY YOU MUST
"HELP CARE FOR
OUR OWN":**

1. The Variety Clubs-Will Rogers Hospital is maintained for the benefit of those within the Amusement Industry suffering from tuberculosis. There are no patients from outside of show-business. Yet, anyone from any part of the entertainment business is eligible for treatment without charge to the patient.
2. It depends for its upkeep completely upon contributions from the Amusement Industry. There is no other source of income — and money is desperately needed at this time.
3. In addition to medical care for the industry's tuberculous, the hospital returns them to their jobs in good health, mentally and physically. Last year, 41 arrested cases were returned to normal living.
4. The Will Rogers Hospital is embarking on a research program seeking the cause, source and cure of TB infection. This, too, is costly—and this, too, is necessary.
5. According to the N.Y. Tuberculosis and Health Association report, "the average cost of treatment from detection to complete restoration is \$30,000" Yet, there is no charge to our patients. And each patient has a private room.
6. As part of the industry educational program, free chest X-rays have been offered to all industry employees.

**WHAT YOU
MUST DO:**

If you're an exhibitor, get every employee to sign a Xmas Salute Card — and to contribute.

If you're an employee, contribute willingly to the one hospital that belongs to *you*.

If you've got a heart,

GIVE!

**AMUSEMENT INDUSTRY'S ANNUAL CHRISTMAS SALUTE TO
THE VARIETY CLUBS-WILL ROGERS MEMORIAL HOSPITAL**

NOV. 1-DEC. 15



SINCE the junior class of a high school made \$90 profit operating a theatre for a period, the eyes of the industry will be on a second junior class which is being given the same opportunity by the owners.



WHEN a motion picture was shown to a group of soldiers in Korea, it was discovered that four of the enemy had slipped in with the crowd, and were enjoying themselves. They were promptly captured. This might be one of those top secret weapons about which we have been hearing.



A 117-year-old man saw a movie for the first time, and, according to all reports, wasn't impressed. By the time someone reaches 117, we presume, he has probably seen everything anyway.



EXHIBITORS who have been advising their patrons that TV is a considerable strain on their eyes will be interested in the announcement from Bausch and Lomb Optical Company that "special eyeglasses for TV fans who complain of discomfort due to TV glare are now available from coast to coast." The glasses are said to "permit all-evening viewing, minimizing TV glare, and eye weariness . . . provide softer, more human pictures, even when sets are turned up bright." Nothing is said about the ability of the glasses to make the quality of the programs any better.



WHEN students started to bring in their own popcorn, a theatre catering to the college trade installed its own popcorn department.

—H. M. M.

I N D E X

VOL. 47, No. 5 DECEMBER 5, 1951

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THE COVER PHOTO

Barbara Bracewell, Memphis girl who won the "Miss Southern Belle" contest recently conducted throughout the south in connection with RKO's "Drums in the Deep South," receives a seven-year contract with King Brothers from Maurice King at the Rialto, Atlanta, where the film bowed.

EXHIBITOR

Vol. 47, No. 5



DECEMBER 5, 1951

Rotus Harvey Speaks His Piece

"LET us get back to fundamentals, and give this industry back to Main Street."

THE writer is Rotus Harvey, veteran, respected west coast exhibitor, who has always been one of the more outspoken theatre-men in the business.

HARVEY feels that instead of a distributor spending a huge sum on national advertising, the amount of money should be allocated to individual exchange districts on the basis of whatever percentage of the national gross is collected from it. With that kind of money, Harvey declares, the distributor and exhibitor could really do a job on the people along Main Street, 24-sheets would blossom, with sound trucks, presentations, beautiful newspaper ads, radio and TV announcements, etc. All this coupled with the absence of harmful "pre-unselling" would enable the exhibitor to get more out of the picture, and it would mean a lot more for all, he declares.

BY "PRE-UNSELLING", Harvey refers to the fact that before the exhibitor gets the film, distribution has it previewed by everyone who will look at it so they can express their opinions in plenty of publications. Then, he says, public previews are run for exhibitors at first-runs to bolster a "turkey" or the last day's run of a show. Money is then spent on Broadway, which Harvey says only helps the Broadway house, and "beautiful misleading ads are run in national magazines and in those continually harpooning the industry." Then, Harvey declares, the exhibitor gets the film after the public is completely aware of all the facts of the picture, the radio commentators have "belled" it, syndicates have spread word on it as to whether it should be seen, and often radio has presented a play about it. Few pictures, he says, can run these hurdles, and survive.

PERHAPS Rotus Harvey has a point, but will distributors pay heed?

WE doubt it. It seems that no new precedents can be established nor have been in years.

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FINALISTS IN THE "MISS SOUTHERN BELLE" CONTEST STAGED WITH THE PREMIERE OF RKO'S "DRUMS IN THE DEEP SOUTH" ARRIVE IN ATLANTA.

The Title Called For Drum-Beating

So RKO Went To Town In Many Ways For Its "Drums In The Deep South"



At the Bibb, Macon, Ga., manager "Addie" Addison, left, star Barbara Payton, and Terry Turner, RKO exploitation chief, are glimpsed at the opening festivities for "Drums in the Deep South."

THE drums heard in the deep south recently were the ones RKO beat expertly to call attention to the premiere of a picture called, appropriately enough, "Drums In The Deep South."

A highlight of the campaign was a personal appearance of Barbara Payton, star of the film, that took her through Charlotte, Raleigh, and Durham, N. C.; Macon, Savannah, Ga., and Atlanta; Birmingham, Ala.; Memphis and Chattanooga, Tenn.; Palm Beach and Miami, Fla.; and included Baltimore, Md.; Washington, D. C., and Philadelphia.

Unusually rewarding newspaper coverage and radio time was accorded the trek at each point of call, and the usual meetings with exhibitors and branch personnel in each exchange center stimulated more than ordinary interest in the film.

A "Miss Southern Belle" contest, held in the 10 original states of the Confederacy in cooperation with the American

Cancer Society's Georgia division, was one of the notable features of the campaign. After fanning interest to a high pitch for several weeks, the contest was climaxed with the selection of Barbara Bracewell, a pretty brunette from Memphis, as the winner at the premiere of the RKO production at the Rialto, Atlanta. Maurice and Hyman King, King Brothers Productions, which made the film for RKO distribution, awarded Miss Bracewell a seven-year acting contract and other prizes, including a Christmas Week trip to Europe.

Parades, appearances of civic dignitaries and other notables, presentations of keys to various cities, and luncheon gatherings were all part of the "Drums In The Deep South" campaign, which RKO might well chalk up as one of its most successful of the season.

Pictured on this page and the next are some of the activities that accompanied openings of the film throughout the south.



Large crowds turn out at the RKO Orpheum, New Orleans, to view the opening night festivities, including the musical trappings supplied by the Nickolas High School band, pictured above.



Miss Payton signs a "Christmas Salute" pledge in Philadelphia with RKO exec. Charles Zagrans.



A parade winds past the Rialto, Atlanta, where "Drums in the Deep South" bowed, and finals were conducted in the "Miss Southern Belle" contest.



At the Sheridan, Miami, Fla., the 110-piece Miami Boys Bugle and Drum Corps performs in front of the theatre on opening night, after the parade.



In Washington, D. C., Miss Payton and Franchot Tone meet Jerome Baker, left, manager, RKO Keith, where she appeared, and J. B. Brecheen, RKO.



Miss Payton and Tone are greeted by Mr. and Mrs. William "Hopalong Cassidy" Boyd at an airlines terminal as they arrive in New Orleans.

Mel Konecoff's NEW YORK

DANNY KAYE recently returned from a month's tour of Japan and Korea for USO Camp Shows along with Monica Lewis, June Bruner, and accompanist Sam Prager, and in an interview said it was a thrilling experience. The troupe averaged a show a day traveling in almost anything and everything, and giving shows for the wounded in hospital tents as well as for as many as 16,000 troops at one time.



KONECOFF

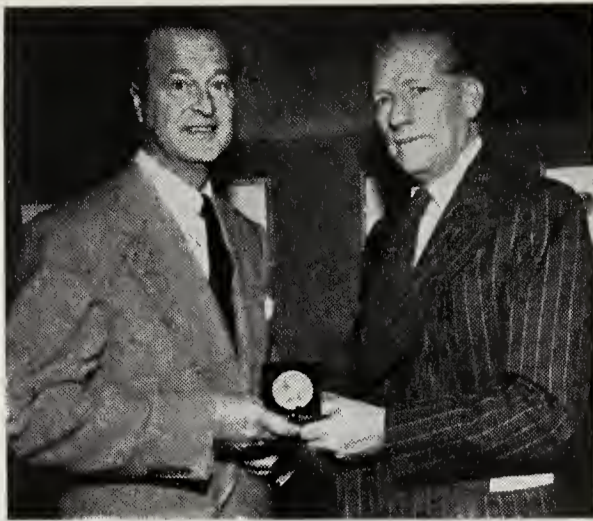
Kaye recommended the tour to other personalities. Entertainers are royally treated, with the best of food, etc., and are really made welcome. Kaye wants to go out again, but picture commitments make it impossible as he has to start rehearsals for Sam Goldwyn's "Hans Christian Andersen" and also expects a call from MGM for a feature with Gene Kelly.

Visits by personalities is an important morale factor with the soldiers discussing the visits weeks ahead and then remembering long following the visits. Front line troops seem to be adequately supplied with film fare, often having from 12 to 15 features to choose from, with a film shown almost every night. They are fairly new. All films are in black and white, probably because color doesn't hold up too well under the circumstances, and the films are traded and exchanged among the various units. Kaye reported that the film influence is also seen when GI adopted Korean orphans are seen walking around in Gene Autry and Roy Rogers western outfits.

DIRECTORIAL DATA: John Huston, director of note, reported last week before leaving for England and the Continent that following completion of "The African Queen", filmed on location in the African interior, that he likes making pictures abroad. While the weather was rough, the conditions variable, and the tsetse flies plentiful, the scenery couldn't be duplicated at home nor could the authentic atmosphere. Half the crew had malaria all the time, but despite this they got their Technicolor exposed footage out on schedule via a plane, and were able to get through on time. The entire project took about three months.

Huston's future schedule calls for him to make two films for his own company in conjunction with the British producing firm, Romulus Productions, to be released by UA in the western hemisphere, with UA providing part of the financing. The first of these will be made in Europe, probably in April, and plans will be finalized while he is abroad. He also has commitments with MGM for two pictures, and is ready to take these on with the proper notice as soon as that studio is ready for him.

Shooting abroad is good for the inde-



MGM's "Quo Vadis" recently won the special Parents magazine award for extraordinary achievement as "the most gigantic spectacle of all time," and here Phil Willcox, director of motion picture relations, makes the presentation to Howard Dietz, vice-president and director of advertising, publicity and exploitation, in New York.

pendent, he thinks. It may be that Katharine Hepburn will appear in his next film. The first print of "Queen" will be here next week. It will be booked in Los Angeles in time for consideration by the Academy for its annual awards. Incidentally, Huston had high praise for the speed and quality of the work of the British crews on the film.

Speaking generally, he said that he thought that pictures were getting better and more adult all the time. On the subject of censorship, he said he abhorred censorship or pressures from minority groups, and felt that people ought to be able to censor themselves. Failing this, then self-regulation via the code is the best thing.

THE METROPOLITAN SCENE: The Motion Picture Association hosted a cocktail reception in honor of British film delegates Reginald P. Baker, F.C.A., F.R.S.A., also president, British Film Producers Association, and chairman and managing director, Ealing Studios, and Sir Henry L. French, G.B.E., K.C.B., also director general, British Film Producers Association. . . . The Walt Disney Christmas show will be televised over the entire CBS television network, and will feature famous Disney cartoons, live performances, and teaser scenes from "Peter Pan." . . . Gigi Perreau, 10-year-old U-I star, played hostess to a large group of youngsters at a post-Thanksgiving party. . . . The first public service feature at the Rivoli is a show of oils, water colors, and prints of Emily Barto arranged by Monty Salmon. . . . "The March of Time's" Forum Films are to be distributed by McGraw-Hill after Jan. 1. . . . Okeh pressbooks are out on "Submarine Command," "The Big Night", "When Worlds Collide", and "Golden Girl."

Technicolor Profit Up

NEW YORK—Consolidated net profit after taxes on income and other charges of Technicolor, Inc., for the nine months ended on Sept. 30, 1951, is estimated to be \$1,497,140.36, equivalent to \$1.62 a share, as compared with \$1,464,146.92, equivalent to \$1.59 a share, for the corresponding nine months of 1950, according to Dr. Herbert T. Kalmus, president and general manager, last week.

Business Drooping Along Broadway

NEW YORK—Leading the town in the Broadway first-runs last weekend were "Quo Vadis" and "Detective Story."

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"COME FILL THE CUP" (WB). Warner expected second week to hit \$23,500.

"TWO TICKETS TO BROADWAY" (RKO). Paramount, with stage show, was heading toward a \$63,000 second week.

"FIXED BAYONETS" (20th-Fox). Rivoli anticipated the second week at \$18,000.

"GOLDEN GIRL" (20th-Fox). Roxy reported a take of \$35,000 from Tuesday through Sunday, with the last 10 days estimated at only \$47,500.

"TOO YOUNG TO KISS" (MGM). Radio City Music Hall, with stage show, was down to \$61,000 for Thursday through Sunday, with the second and last week not expected to go over \$90,000.

"THE BLUE VEIL" (RKO). Criterion dropped to \$11,000 for the sixth, and last, week.

"WARPATH" (Para.). Globe was down to \$9,000 for the second, and last, week.

"DETECTIVE STORY" (Para.). Mayfair claimed \$36,000 for the fourth week.

"TEN TALL MEN" (Col.). Victoria hit \$11,000 on the sixth week.

"ACROSS THE WIDE MISSOURI" (MGM). Loew's State held up with \$14,000 reported for the fourth week.

"QUO VADIS" (MGM). Astor, with reserved seat policy, announced \$23,000 for the fourth week.

"QUO VADIS" (MGM). Capitol, with unreserved seat policy, claimed \$85,000 for the fourth week.

Albany TOA Reactivating

NEW YORK—Meetings will be held on Dec. 17-18 in Albany, Utica, N. Y., and Watertown, N. Y., for the purpose of reactivating the Albany unit of the Theatre Owners of America, it was announced last week by TOA managing director Gael Sullivan. The meetings will be conducted by Sullivan and Si Fabian, along with Harry Lamont, Albany unit chairman, and attorney Lewis Somberg.

One of the major reasons behind the move is the need for an industry spokesman in the state capitol. This will be especially true if the unofficial report that New York City will attempt to get legislation passed giving the authority to levy a new city ticket tax is accurate. It is felt that if New York City does levy such a theatre tax, cities all over the state and country may follow suit.

The goal of the meetings will be to get some 200 theatres to join the TOA Albany unit. Included among those who will help Lamont reach this goal is Sol Ullman, Fabian; Jules Perlmutter, Albany; William Benton, Saratoga, and Sid Dwore, Schenectady.

Schine Given Deadline

WASHINGTON—Although the date for compliance had been set for Nov. 18, the Department of Justice last week extended until Dec. 3 as the deadline for Schine Theatrical Enterprises to comply with the Justice Department divestiture order.

UA Sets 11 Releases For 1952 Start

NEW YORK—United Artists' 1952 program will be launched with 11 major releases during the first five months of the new year, it was announced last week by William J. Heineman, vice-president in charge of distribution.

Included in the list of productions are: John Huston's Technicolor film, "The African Queen", Humphrey Bogart-Katharine Hepburn starrer; "Another Man's Poison", starring Bette Davis and Gary Merrill; "Saturday Island", in Technicolor, starring Linda Darnell; "The Green Glove", starring Glenn Ford, Geraldine Brooks, with Sir Cedric Hardwicke; Stanley Kramer's "High Noon", starring Gary Cooper; "One Big Affair", starring Evelyn Keyes and Dennis O'Keefe; Ben Hecht's "Actors And Sin", starring Edward G. Robinson, Marsha Hunt, and Eddie Albert; "Tight-rope", the Robert Wise production starring John Forsythe; Alexander Paal's unique international comedy, "A Tale Of Five Women", "The Lady Says No", and "Chicago Calling."

Hetzel Joins Johnston

WASHINGTON—It was announced last fortnight that Ralph Hetzel, labor economist who has been assistant administrator of the Economic Stabilization Agency, has been named special assistant to Eric A. Johnston, Motion Picture Association of America president, and will head the MPAA's New York office, a post vacant since Francis Harmon resigned as MPAA vice-president.

George Viether, Hetzel's deputy at the ESA, becomes head of the MPAA Washington office with the title of special assistant to Johnston. He will assume some of the duties formerly handled by Edward Cheyfitz, resigned.

Baker, French Feted

WASHINGTON—Reginald Baker, president, British Film Producers Association, and Sir Henry French, BFFPA director general, were guests at a luncheon at Motion Picture Association headquarters last fortnight. MPAA President Eric A. Johnston attended, as did vice-president Joyce O'Hara and Richard P. MacDonald, MPAA. Other guests were Uruguyan Ambassador Mora, Australian Ambassador Spencer, ministers of the British and Canadian embassies, Nathan D. Golden, Commerce Department, and other officials.

Armando Massimelli Mourned

NEW YORK—Word was received last week from Rome of the death of Armando Massimelli, manager, MGM of Italy, on Nov. 26, of a heart attack. He was 61.

Long a prominent figure in Italian and Continental film circles, Massimelli joined MGM in 1925.

Levin In Broder Deal

NEW YORK—Budd Rogers, vice-president-general manager, Realart Pictures, Inc., and Jack Broder Productions, Inc., announced last week the appointment of Jack H. Levin Associates as the official checking agency on a national basis.



The producer and director of Oceania Film's first production, "Conflict," are seen on location recently. Oceania Film is in Sao Paulo, Brazil.

Picker Reports On UA Foreign Moves

NEW YORK—A survey of United Artists' prospects for 1952 in the international field, forecasting a general increase in total revenues and a resultant turn from a losing operation to a profitable one for the first time in several years, was reported last week by Arnold Picker, vice-president in charge of foreign distribution.

Picker, who submitted his report to UA President Arthur B. Krim and the company's board after a three-week fact-finding tour of the United Artists' offices in London and Paris, and after sifting cabled advices from all other company sales branches, based his forecast on increased flow of better quality, bigger box-office motion pictures; strengthened manpower on all sales levels, aided by a new, streamlined sales organization; the volume of sales contracts already concluded with leading exhibitor organizations all over the world, and important circuit sales deals.

Business in Britain is on the upswing for UA, Picker noted, sparked by a successful four-month sales drive, the first in years, under the leadership of Montague Morton, general sales manager. The Italian market has been opened up to United Artists' films.

In England, Picker effected a realignment of Continental sales operations, transferring UA's administrative offices from London to Paris. This will see also a shift in several key personnel assignments. Walter E. Gray, assisted by Henry F. deMarco, will head the Paris administrative machinery, working under the supervision of Louis Lober, continental manager, and Charles Smadja, European sales manager.

In Paris, Picker conferred with Lober, Smadja, and Georges Rouvier, general manager in France; Fred Strengholt, director of UA's French, Swiss, and Belgian companies and UA distributor in Holland; Preben Philipsen and Waldfried Barthel, respectively president and general manager, Constantin Films, UA distributor in Germany and Austria, and Ever Haggiag, DAI Italian affiliate.

In the New Zealand territory, Picker announced a shift in the company's main headquarters from Wellington to Auckland. He disclosed that he expanded the playing time of United Artists' pictures in South Africa by concluding a deal with African Consolidated Theatres.

THE INTERNATIONAL SCENE

Canadian Comment

Henry L. Nathanson, Ted Gould, Garfield Cass, and Dewey Bloom, all of MGM Films of Canada, returned to Toronto following a visit to the home office during which a discussion on how "Quo Vadis" would be handled for The Dominions was held.

Talun Meets British

LONDON—A special screening of Darryl F. Zanuck's "David And Bathsheba" for members of the Circuits Management Association and their wives introduced 20th-Fox's famed "Goliath", Walter Talun, to the British film industry this week.

Talun will duplicate his American tour on behalf of the picture throughout the British Isles.

London "Vadis" Bow Set

LONDON—The first overseas engagement was set last week for MGM's "Quo Vadis." The picture will open here on Jan. 25, at the Ritz and Carlton, simultaneously. The Carlton is a West End first-run, and the Ritz is an MGM house in Leicester square.

Wadsten Joins Loew's, Sweden

NEW YORK—Gosta Wadsten has been appointed MGM manager in Sweden, it was announced last week by Morton A. Spring, first vice-president of Loew's International. Wadsten succeeds the late Arne Hallin.

Other deals concluded in recent weeks include a circuit deal with Amalgamated Theatres in New Zealand, with the Glucksmann Circuit in Uruguay, with theatres operated by Ernesto Ruffino in the Philippines, with Continental Amusements Corporation in Hong Kong, and with an important first-run setup in Peru.

Picker also announced the following appointments:

Herbert O. Horn, formerly RKO general manager for Germany, has been named special representative in Germany, succeeding John Swanink, resigned. Horn, who will headquarter in Frankfurt, will serve as the home office liaison with Constantin Films.

Keith Goldsmith has been appointed Far Eastern supervisor, with headquarters in Singapore, for India, Indonesia, Siam, Japan Philippines, Formosa, and Hong Kong.

UA will open a new office in Formosa, Picker stated, to service that area from headquarters in Taipeh.

George Kallman, serving as a roving special representative in the Far East, has returned to this country, and is now recuperating from an operation for a circulatory ailment, which resulted in the amputation of his right leg.

PEOPLE

NEW YORK—Al Fitter, Paramount sales representative in the Rochester, N. Y., Syracuse, N. Y., and Binghamton, N. Y., districts, has been promoted to assistant to Hugh Owen, southern division manager, stationed at the home office, it was learned last fortnight. Before becoming a Paramount salesman, Fitter was head film booker in Rochester. He is succeeded there by Frank Saviola, who was top booker-office manager, with Tony Mercurio, Saviola's assistant, moving up to Saviola's spot.

HOLLYWOOD—Mary McCall, Jr., was elected head, Screen Writers Guild, last fortnight. She succeeds Karl Tunberg. Others elected were Richard Murphy, vice-president; Howard Breen, secretary, and Wells Root, treasurer. Executive board members elected are Ivan Goff, Robert Carson, John Monks, Jr., Everett Freeman, Barry Shipman, Harold Greene, Robert Pirosh, and Dorothy Hughes.

HOLLYWOOD—Bob Quinn, until recently field exploitation representative in the Denver and Salt Lake branch territories, was last week transferred to Paramount's west coast studio publicity department to handle general exploitation, special events and promotions. Quinn joined Paramount in April, 1946, and has headquartered in Denver since that time. Peter Bayes has been named as his successor in Denver.

NEW YORK—Oliver A. Unger, national sales director, Snader Productions, last week named three territorial representatives to handle the company's new product, Edward Salzberg, Cincinnati; W. H. Gaffney, Kansas City, and Phillips and Gorleck, St. Louis.

NEW YORK—Douglas Fairbanks, Jr., last week announced appointment of Harold J. Salemson as eastern advertising, publicity, and exploitation head for Dougfair Corporation, producers of "Another Man's Poison."

WASHINGTON—Manning "Tim" Clagett last fortnight resigned as acting director of information for the MPAA. He had been with the MPAA about four years.

Distributors Fight Dipson Move

WASHINGTON—The Shea Circuit and six major distributors, Warners, RKO, MGM, Paramount, 20th-Fox, and UA, last week asked the U. S. Supreme Court to sustain the New York Circuit Court decision throwing out the Dipson Theatres' anti-trust suit. Dipson has appealed to the high court. The defendants asked the justices not to take the appeal, but to let the Circuit Court ruling stand.

"Family Night" Dropped in NY

NEW YORK—Skouras' Jamaica, Jamaica, L. I., dropped "Family Night", a plan which admitted the entire family for \$1 plus individual federal taxes, it was learned last week.

The low cost group rate was intended to help attendance for the vaudeville-film policy.

Broderick Crawford Completes Record Tour

HOLLYWOOD—Alert exhibitors are miles ahead of Hollywood in their thinking and action on the use of TV as a tremendous selling aid for motion pictures, Academy Award winner Broderick Crawford declared last week at a trade press luncheon on his return from a three-month tour of the country in connection with "The Mob."

Crawford's tour encompassed more than 60 cities. The star's tour covered 38 states and took in cities and towns ranging in size from 14,000 to New York City.

Metzger Raps Sales Policy Of Distributors

NEW YORK—Distributors selling away from first-run theatres, as well as the "forcing of increased admission prices," was deplored by Gus Metzger, chairman, Southern California Theatre Owners of America, in a telegram to TOA headquarters last week.

He declared:

"The membership of Southern California Theatre Owners of America is very much upset about the distributors' policy of selling first-run pictures to individual outlying theatres, totally disregarding the investment in first-run theatres. By this policy, they are reducing the value of the programs playing the regular first-runs, as the public is led to believe that these are secondary pictures.

"At the present time, the association has employed Fendler, Weber, and Lerner to make a study as to the application of the Jackson Park decision to this problem in Los Angeles. If they find that the circumstances are similar, a court action will be filed in the very near future. In negotiating these long-term runs, the distributors are asking that the bidder incorporate his proposed admission prices in the bid. This is being used in some cases as a device to circumvent the decision of the United States Supreme Court in the Paramount case against including admission prices in a contract.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

PARAMOUNT

"Sailor Beware"—Should register in the higher grosses.

RKO

"On Dangerous Ground"—Mild program.

"Overland Telegraph"—Series western.

20TH-FOX

"I'll Never Forget You"—Names may help.

"The pictures which have been released to said neighborhood theatres for individual runs have not been generally road shown. As a result of this policy of the distributors, the public is being charged excessive admission prices for ordinary pictures. Through this policy of licensing pictures for extended runs, the natural flow of product to the subsequent-run theatres is being interrupted, and consequently these theatres are suffering greatly through inferior bookings. At the present time, there are 164 closed theatres in this exchange area, with the number likely to increase as the result of this threatened curtailment of normal flow of product.

"These pictures are purportedly put up for bids. However, since there is no public opening of bids, there is no way of determining whether the distributor selects his own customer regardless of the bids filed. As a result of said policy of unjustifiably granting extended runs, the public will soon become convinced that unless a picture plays on an extended-run basis at advanced admission prices, the picture is not one worth seeing. The natural effect of this tendency will be to concentrate the public's patronage in fewer and fewer theatres."

Weitman To Be Feted

NEW YORK—Robert M. Weitman, managing director, Paramount, will be honored by AMPA at a luncheon on Dec. 6 at the Hotel Piccadilly.

Silas F. Seadler, MGM advertising manager and artist, recently put his talents to work in these sketches for the bow of MGM's "Pandora and the Flying Dutchman," Normandie, New York City.

Fred Beedle Again Heads W. Pa. Allied

PITTSBURGH—Fred Beedle was last week reelected president, Allied Motion Picture Theatre Owners of Western Pennsylvania, at the 31st annual convention at the William Penn Hotel.

Other officers elected were Norman Mervis, vice-president; Earl Beckwith, treasurer. Fred Herrington is secretary. Directors elected were Ted Grance, David Hadburg, Ted Manos, Bud Rosenberg, Speer Maronis, and William Wheat.

The meeting went on record as endorsing the arbitration principles recently adopted at the National Allied meeting in New York. In the opinion of Morris Finkel, a director of National Allied and prominent in the local unit, the convention's action on this point was considered the most important development at the conclave.

An advertising-publicity forum featured the opening session.

Beedle suggested that the exhibitors exert themselves locally, county, state, and nationwide, and suggested that through "Movietime, U.S.A." producers can work together in a common cause.

Dan Terrell, MGM, outlining that company's publicity services, said that he believed extra advertising is where sharing begins.

Jerry Pickman, Paramount ad.-publicity-exploitation head, declared that all pictures have a market, and that the exhibitor's problem is to get that market. A realistic merchandising approach to the problem is needed, he added.

Max E. Youngstein, UA vice-president, said he believed the price of TV made attempts to adapt it prohibitive. "You are better off with an exploitation stunt," he said.

A forum deduced that from two per cent to 10½ per cent of the gross might be a good figure to devote to advertising and exploitation, with 7½ per cent the average figure. It was suggested that the small exhibitor analyze his area, and try to profit more from lesser pictures instead of only from the big ones.

Jack Jackson, National Screen Service, said that from a money-making point of view it takes enthusiasm to push exhibition.

All convention resolutions adopted in New York by the national convention were unanimously approved.

Abram F. Myers, National Allied counsel, explained Allied's plan.

Hollywoodites present were Frank Lovejoy, Mr. and Mrs. James Craig, Mel Ferrer, and Jody Lawrance. They represented "Movietime, U.S.A."

Schlaifer Joins Broder, Realart

NEW YORK—Budd Rogers, executive vice-president and general manager, Jack Broder Productions, Inc., and Realart Pictures, Inc., in association with Jack Broder, last week announced the appointment of Jack Schlaifer to the post of vice-president, Jack Broder Productions, Inc., and Realart Pictures, Inc., and general sales manager of both organizations.

Schlaifer's association with Jack Broder Productions, Inc., and Realart Pictures, Inc., in no way changes the status of Jack Schlaifer Organization, Inc., which will continue to function and operate in the future as it has in the past.

This Was The Week When . . .

Paramount set the world premiere of "The Greatest Show On Earth" for January at the Radio City Music Hall, New York. . . . Paramount held the first showing of "My Favorite Spy" at the home of a winning contestant in Bellaire, O.

U-I revealed a new color photo service for exhibitors on Technicolor pictures for lobby displays and promotional tieups. . . . 20th-Fox set a saturation premiere of "Red Skies Of Montana" from Jan. 22-March 4 in the far western exchange areas. . . . 20th-Fox top executives set Dec. 10 as the time for confabs with coast production heads. . . . UA announced an apple tieup for "The Big Night."

MGM set 25 theatre trade showings of "Quo Vadis", starting on Dec. 10. . . . UA revealed that "The African Queen" would have its pre-release world premiere at the Fox Wilshire, Los Angeles, on Dec. 22 to qualify for the Academy Awards competition.

Top Level Talks At U-I Coast Meeting

NEW YORK—U-I will bring together its sales executives from all sections of the country for a series of top level policy and planning meetings at the studios during the week beginning on Dec. 10.

Alfred E. Daff, vice-president and director of world sales, and Charles J. Feldman, Domestic Sales Manager, head the distribution group, which will include F. J. A. McCarthy, southern and Canadian sales manager; Foster M. Blake, western sales manager; P. T. Dana, eastern sales manager, and James J. Jordan, circuit sales manager. Also on hand will be district managers David A. Levy, from New York; P. F. Rosian, from Cleveland; John J. Scully, from Boston; Manie M. Gottlieb, from Chicago; Barney Rose, from San Francisco; James V. Frew, from Atlanta, and Henry H. Martin, from Dallas.

Leo Spitz, executive head of production; William Goetz, in charge of production, and Ed Muhl, studio vice-president and general manager, will head the production group. David Lipton, vice-president in charge of advertising and publicity; Al Horwits, studio publicity director; Charles Simonelli, eastern advertising and publicity department manager, and Philip Gerard, eastern publicity manager, will head the advertising and publicity group.

The overseas operation will be dealt with by Americo Aboaf, vice-president and foreign sales manager, Universal International Films, Inc., and Fortunat Baronat, foreign publicity director.

NSS Votes "No Union"

NEW YORK—National Screen Service white collar employes last week voted for "no union" at a National Labor Relations Board election to ascertain who should represent them as a bargaining agent.

United Artists' publicists selected District 65 as their bargaining representative.

Reagan Succeeds Rodgers At Loew's

NEW YORK—Nicholas M. Schenck, president, Loew's Inc., announced over the weekend that Charles M. Reagan had been made vice-president in charge of domestic distribution, succeeding William F. Rodgers.

The change becomes effective on Jan. 1.

Schenck said that Rodgers, MGM vice-president and general sales manager for many years, had asked to be relieved of his responsibilities. He declared that "he was happy that Rodgers will remain with Loew's as vice-president for a minimum of two years as an adviser and consultant on sales activities."

Reagan joined Loew's in an executive capacity in 1949.

Before that time he had been vice-president and general sales manager for Paramount Pictures.

WB NE Awards Prizes

NEW HAVEN—Harry Feinstein, zone manager, Warners' New England Theatres, announced last week the awarding of the "Sweepstake Drive" cash prizes for the month of October for exploitation and showmanship to Murray Howard, Warner, Worcester, Mass.; Jack Sanson, State, Manchester, Conn., and Julia Smith, State, Waterbury, Conn. Total prize money of \$100 each month, plus quarterly prizes, is awarded to the New England managers. Howard and Sanson were tied for first place and Miss Smith was awarded second prize.

Honorable mention awards were won by Tommy Kilcoyne, Strand, Clinton, Mass.; Steve Barbett, Lawrence, Mass.; Jack Harvey, Danbury, Conn., and Ben Beckman, Derby, Conn. The special showmanship award of \$100 for "Painting The Clouds With Sunshine" was won by Andy Sette, Capitol, Springfield, Mass.; and Murray Howard, Warner, Worcester, who tied for first place. Second place was awarded to Jim O'Loughlin, Port, Newburyport, Mass.

NY Leads UA Drive

NEW YORK—The first six branches to go over the top of their sales quotas in the United Artists drive were announced last week by William J. Heineman, UA vice-president. In first place in the 11th week of the drive was New York, which exceeded its quota by more than one-third for a percentage standing of 133.8. On New York's heels is New Orleans, with 122.3 per cent of its quota.

Following are the Charlotte branch, with 111.2 per cent; San Francisco, with 107.5 per cent; Denver, with 102.1 per cent, and the St. Louis branch with 100.2 per cent.

The Servisection Is the Only Service Of Its Kind Giving A Full Coverage, Listing and Reviews Of All Features and Shorts Released In the Domestic Market.

Republic Declares On Preferred

NEW YORK—A dividend of 25 cents per share on preferred stock was declared by the board of directors of Republic Pictures Corporation last week.

REMEMBER



SCATTERBRAIN



SIS HOPKINS



PUDDIN' HEAD



SLEEPY TIME GAL



JOAN OF OZARK



CHATTERBOX

YOUR PROFIT?

NOW

needs



FO



When the world
gets a laugh here
it comes Judy...

Queen of the Cowgirls

HERBERT J. YATES presents

JUDY CANOVA

in

Hey, Chickie!

in TRUCOLOR

with TEN TOP COMEDIANS

including EDDIE FOY, JR. • ALAN HALE, JR.

and WALTER CATLETT • LEONID KINSKEY • GUS SCHILLING • IRVING BACON • FUZZY KNIGHT • ROSCOE ATEES

Directed by R. G. SPRINGSTEEN • Written by JACK TOWNLEY and CHARLES E. ROBERTS

Additional dialogue by BARRY TRIVERS • Associate Producer SIDNEY PICKER

A REPUBLIC PRODUCTION

Republic Pictures Corporation—Herbert J. Yates, President



"Yonder" Bows In Omaha Premiere

OMAHA—The three-day celebration, "Omaha Salutes The Strategic Air Command," came to a rousing climax last week with the world premiere of Republic's "The Wild Blue Yonder" at the Orpheum.

Flying in from the coast were Wendell Corey, Forrest Tucker, and Phil Harris, from the cast, plus Alice Faye, Victor McLaglen, Estelita, Rod Cameron, and Grant Withers. Joining the Hollywood contingent were Republic officials headed by James R. Grainger, executive vice-president in charge of sales and distribution; William Saal, executive assistant to President Herbert J. Yates; A. H. Fischer, midwest district manager, and branch managers Robert Withers, Kansas City; Paul Webster, Des Moines, and Harry Lefholtz, Omaha.

Theatre executives attending included: A. H. Blank, president, United Paramount Theatres—Tri-States Theatre Corporation; Dale McFarland, executive assistant to Blank; Myron Blank, president, Central States; Kermit Carr, chief buyer-booker, Tri-States; A. Don Allen, director of advertising and publicity, Tri-States, and Tri-States' district managers William Miskell and Herbert Grove.

Stars and honored guests visited Boystown, veterans' hospitals, and children's hospitals, and attended a civic luncheon tendered by the Chamber of Commerce which was highlighted by a telephonic message from Republic President Yates, from Hollywood.

Harvey Day Mourned

NEW YORK—Harvey Benjamin Day, 75, who had spent 39 years in the motion picture field, died last fortnight after a long illness at his Jackson Heights, Queens, L. I., home.

Day entered the business in 1912 with George Kleine in Chicago, and in 1914 opened Fox exchanges in Pittsburgh and Cleveland. From 1915 to 1917 he served as home office and east district sales manager for Fox. He was with Stanley Mastbaum in Philadelphia in 1917, and opened the first Select film exchanges and system.

He was sales manager for International Newsreel from 1920 to 1923, when he became Kinograms sales manager, and later was named general field representative for Educational Films. In 1932, he became general sales manager and vice-president, Terry-Toons. In 1945, he was named eastern production representative for Constance Bennett Productions and for Jules Levey, in 1946. Surviving are his widow, a son, a sister, and three grandchildren.

Unique Personal Tour Starts


NEW YORK—Something new in personal appearances was launched by Richard Arlen and Laura Elliot when they began their tour last week on behalf of "Silver City," Paramount release. Using actual props and costumes, the two players will enact two of their key scenes from the picture from a special script prepared for them by Frank Gruber.


Cities they will play include Cincinnati, Atlanta, Detroit, Cleveland, Pittsburgh, Washington, and Baltimore, Md.


THE TIP-OFF ON BUSINESS


(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The rating given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. The rating given does not constitute the business of each individual engagement but an honest attempt is made to present a general average. By studying the ratings, which may be changed in accordance with newer information, exhibitors will be able to determine how to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (DECEMBER 5, 1951)










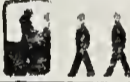




Swell, topnotch, record-breaking or close to it in all types of houses. 

Just fair, nothing out of the ordinary, returns about average. 




Good, although not breaking the walls down, but solid returns. 



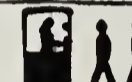





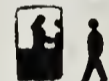











Disappointing, way below the average expected, decidedly off. 

The Week's Newcomers

CLOSE TO MY HEART (90m.) (WB)	
GOLDEN GIRL (108m.) (20th-Fox)	
HONEYCHILE (90m.) (Republic)	
HOTEL SAHARA (87m.) (UA)	
SILVER CITY (90m.) (Paramount)	
STARLIFT (103m.) (WB)	
SUBMARINE COMMAND (87m.) (Paramount)	
TEN TALL MEN (97m.) (Columbia)	
THE LADY PAYS OFF (80m.) (U-I)	
THE RAGING TIDE (93m.) (U-I)	
THE STRANGE DOOR (81m.) (U-I)	
TOO YOUNG TO KISS (89m.) (MGM)	
TWO TICKETS TO BROADWAY (106m.) (RKO)	
WHEN WORLDS COLLIDE (81m.) (Paramount)	

Continuing

A STREETCAR NAMED DESIRE (125m.) (WB)	
ACROSS THE WIDE MISSOURI (78m.) (MGM)	
AN AMERICAN IN PARIS (113m.) (MGM)	

ANNE OF THE INDIES (81m.) (20th-Fox)	
BRIGHT VICTORY (96m.) (U-I)	
CAVE OF OUTLAWS (75m.) (U-I)	
COME FILL THE CUP (113m.) (WB)	
DARLING HOW COULD YOU (96m.) (Paramount)	
DETECTIVE STORY (103m.) (Paramount)	
DRUMS IN THE DEEP SOUTH (86m.) (RKO)	
HARD, FAST, AND BEAUTIFUL (76m.) (RKO)	
LET'S MAKE IT LEGAL (77m.) (20th-Fox)	
MARK OF THE RENEGADE (80m.) (U-I)	
QUO VADIS (170m.) (MGM)	
REUNION IN RENO (79m.) (U-I)	
RHUBARB (94m.) (Paramount)	
TEXAS CARNIVAL (77m.) (MGM)	
THE BLUE VEIL (114m.) (RKO)	
THE FIRST LEGION (86m.) (UA)	
THE MAGIC FACE (89m.) (Columbia)	
THE RACKET (87m.) (RKO)	
THE TANKS ARE COMING (89m.) (WB)	
THE WHISTLE AT EATON FALLS (86m.) (Columbia)	

*Universal-International proudly announces
the general release in January of
"BRIGHT VICTORY"
their most distinguished and
highly acclaimed motion picture*

"Excellent for adults
and youngsters."

— PARENTS MAGAZINE

"Chalk up this
U-I film as an
Academy Award
contender!"

— SCREEN GUIDE

"Boxoffice future bright as a silver dollar
... tremendously satisfying entertainment."

— MOTION PICTURE HERALD

"... one of the enthralling pictures
of your movie year ... scratch off
another niche in the 10-Best lists."

— N.Y. WORLD TELEGRAM AND SUN

"Arthur Kennedy's poignant
performance in the movie 'Bright
Victory' strums every heartstring."

— WALTER WINCHELL



"Rates Academy Award ... unques-
tionably certain to win enthusiastic
approval from all types of movie-goers."

— SHOWMEN'S TRADE REVIEW

BRIGHT VICTORY

Starring

ARTHUR KENNEDY • PEGGY DOW

with JAMES EDWARDS • WILL GEER and JULIA ADAMS

Screenplay by ROBERT BUCKNER • Based on the novel "Lights Out" by Baynard Kendrick • Directed by MARK ROBSON • Produced by ROBERT BUCKNER • A UNIVERSAL-INTERNATIONAL PICTURE

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

New York City: Air raid test. Korea: Vice-president Barkley celebrates 74th birthday visiting front.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 97) Alabama: Train wreck. Italy: General Eisenhower in Rome urges huge NATO army. Egypt: King Farouk says British must go. Seattle: GI's bring home Japanese wives. Fort Hood, Tex.: "Chemical war" flames (except Chicago, Boston, Philadelphia, Los Angeles, and Washington). New York: "Fixed Bayonets" premiere (only Chicago, Boston, Philadelphia, and Washington). Hollywood: Blood bank visits actors on 20th-Fox set. Canada: Toronto selects a "perfect man".

NEWS OF THE DAY (Vol. XXIII, No. 227) Egypt: King Farouk says British must go. Washington: Japan first to ratify peace treaty. Seattle: GI's bring home Japanese wives. Hollywood: Popularity award for June Allyson.

PARAMOUNT NEWS (No. 30) Denmark: Copenhagen's navy yard arsenal explodes. Los Angeles: Nino Marcel and pet elephant, "Tusker". Canada: Toronto selects a "perfect man". Cleveland: Dub Jones, Cleveland Browns, scores all six touchdowns made by his team, tying record hung up by Ernie Nevers back in 1929.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 513) Austria: Oil fire. Germany: Catacombs of Berlin. Washington: Japan first to ratify peace treaty. Japan: Emperor visits pearl "farms". Ciudad Trujillo: Tropical fashions.

WARNER PATHE NEWS (Vol. 23, No. 32) Germany: Catacombs of Berlin. Chicago: Crochet championship. Travis Air Base, Cal.: "Starlift" stars at premiere. New York: Yanks battle 49'ers to draw in pro grid game. Chicago: Lujack carries ball for blood donations.

TELENEWS DIGEST (Vol. V, No. 48-B) New York City: Air raid test. Korea: Vice-president Barkley celebrates 74th birthday visiting front. Suez: British families leave trouble spot, Ismailia. Yugoslavia: Tito gets more American military aid. Japan: Ratification of peace treaty brings rejoicing. New York: Toyland.

IN ALL FIVE:

Egypt: Mass protest against British.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 96) Korea: Hope for peace. Germany: General Eisenhower greets new GI's. New York City: Trains crash under sidewalks of New York. New York: Masked priests accuse Reds. Australia: "Miss Kangaroo" picked (except Dallas and Chicago). Texas: An 117-year-old man sees first movie (Dallas only). Pigskin Parade: Tennessee rips Kentucky; Princeton trims Dartmouth; Illinois edges Northwestern (Chicago only).

NEWS OF THE DAY (Vol. XXIII, No. 226) New York: Masked priests accuse Reds. Israel: Border guarded against Arab terrorists. Korea: Hope for peace. Fairfield, Cal.: GI war brides from Korea. New York: Spotlight on baby. Japan: Joe Louis boxes sailors in Tokyo (except San Francisco and Los Angeles). Football: Tennessee rips Kentucky (except Los Angeles and San Francisco); UCLA upsets Southern California (San Francisco and Los Angeles only); California trims Stanford (San Francisco and Los Angeles only).

PARAMOUNT NEWS (No. 29) Korea: Hope for peace. France: President Auriol host to UN delegates. Italy: Ministers of Atlantic Pact nations meet in Rome. Holland: General Eisenhower welcomes Canadian army unit. Germany: General Eisenhower meets new GI's, and is visited at SHAPE headquarters by British Princess Margaret. Gridiron highlights: Tennessee rips Kentucky; California trims Stanford.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 512) Italy: Ministers of Atlantic Pact nations meet in Rome. Holland: General Eisenhower welcomes Canadian army unit. France: Floods. Fairfield Cal.: GI war brides from Korea. San Francisco: Food for prisoners. Japan: Joe Louis boxes sailors in Tokyo. Football: Tennessee rips Kentucky; Michigan State rolls over Colorado; California Bears upset Stanford.

WARNER PATHE NEWS (Vol. 23, No. 31) Korea: Hope for peace. Japan: Vice-president Barkley in Tokyo on way to Korea. France: Adenauer in Paris for "Big Three" talks. Hawaii: Pearl Harbor remembers—10 years back. Japan: Joe Louis boxes sailors in Tokyo. Philadelphia: Santa Claus on parade (Philadelphia only). Football: Harvard and Yale tie; Tennessee rips Kentucky.

TELENEWS DIGEST (Vol. V, No. 48-A) Indo-China: French cut Red lifeline. Egypt: Mass protest against British. Malaya: Attempt made to starve out Red bandits. India: New Gandhi. Italy: Floods. France: NATO opens new school for soldiers in Paris. Strasbourg: American visitors to the Council of Europe urge unity. France: Adenauer in Paris for "Big Three" talks. Coventry, England: Stalin-grad's mayoress visits. Football: Harvard and Yale tie.

MOVIE TONE NEWS (Vol. 34, No. 95) Washington, D. C.: President Truman speaks before Women's National Democratic Club. Egypt: Crisis. Japan: Joe Louis hailed. France: Vishinsky pets "dove of peace." Movietone's 1951 All-Americans.

NEWS OF THE DAY (Vol. XXIII, No. 225) France: Vishinsky pets "dove of peace". Egypt: Crisis. Korea: Paratrooper drill. Phoenix, Ariz.: Junior rodeo. Bill Stern's All-American stars and plays of 1951.

PARAMOUNT NEWS (No. 28) Korea: Paratrooper drill. Japan: Joe Louis hailed. New York: Prohibition Party names candidate. 1951 All-American football team.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 511) Egypt: Crisis. Washington, D. C.: President Truman speaks before Women's National Democratic Club. Japan: Crippled B-29s repaired. Japan: Joe Louis hailed. Holland: Billiard aces tee off. Phoenix, Ariz.: Junior rodeo. Seattle: Santa Claus takes a bow.

WARNER PATHE NEWS (Vol. 23, No. 30) Washington: President Truman speaks

"La Ronde" Appeal Scheduled

ALBANY—The application of Commercial Pictures Corporation, owner of the American rights to "La Ronde", for an order reversing the Board of Regents' refusal to issue a license for the French film was transferred to Appellate Division last week. License for the film had been twice denied on the ground that the picture is "immoral, and tended to corrupt morals." On appeal to the Board of Regents, the petitioners were again denied permission to exhibit "La Ronde", with the Regents holding that "promiscuity is the central theme."

More Chicago Houses Pass

CHICAGO—Following closely on the sale by B and K of the 1,500-seat Drake and the 1,400-seat Admiral, it was reported last fortnight that negotiations were underway for the disposal of the circuit's Granada, 3,443-seater, to be turned into a church. Additionally, B and K is said to have received inquiries concerning the availability for purchase of the 290-seat Iris and the 970-seat Cine.

before Women's National Democratic Club. Washington, D. C.: Taft opens campaign headquarters. Egypt: Crisis. Korea: Paratrooper drill. France: Lovett, Acheson, Harriman meet at Eisenhower's headquarters. New York: Czech railmen who fled Reds arrive. Hollywood: Doris Day opens "Toys For Tots" drive. France: Feather fashions from Paris. Honolulu: A seal goes Hawaiian. Germany: Canine cafeteria in Berlin.

TELENEWS DIGEST (Vol. V, No. 47-B) Washington, D. C.: President Truman speaks before Women's National Democratic Club. Washington, D. C.: Disabled vets' Thanksgiving. Germany: Hitler's hideout. Austria: Oil fire. Germany: Babs Hutton and new beau. Scotland: British Navy tests new seasick pill. Cincinnati: Midgets work on jet engines. Denver: Midget auto race.

NATIONAL LEGION OF DECENCY

Dec. 6, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Fixed Bayonets" (20th-Fox); "I'll Never Forget You" (20th-Fox); "Navajo" (Lippert); UNOBJECTIONABLE FOR ADULTS: "Bride Of The Gorilla" (Realart); "Calling Bulldog Drummond" (English-made) (MGM); "The Dark Page" (Col.); "Diamond City" (English-made) (Zenith); "Drums In The Deep South" (RKO); "Elopement" (20th-Fox); "Insurance Investigator" (Rep.); "The Lisbon Story" (Four Continents); "Man In The Saddle" (Col.); "Red Mountain" (Para.); "Sing With Me" (Italian-made) (Crown); "The Ten Commandments" (Italian-made) (Continental); "Westward The Women" (MGM); OBJECTIONABLE IN PART: "The Cimarron Kid" (U-I); "Cloudburst" (UA); "The Lady Says No" (UA); "Maniacs On Wheels" (English-made) (Int. Releasing Org.); "White Hell Of Pitz-Palu" (Italian-made) (Lux); CONDEMNED: "Scarred" (Italian-made) (Casolaro).

NATIONAL BOARD OF REVIEW

Nov. 24, 1951

STARRED SELECTED FEATURES: "Quo Vadis" (MGM); "Hotel Sahara" (UA).

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RKO Sets New Drive For 1952

CHICAGO—Plans for a new sales drive were discussed at the meeting held by RKO home office executives and district managers at the Ambassador East Hotel last week.

The drive will open on Dec. 21 and will carry through June 26, under the banner of "Ned E. Depinet 1952 Drive," with the slogan "RKO Rates the Dates."

President Ned E. Depinet attended the first day of the meeting at which the product to be released during the first six months of next year was announced.

As in last year's drive, the district managers will be captains for their respective territories.

All were present at the meeting: Robert J. Folliard, eastern district; Morris E. Lefko, eastern central; Herbert H. Greenblatt, midwestern; Alfred L. Kolitz, Rocky Mountain; J. Herbert MacIntyre, western; Leonard S. Gruenberg, metropolitan; David Prince, southeastern; Benjamin Y. Cammack, southwestern, and Carl Peppercorn, Canada.

Twenty-one "A" pictures will be released by RKO between January and July, 1952, President Depinet told home office sales executives and district managers. The pictures will be included in the "Ned Depinet Drive" with "Double Dynamite" as RKO's Christmas release.

Included in the list for January release are "I Want You", produced by Samuel Goldwyn, and starring Dana Andrews, Dorothy McGuire, Farley Granger, and Peggy Dow, and "On Dangerous Ground", co-starring Ida Lupino and Robert Ryan.

Eight of the pictures announced are in color. In Technicolor are "Sons Of The Musketeers", co-starring Cornel Wilde and Maureen O'Hara; "Chuck-A-Luck", by Fidelity, starring Marlene Dietrich, Niel Ferrer, and Arthur Kennedy; "The Half-Breed", starring Robert Young, Jack Buetel, and Janis Carter; "The Story Of Robin Hood", Walt Disney all-live-action drama, starring Richard Todd and Joan Rice; re-release of Walt Disney's "Snow White And The Seven Dwarfs", and "Jet Pilot", starring John Wayne and Janet Leigh.

Others in color include "Tembo", in Ansco Color, featuring Howard Hill, and "Montana Belle", in Trucolor, starring Jane Russell and George Brent.

Others listed for release are:

"A Girl In Every Port", produced by Irwin Allen and Irving Cummings, Jr., and starring Groucho Marx, William Bendix, and Marie Wilson; "The Las Vegas Story", starring Jane Russell, Victor Mature, Vincent Price, and Hoagy Carmichael; "Tarzan's Savage Fury", produced by Sol Lesser, and starring Lex Barker and Dorothy Hart; "Androcles And The Lion", produced by Gabriel Pascal, with Jean Simmons, Victor Mature, Maurice Evans, George Sanders, Alan Young, and Robert Newton; "The Big Sky", produced by Howard Hawks for Winchester Productions, and starring Kirk Douglas and Elizabeth Threatt; "Macao", starring Robert Mitchum, Jane Russell, and William Bendix; "Clash By

Jersey Allied Bulletin Clarifies Para. Policies

NEW YORK—In a bulletin last week, Allied Theatre Owners of New Jersey stated that conversations and discussions with Ted O'Shea, Paramount sales executive, on that company's sales policy indicate "that theatres are to be sold on an individual basis, with the usual material facts concerning the theatre to be taken into consideration. Regardless of the original terms, if a picture does not warrant, on performance, the terms of the signed deal, the door of the Paramount branch or home office is not closed. They will reduce a picture, if necessary, to a price that is equitable for exhibitor and distributor alike. They have established no minimum as the adjusted deal might demand. However, there is a conscientious bottom, as both exhibitor and distributor would agree, on any picture. Deals are subject to home office approval."

The bulletin also stated that the conclusions had been approved by O'Shea, and "in dealing with the Paramount representative, may be used by the exhibitor as representing the thinking of the home office."

Night", Wald-Krasna drama starring Barbara Stanwyck, Paul Douglas, Robert Ryan, and Marilyn Monroe; "The Korean Story", produced by Edmund Grainger, and starring Robert Mitchum and Ann Blyth; "This Man Is Mine", a Wald-Krasna production starring Susan Hayward, and "The Ragged Edge", a drama with Ida Lupino and Robert Ryan.

20th-Fox Sets Coast Meetings

HOLLYWOOD—Meetings which will begin at the 20th-Fox studios next week between home office executives and studio heads are expected to result in the setting of a national release schedule for at least the first quarter of 1952. Leaving from New York over the weekend will be President Spyros P. Skouras, director of distribution Al Lichtman, and vice-president Charles Einfeld, who will meet with Joseph M. Schenck and Darryl F. Zanuck on sales plans for the new year.

At the moment, the 20th Century-Fox studio is well ahead of schedule.

Phonevision Linked To \$50,000 Finnegan Fee

ST. LOUIS—The Globe-Democrat last week reported that James P. Finnegan, former Collector of Internal Revenue in the area, has received a \$50,000 fee from the Zenith Radio Corporation, and that the federal grand jury was investigating the matter.

The newspaper quoted Irving Herriott, general counsel in Chicago, as admitting to the newspaper that the fee had been paid.

The Globe-Democrat said: "At first declining to answer questions as to why Finnegan was employed, Herriott finally said, to help us get motion pictures for our Phonevision tests."

Kentucky Suit Settled

LEXINGTON, KY.—Upon the filing of a stipulation that the "defendant having accounted to plaintiff and having paid in full to plaintiff the amount found to be due on account of the matters set forth in the complaint", three percentage actions brought by distributors against Price Coomer, Harlan, Harlan, Ky., were concluded last fortnight.

Shortly prior to the concluding of the cases, U. S. Judge H. Church Ford had handed down a decision denying the exhibitor defendant's motion for summary judgment to dismiss the distributor actions as to the pictures covered by licenses containing admission price clauses, the court holding that such clauses did not make the contracts illegal per se. The actions had been filed by Universal, Columbia, and United Artists.

Paxton and Seasongood, Cincinnati, and Harbison, Kessinger, Lisle, and Bush, Lexington, represented the distributors, with Sargoy and Stein, New York, of counsel.

Captain Harvey Tour Extended

NEW YORK—In response to the public response accorded the tour of Captain Raymond Harvey, coordinating key city openings of 20th Century-Fox's "Fixed Bayonets" with an intensive blood raising appeal, seven additional cities were last week added to the hero's itinerary.

On special assignment from the Department of Defense, Harvey, Congressional Medal of Honor winner and technical adviser on "Fixed Bayonets" already has visited Philadelphia, Chicago, San Francisco, and Los Angeles.

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"Unsound Selling" Hit By Exhibitors

NEW YORK—"The protests of exhibition coming in from all parts of the nation to the Theatre Owners of America headquarters show an increasing resentment and resistance to the unsound sales strategies being adopted by distributors in establishing roadshow film rentals on average or normal boxoffice attractions," it was reported by TOA executive director Gael Sullivan last week.

He stated: "Our claim of being the greatest mass medium of entertainment becomes a much-derided myth if the comments now reaching us from the west coast are shortly reflected in distributor demands on up-coming features. The exhibitor, through mounting costs, personnel expense, taxation, and other factors, is in an economic straitjacket as it is, and any further hampering of his initiative will be adding a noose to his neck. Foresighted and farsighted distributors must see the necessity of equitable film rental terms that will permit the exhibitor a fair return and insure a much wider market for the payoff of their product.

"I am releasing a number of exhibitor complaints that have come from all sections of the country, but they are a small part of hundreds of highly critical condemnations that have come to me about distributor sales policies that are disrupting relationships between distribution and exhibition. Nothing so clearly highlights the need for an equitable system of arbitration to resolve these cleavages that are developing between distributors and exhibitors."

Representative complaints from exhibitors follow:

Sidney Lust, Washington, D. C.—"Roadshow film rentals are going to hurt our business worse than it is, and believe me it's pretty bad. I am sure the exchanges know that. Producers better change their mode of selling, and modernize it instead of worrying about increased admissions. Better pictures are the answer, with more playing time by the exhibitors, with more reasonable admissions."

J. H. Thompson, Hawkinsville, Ga.—"It is hard for the average exhibitor to understand why production companies expend so

much energy and effort in trying to extract higher and higher film rental from exhibitors instead of putting this energy and effort in producing pictures that will earn more at the boxoffice, and it is still harder for the patrons to understand why we want increased admission prices for entertainment that is no better than the ordinary run of pictures."

Robert E. Bryant, president, Theatre Owners of North and South Carolina, Rock Hill, S. C.—"Please inform production heads that further attempts to employ roadshow rental gimmicks for ordinary pictures, forcing advance admission prices, will arouse strong and vigorous exhibitor resentment everywhere, and create frictions on film rentals that are unnecessary."

Jay Solomon, president, Tennessee Theatre Owners Association, Chattanooga, Tenn.—"Receiving numerous complaints from grass roots exhibitors of our organization about patrons complaining about so many advanced admissions or roadshow pictures which are now in release or being released when they are fighting so hard to get the lost audience back into the theatres with the 'Movietime' campaign."

B. B. Garner, Lakeland, Fla.—"Dark days are ahead for exhibitors unless generally they refuse demands of distributors for features to be exhibited under rental terms compelling raised admission prices. Talgar Theatre Company resents such tactics."

Charles R. Gilmour, Denver—"We have recently completed several so-called roadshow engagements at some of our theatres. Patron reactions at all showings was critical and in many instances abusive. There might be some reason for advance admissions on a picture such as 'Quo Vadis'."

Edward E. Pringle, secretary, Colorado Association of Theatre Owners, Denver—"At recent meetings of our association bitter objections to roadshows and other methods of forcing high film rentals from exhibitors have been voiced by our members."

Pat McGee, Denver—"An occasional roadshow feature such as 'Quo Vadis' can be digested by the industry, but if every better-than-usual picture is to receive such treatment innumerable theatres will be compelled to close their doors because of the lessening supply of product."

Morris Loewenstein, president, Theatre Owners of Oklahoma, Oklahoma City—"Please enter urgent protest of Theatre Owners of Oklahoma, Inc., against establishment of general bidding practices now threatened in this industry. Their use will only widen exhibitor-distributor disharmony. The consent decree never contemplated the establishment of an auction market for film, but rather sought by suggestion to clarify actual competitive situations."

Tom Edwards, MPTO of St. Louis, Farmington, Mo.—"Quo Vadis', third picture sold recently at such terms that admission prices must be raised. Advise exhibitors to pass them as public resents raised admissions on cream when they pay regular for skim milk."

Arthur H. Lockwood, Boston—"The practice of forcing exhibitors to increase admission prices on pictures not of roadshow caliber, but which are considered boxoffice attractions, is undermining further the weakened structure of exhibition in this territory. Such forcing is effected

by requiring uniform percentage terms so high to preclude automatically regular admissions. Unfortunately, the public blames the theatres, not the producers, for these price increases, which serves to counteract and defeat beneficial effects of the 'Movietime' campaign."

R. R. Livingston, president, Nebraska Theatre Association, Lincoln, Neb.—"If producers continue to force roadshow and rentals whereby the exhibitors will have to advance their admissions, they will do more to wreck the exhibitor who is already having a hard time. They will create a thought in the patrons' minds that the only good pictures that they can see are the advanced-price pictures inasmuch as admitting that the remaining 80 per cent of the programs are no good. Bidding is destroying theatre organizations, for it makes exhibitors mad at each other and they will no longer work together."

C. E. Cook, president, Kansas-Missouri Theatre Association, Maryville, Mo.—"Have called number of circuit heads and representative independent exhibitors in Kansas City territory who vigorously oppose increased admission features which result in depressed business following engagement and set up unfair precedents. Some report 'Quo Vadis' and 'The Greatest Show On Earth' possible exceptions. They refuse to buy in closed towns but forced in competitive situations to protect interests. All urge TOA's continued activity on this and other trade practices evidenced by press reports."

Louis K. Ansell, chairman of board, MPTO of St. Louis, Eastern Missouri, and Southern Illinois, St. Louis—"Public resentment against increased admission prices for any pictures roadshow, so-called, including those truly worthy of designation heard by us on all sides, augmented by letters from people published in daily newspapers roundly condemning theatres."

M. E. Hensler, president, Motion Picture Exhibitors of Florida, Auburndale, Fla.—"We feel that the roadshow film rental gimmicks that are being employed by the film companies in their sales policies on several just ordinary releases will practically force the exhibitors to show them at advanced admission. Moreover, we feel such selling policies are unwarranted, and create impractical wholesale bidding, which, in turn, will affect the sound economy of our business."

MGM Schedules 10 Features

NEW YORK—MGM will release 10 features in the three months starting on Dec. 1, it was announced by William F. Rodgers, vice-president and general sales manager, last weekend. There will be three pictures released for each of the months of December and January, and four for February.

Leading off the list for December will be "The Light Touch", followed by "Calling Bulldog Drummond" and "Callaway Went Thataway."

For the turn of the year, the trio will be headed by "It's A Big Country", followed by "Westward The Women", a Schary production. The last film to be distributed in January will be "Pandora And The Flying Dutchman", in Technicolor.

The quartet scheduled for February are "The Sellout", "Invitation", "Shadow In The Sky", and "Lone Star."

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NEWS OF THE

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BRANCHES

Atlanta

A suit for \$80,000 damages was filed in Fulton Superior Court in behalf of a Florida mother for injuries to her 18-year-old daughter in a fall from the Rialto balcony on Nov. 19, 1949. The suit was filed by attorneys for Mrs. Belle Appleby, Fort Myers, Fla., for alleged injuries to her minor daughter, Margaret Joyce Reynolds, now of Jacksonville, Fla. The Rialto, Mion and Murray Company, and Richardson Realty Company, owners of the building, were named defendants.

In visiting were: John Golder, Jam Handy, Detroit; Harry Hardenman, Community, Trion, Ga.; R. H. Brabbon, Holly, Dahonega, Ga.; Leroy Johnson, Boulevard Drive-In, Deland, Fla.; Mack Jackson, Alexander City, Ala.; Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga.; O. C. Lam and Walter Griswold, Lam Amusement Company, Rome, Ga.; Sidney Laird and L. J. Duncan, West Point Amusement Company, West Point, Ga.; J. W. Buttram, Star, Roanoke, Ala.; Ebb Duncan and Clyde Sampler, Duncan Theatres, and the Maddox boys, Clays Theatres.

J. W. Buttron, Star, Roanoke, Ala., will soon have a Christmas party. . . . Major George Eubanks, formerly with Republic, expects to be home about Christmas, and Republic is planning a big party.

Claudia Linker, head booker, Realart, will leave for a vacation with her husband. . . . It's happy birthday to Betty Sims, secretary to A. C. Bromberg, Monogram. . . . Ernestine Carter is new at Paramount.

Frank Carter, Jr., opened his Carver, Abbeville, Ala. . . . Alec Fortumas, for many years owner, Dixie, Apalachicola, Fla., is back after a visit to Greece. . . . J. H. Owens bought the Mountain, Stone Mountain, Ga., from its former owner, Roy Mitchell. . . . John Jarvis, Lippert sales representative, is sporting a new auto.

Lewis Waits, vice-president, Capital City Supply, returned after visiting in Gadsden, Ala.

President Carl Floyd, Floyd Theatres, will soon start work on the 350-car drive-in at Wauchula, Fla. All equipment will be supplied by Southeastern Equipment. . . . Joe Scott is now with Columbia's booking department. . . . Alonzo B. McCoy, retired theatre owner in Conway, S. C., died at the age of 83.

Nelson Towler, southern district manager, Lippert, back from Jacksonville, Fla., said that the new branch will be ready for opening about Jan. 1. . . . H. R. Gaus, branch manager, MGM, has



While in Atlanta recently to take part in a Community Chest rally, Dorothy Lamour, star of Paramount's "The Greatest Show on Earth," was honored at a dinner by Community Chest officials, and among those present were Mr. and Mrs. John Stembler, Georgia Theatres, shown with Miss Lamour at the affair.

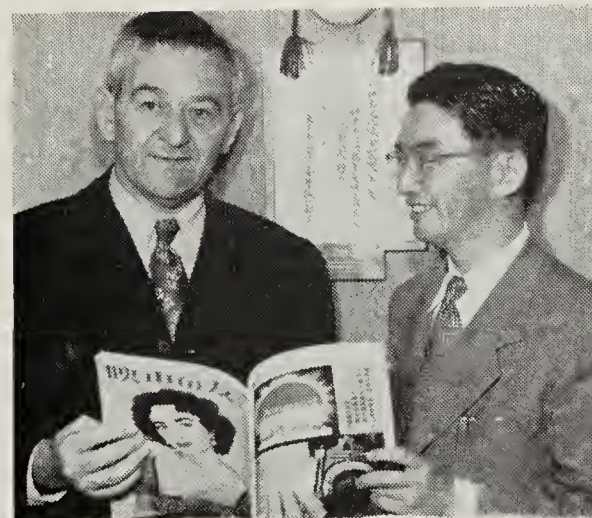
a 20-acre estate. . . . The David Crockett, Gatlingburg, Tenn., is now owned by the Newport Amusement Company, Newport, Tenn. . . . Bob Spurgeon opened his 250-car drive-in in Chattanooga, Tenn.

The new drive-in at Cooksville, Tenn., will soon open with equipment from Wil-Kin Theatre Supply. . . . The Gem, Columbia, Tenn., closed for the winter.

Visiting were Howard Schussler, booker; W. Welch, Dallas, Dallas, Ga.; Mr. and Mrs. William Snelson, Co-At-Co Theatres, with headquarters in Toccoa, Ga.; Charles Sullivan, Camp Hill, Camp Hill, Ala.; James Tankersley, Ellijay, Ga.; Spence Pierce, Knoxville Drive-In, Knoxville, Tenn., and Herman Dusty Rhodes, Montgomery Drive-In, Savannah, Ga.

Richard Arlen and Laura Elliott, who co-star in "Silver City," appeared on the stage of the Paramount.

Visiting were: R. E. Hook, Hooks Theatres, Alabama; Ernest Ingram, Alabama; J. W. Miller, Dixie, Cordova, Ala.; C. S. Pitman, Pitman, Gadsden, Ala.; John Gaither, Heflin, Heflin, Ala.; John R. Moffitt, Carver, Montgomery, Ala.; O. J. McCrerey, Riverside, Bolton, Ga.; Mr. and Mrs. J. E. Jarrell, Ritz and Roxy, Commerce, Ga.; R. H.



Nagaharu Yodogawa, editor, Japanese film magazine Eiga No Tomo, is seen with producer-director William Wyler at Paramount studio, Hollywood, where he interviewed Wyler on "Detective Story." Seen on the wall is a Japanese award recently received by Wyler for the film.

Brannon, Holly, Dahonega, Ga.; P. J. Gaston, Griffin, Ga.; John Thompson, Family Drive-In, Gainesville, Ga.; Tommy Thompson, Martin and Thompson Theatres, Georgia; Jack Coletrain, Co-At-Co, Toccoa, Ga., and E. P. Clay, McDonough, McDonough, Ga.

Pincus Sober, MGM's home office legal staff, was in and left for Jacksonville, Fla.

O. C. Wells, appointed manager, United Theatre Supply, Miami, Fla., comes from Chicago. . . . Thomas W. Patrick is the new manager, Circle Drive-In Savannah, Ga. . . . Bernie Shapiro and the Mrs. are back at Triangle Poster Company after a trip to Philadelphia and New York. . . . L. C. Hanks, manager, Martin Theatres, Dalton, Ga., has been transferred to Etowah, Tenn., as city manager. . . . Harold Hall, owner, Boulevard Drive-In, Lake Worth, Fla., appointed Malcolm Estes as manager.

The Beach Drive-In, Jacksonville, Fla., closed for the winter. . . . Hugh L. Burger, is manager, Montgomery Drive-In, Savannah, Ga. . . . The Marion, Columbus, Miss., was destroyed by fire. . . . The Rebel was also damaged by the fire.

Back after a fishing trip to St. Simons, Ga., were Eddie Brauer, Republic, and G. C. Coles, booking agency. They were the guests of E. K. Cargill, owner, 41 Drive-In.

On the Row were: Al Allen, Danbee Drive-In, Columbia, Tenn., and John Radney, Bama, Alexander City, Ala.

Community Theatres is the new owner of the Ponce De Leon. . . . Miss Fay Jones, Columbia, was married in November. . . . L. C. Yoemans, owner, Magnolia, Titusville, Fla., passed away. Mrs. Yoemans said that she would dispose of the theatre.

Herman Epps, National Screen Service, returned after spending his vacation in New Orleans. . . . Leon Robbins, Rose, Gainesville, Fla.; Hugh Martin, Florida, and Jimmie Biddle were in for booking. . . . Harvey Bellamy, assistant manager, Arcade, Jacksonville, Fla., is now assistant at the Palace, and Lawrence Banniza is assistant at the Arcade.

Paul Wilson and Marvin Doris, 20th-Fox, were on a business trip in Florida. . . . Cliff Lancaster, husband of Rose Lancaster, Astor, is back after a hunting trip in Florida.

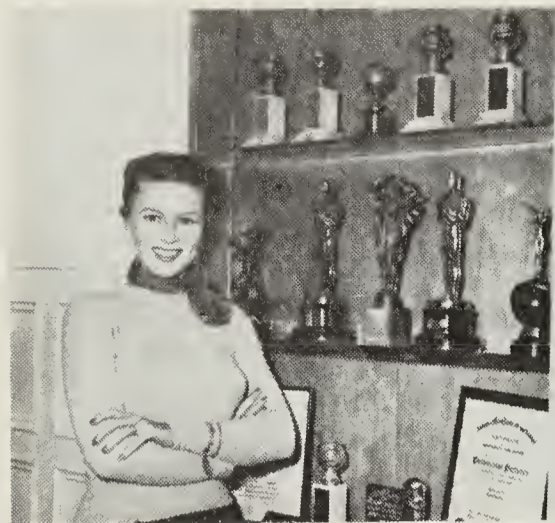
Charlotte

Roy L. Smart, United Paramount Theatres, and Claude Lee, once mana-

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Susan Morrow, a member of Paramount's "Golden Circle" of starlets, who is featured in "Warbonnet" and "The Blazing Forest," is seen as she recently posed on the coast beside a few of the many international awards Paramount's pictures have received. The trophy room is located near the studio entrance.

ger of the old Academy of Music, were seen discussing old times and new. . . . Mr. and Mrs. Charlie Leonard, Walter Pinson, Mr. and Mrs. Bob McClue, Mack McClue, and Sam Saunders, attended the Notre Dame-North Carolina game. . . . Deepest sympathy goes to Finn Lee, Warsaw, N. C., and family, in the recent death of his mother. . . . Robert Finlayson, salesman, Republic, says a lot can happen in 15 minutes. He parked his car, and returned to find a suit, traveling bag, and brief case stolen.

Wanda Hendrix crowned Sue Covington, Bennettsville, S. C., "Queen of the Carolina Carrousel." . . . C. B. and Marian Hayworth, former owners, Motor Park Drive-In, Pink Hill, N. C., stopped off to call on friends on their way to see son, Joe, who is in U. S. Base Hospital, Camp Atterbury, Ind. C. B. and Marian had to retire due to ill health. . . . Consolidated has taken over operation of the Piedmont Drive-In, Greensboro, N. C. . . . The Liberty, Darlington, S. C., closed for remodeling. . . . Mr. and Mrs. Dennis Ramsey, Rosehill, Rosehill, N. C., spent Thanksgiving in Atlanta.

Visiting on Film Row were: Mr. and Mrs. B. B. and Howard Anderson, Mullins, S. C.; Mr. and Mrs. Harold Armistead, Easley, S. C.; Mr. and Mrs. Pete Lassiter, Conway, N. C.; Mr. and Mrs. W. G. Fussell, Bladenboro, N. C.; Mr. and Mrs. Arthur Phillips, Walhalla, S. C.; Mr. and Mrs. Morris Littman,

Rutherfordton, N. C.; Mrs. E. L. Derrick, Chadbourn, N. C.; L. L. Overton, Enfield, N. C.; Mr. and Mrs. Lyle Wilson, Roanoke Rapids, N. C.; Jimmy Earnhart, Edenton, N. C.; Sam Irvin, Darlington, S. C.; Mr. and Mrs. R. L. Smith, Benson, N. C.; Mrs. J. F. Dobson, Williston, S. C.; Sonny Baker, Webb, Gastonia, N. C.; George Carpenter and Charlie Burgin, Colonial Theatres, Valdese, N. C., and Cary Caudell, Danca, Wallace, N. C.

Donald Graham was elected Chief Barker, Variety Club. He succeeds Tom Little. Bob Alander was elected First Assistant Chief Barker, and John Dineen, Second Assistant; H. H. Everett, Dough Guy, and J. E. Holston, Property Master. In addition to the officers, the crew is composed of Jack London, L. L. Thelmer, Hugh Sykes, Francis White, Frank Lowry, and Bob Jeffers.

RKO wins the "Ned Depinet Drive." Rovy Branon, branch manager, said that the Charlotte branch led all others in the nation for almost the entire period of the drive. Prize money totaling \$7,500 will be distributed among 35 employees of the exchange.

The Millers Creek Drive-In, North Wilksboro, N. C., and Park-Vue Drive-In, Winston-Salem, N. M., closed until early spring. . . . Miss Thelma Baker, U-I, and O'Fetrell McGee were united in marriage in St. Peter's Catholic Church, Father Timothy Flarity officiating. . . . The Midway Drive-In, Hilderbran, N. C., and Roseland Drive-In, Lincolnton, N. C., will close except for Friday, Saturday, and Sunday until early spring. . . . Emery Wister, movie editor, The Charlotte News, and Howard Cabe, booker, Stewart and Everett Theatres, are happy because when they lost their pay checks, they lost them at the same time. Wister couldn't find his when he entered the bank, and hurried back to his office to find a note, "Howard Cabe has your check. Please call at once." The secretary said Cabe was not in but that he was out looking for his check when he found Wister's. A lady found Cabe's check, and returned it to the bank. All's well that end well. . . . The Melody Drive-In, Mamers, N. C., and Jefferson Drive-In, Jefferson, N. C., closed for the winter. . . . Mr. and Mrs. Don McNally and baby girl, Bonnie Ailene, were

Meet Your Neighbors

(EXHIBITOR continues with its series of brief sketches of prominent personalities in the southern territory.—Ed.)

R. A. "Bob" Kelly, known to his fellow workers as "Colonel Bob," arrived in this world on Hallowe'en in 1896 in St. Louis, Mo. His parents soon took up their abode in New Orleans. "Colonel Bob" started in 1913 with the Mutual Film Company. After several years, he joined the staff of Triangle Film Company, remaining as manager with J. A. Lynch Enterprises, which had acquired Triangle and Paramount for 11 southern states, with headquarters in Atlanta. Down through the years and up until four years ago, he was connected with Warners, Columbia, Republic, and Screen Guild either as office manager or salesman. Since 1948, he has been at the helm of Dixie Films, Inc. He is married and the father of two girls and a son, Robert, Jr., who is in the service of Uncle Sam. The missus, Bertha, is also a graduate of the industry. She was a booker for Mutual.



visiting Howard McNally, owner, Boulevard Drive-In, Fayetteville, N. C. . . . Mr. and Mrs. Ernest Clark, Melody Drive-In, Mamers, N. C., were in conferring with Hugh Sykes, Queen City Booking Agency.

Van Mungo, Ball, Pageland, S. C., and John Ritchie, Cherryville Drive-In, Cherryville, N. C., were in conferring with Johnny Wood, Saxton Theatrical Service. . . . Charlie Fretz, booker, Warners, resigned.

Visiting were: T. L. Little, Haigler, Little, Camden, S. C.; Bud Holder, Chatham, Pittsboro, N. C.; John Bennett, Center, Clarkton, and Paramount, La Grange, N. C.; R. T. Gaskins, Grifton, Grifton, N. C.; Mr. and Mrs. R. C. Barrington, Malboro, Clio, S. C.; Buddy Richardson, Lockhart, Lockhart, S. C.; Kit McGowan, Joyce, Spring Hope, N. C., and W. G. Fussell, Wonet, Bladenboro, N. C.

MGM's "Quo Vadis" will be trade-screened at the Visulite on Dec. 10.

Memphis

There are two theatres less in the Mid-South area due to fires. A fire destroyed a theatre and damaged an adjoining drug store in North Carrollton, Miss., and a fire destroyed the Negro theatre at Tunica, Miss.

Theatres in Maryville, Tenn., now show Sunday movies for the first time in history, and the author of the city's old blue law says nothing can be done about it. Circuit Judge Wayne Oliver recently declared the 1942 law invalid on grounds that it was discriminatory. His opinion was written in connection with the case of a man accused of selling watermelons



Wearing armour from MGM's "Quo Vadis" borrowed from Loew's State, these Roman soldiers attended the Hallowe'en party at the Shrine Temple, Memphis, recently.

on Sunday. The judge says nothing can be done about it unless City Council writes a new law.

ASTOR—Miss Fentress Osenhouse, formerly with Monogram, is the new general booker-office manager. She succeeds Mrs. Mary Katherine Baker, who joined Realart. . . . O. K. Bourgeois, Dallas, owner, Astor, was visiting.

20TH-FOX—Martha Esgro, contract clerk, resigned, and Miss LaNille Everitt is the new stenographer. . . . The Family Club will entertain with a Christmas dance at the Peabody on Dec. 14.

MONOGRAM—Miss Jean Todd has been promoted to cashier, the spot left open by the resignation of Miss Frances Osenhouse. . . . Miss Margaret Duncan is the new assistant cashier.

New Orleans

Among those who will be guest speakers at Allied Theatre Owners of the Gulf States, at the convention at the Roosevelt Hotel on Dec. 11-12 is Charles Niles, Anamosa, Ia., national treasurer of Allied.

Mr. and Mrs. W. B. Smith, who have plans for a new theatre in Picayune, Miss., joined the many EXHIBITOR readers. . . . Leonard Hirsch, Loew's assistant to Rudy Berger, headquartering in New York, visited with manager James Briant and staff. . . . In buying and booking were Ed Ortte, Clermont Harbor, Miss., and Harry Thomas, McComb, Miss., booker for T. E. Solomon Theatres.

E. L. Beaud moved his Southern Equipment Repair Service to 2555 Acacia Street. . . . Joe Raviotto purchased all outstanding interest in the bar and grill on Cleveland and LaSalle. . . . Harry Thomas, Larry Dufour, and George C. "Singing Sam" Nungesser, Monogram Southern field representative, spent the holiday at home. . . . B. V. Sheffield, Sheff, Poplarville, Miss., was a J. G. Broggi buying and booking exchange caller. . . . Tracy Barnett, after making the rounds, tarried a while in "Movietime In Dixie, U.S.A." headquarters. . . . L. D. Powers and Frank Mullins, associate owners with Joy N. Houck in the Joy, Leo, and Ritz, Texarkana, Tex., was in breaking bread with Joy N. and Willis Houck.

A complete program had been arranged for the visit of the stars and celebrities in connection with "It's Movietime In Dixie, U.S.A." The complete program had the schedule something like this: Dec. 3, arrival, parade, luncheon, visit hospitals, cocktail party, and dinner; 4, leave New Orleans, arrive in Baton Rouge, La., parade, lunch, arrive in Jackson, Miss., parade, and dinner, after which the three units were to break up, getting back here on Dec. 8. On Dec. 11, there will be a pre-Christmas cocktail party and dance at the MPA Studios, free to everyone within the business. Eldon Briwa is in charge of tickets. Levere C. Montgomery heads the "Movietime" committee, with leaders of the industry assisting.



This striking theatre front display at the Town and Lincoln, Miami, Fla., set up respectively by managers Flynn Stubberfield and Gordon Spadley, was part of the recent campaign which aided 20th-Fox's "David and Bathsheba."

E. R. Clay, Slidell Theatre Corporation, is back after a routine visit in the interests of the A and G, Bay St. Louis, La., and the Avalon, Pass Christian, Miss.

The Tudor and Globe are slated for extensive remodeling and redecorating. . . . Paramount is in second place in vice-president Ted O'Shea's honorary bookers' sales drive.

Mr. and Mrs. Milton Aufdemorte were packed for a trip to New York City. He is office manager, Paramount, and she is secretary to Joy N. Houck, Joy Theatres, Inc. They will be accompanied by the latter's mother, Mrs. Thelma Black. Pat Wagner, Joy PBX operator, will pinch hit for Mrs. Aufdemorte.

Vienna Belillo, gross clerk, Joy Theatres, Inc., visited her parents in Marinogouin, La. . . . Joyce Yeager Quave, secretary to general manager Willis Houck, Joy Theatres, Inc., resigned to join her husband in Montgomery, Ala., where he is stationed at Maxwell Air Field. . . . Exhibitors seen were: F. G. Pratt, Jr., Vacherie, La.; Harold Dacey, Raceland, La., and Rene Brunet, Imperial. . . . S. W. Bell, Manley counter clerk, spent the holiday with his family in Niceville, Fla.

John Richards, vice-president, Slidell Theatres, Inc., was a post Thanksgiving



An interior of Loew's Memphis, Memphis, was recently arranged by Arthur Groom, manager, and E. B. Coleman, MGM field representative, for MGM's "Quo Vadis."

visitor on Mississippi's Gulf Coast. . . . Willis Houck joined his wife in Dallas, to celebrate Thanksgiving Day with her people, with whom she had been visiting for several weeks. Returning with him, they stopped off at Magnolia, Ark., to visit with Houck's mother.

Film Rowites' wonder ceased when they were informed that the policemen seen entering the 20th-Fox building were in for a special preview, "The Well."

Joan Caulfield was in on a visit in connection with the world premiere of "The Lady Says No," Tudor. She participated in the launching of the annual seal sale of the Tuberculosis Association of Louisiana at a flag raising ceremony on the roof of the International Trade Mart, preceded by a colorful parade, in which she rode one of the floats with city health department director Dr. Walter P. Gardner. A luncheon was held with civic leaders in the International Dining Room in the Mart. Later, a dinner in the French Quarters had her as guest of theatre and exchange officials with members of radio and press at hand. The following day included visits to children and veteran hospitals, old age institutions, and the exchange, where she was photographed with manager George Pabst and staff, exhibitors, and booking exchange personnel, among them Willis Houck, Waddy Jones, Sammy Wright and Page Baker, and her publicity entourage, Mori Kruschen, Ben Hill, Bill Shirley, her husband, Frank Ross, and district manager Milt Overmann.

Mr. and Mrs. F. F. Goodrow and Mr. and Mrs. F. G. Goodrow and family were guests at the home of Judge Coulon Family in Thibodeaux, La., on Thanksgiving Day. . . . H. P. Paul, Dixie representative, returned to spend Thanksgiving Day and weekend at home. . . . Mrs. R. H. Muse, Leslie, Denham Springs, La., visited.

William A. Heine, Southeastern Theatre Equipment, returned to Atlanta to spend Thanksgiving Day with his mother. Visiting with his former boss, William Murphy at Southeastern, he said that he may soon be working for Uncle Sam.

Mrs. Pauline Elliott is the newcomer at Masterpiece. . . . Mr. and Mrs. Milt Overmann, here for the world premiere of "The Lady Says No" at the Tudor, will visit here for several weeks. He is district manager of UA, headquartering in Dallas. . . . Oliver Unger, vice-president, Snader Productions, New York, was in.

In buying and booking were Frank O'ah, Nick Lamantia, Frank and Bob DeGrauw, and Ernest Landaiche.

Exhibitors and wives from the territory on a pre-holiday combination shopping tour were Mr. and Mrs. Gilbert Romero, Lafayette, La., and Mr. and Mrs. T. J. Broussard, Crowley, La., Youngsville, Youngsville, La.

Ben Sharer, area representative, Barnett Film Service, headquartering in Jackson, Miss., visited. . . Mr. and Mrs. E. L. Beaud were seen relishing Gentilich's cuisine. He is the business agent for the IATSE and owner-operator, Southern Theatre Equipment Repair Service.

Visitors at Joy Theatres headquarters were C. B. Hardy and son, Rayne, La.; Jack O'Quinn, Kaplan, La., and L. D. Powers and Frank Mullins, Texarkana, Tex.

Robert Rush has been added to Southeastern Theatre Equipment as counter salesman. . . O. Gaudie, Port Allen, La., and Ernest Delahaye, Maringouin, La., were seen lingering on the Row.

Nimrods Willis Houck and pal, Peno Graham, from Dallas, accompanied by M. H. Brandon, Transit Film Service, Memphis, and son Dan, Transway, Inc., got their limit of wild geese and mallard ducks in the marshes surrounding Lake Charles, La.

Planning to attend the Lippert franchise holders' convention on Dec. 26 at the Blackstone Hotel, Chicago, are Harold "Babe" Cohen and the missus, office manager Bob Saloy, and salesmen Roy Nicaud and Larry Dufour.

Joy Theatres employees out on account of illness were "hello girl" Pat Wagner and booking clerk Pat Downs, who took care of her sick son.

Martin Foltz was in to roadshow "Hitler's Strange Love Life." . . . May Duker, Warners front office, returned to work as Mrs. Samuel Randazoo. She was married in St. Bernard Parish. He is the projectionist at the Arabi.

L. C. Montgomery, "Movietime In Dixie, U.S.A.," summoned his coordinators, Abe Berenson and Hank Plitt, and all chairmen for a preliminary meeting. Eldon Briwa, business agent, and coordinator Hank Plitt were designated to meet with the zone chairmen to effect harmony and close relationship from the grass root section surrounding their areas to help make the star tours an outstanding event.



John Huston, Hollywood director-writer-producer, recently back from London, where he put finishing touches on UA's "The African Queen," made in Africa, for conferences with UA officials, was met by his wife and child in New York City.

Mr. and Mrs. Elmer Canfield were visitors at M. A. Connett's Booking Service. Sammy Wright, manager-booker, treated them to a turkey luncheon at Gentilich.

Enjoying brief chats were J. G. Troulier, Rose, Opelouses, La.; E. R. Sellers, Cecilia, La.; "Mayor" Lew Langlois, New Roads, La., and Bill Butterfield and son, Ruston, La., between calls on exchanges.

Abe Berenson, vice-president, Allied Gulf States, was all set with his program for the 1951 annual convention at the Roosevelt Hotel on Dec. 11-12. The registration will begin at 9 a.m., and at noon, President Don George will start the session. Many industry leaders will be on the rostrum.

The zoning board of appeal and adjustment had under advisement an application of the Pitt building to conform to zoning regulations. The theatre was closed in March by order of the civil district court because it was partly on "E" commercial property and partly on "A" residential property. Pittman Theatres, Inc., now asked the board for permission to maintain a theatre building with insufficient rear and side yard areas in an "E" commercial district, and to maintain part of the building for church services, with insufficient front and side areas in the "A" residential district. A firewall would divide the building.

Frank C. Collins, Jr., Lafayette, La., manager of a Lafayette, La., drive-in, left for naval officers training center at Newport, R. I.

E. B. Coleman, MGM field man, was assigned to handle advance preparations for the Christmas opening of "Quo Vadis." One of the biggest ballyhoos in recent history is planned for the bow at Loew's.

Alabama Mobile

A suit was filed in Circuit Court by local theatres challenging the validity of of the city amusement tax. The suit asked the court to issue an injunction prohibiting the city from collecting the tax, claiming it is discriminatory.

Arkansas Little Rock

John E. Mowry, Dayton, O., has been appointed checker for Arkansas engagements of "She Shoulda Said No." He replaces William Elliott, former manager, Springs Theatre, Tampa, Fla., who left the road temporarily because of illness.

Stuttgart

Alger Lancaster, manager, Majestic, had to bicycle a print for the first time in 16 years of theatre managing, when "She Shoulda Said No" overflowed into the Strand.

Florida Jacksonville

Dick Regan was promoted to office manager, it was announced by Edward Chumley, branch manager. Regan replaces Jack Riggs, resigned.

St. Augustine

The world premiere of "Distant Drums," will be held at the Matanzas on Dec. 22. Following the premiere, the production will have showings throughout Florida with openings at Miami, Jacksonville, Naples, and Ocala.

Louisiana Shreveport

Joan Caulfield made a personal appearance at the Broadmoor in connection with "The Lady Says No." She made several appearances on the Broadmoor stage, and visited the Veterans' Hospital, and Barksdale Air Force Base, after which she painted the Community Chest's Red Feather on the courthouse lawn. She was also a guest at the Junior Chamber of Commerce luncheon at the Washington-Youree Hotel. An outstanding feature of Miss Caulfield's appearance on the Broadmoor stage was a presentation of an oil portrait of herself, the work of Albert R. Manning, Mansfield La. After autographing the photograph, Miss Caulfield graciously presented the painting to the theatre to be hung in the lobby as a permanent memento of her visit to Shreveport. The film was directed by Frank Ross, who accompanied her to Shreveport. They left for Lake Charles, La. Miss Caulfield was given a distinct honor while in that city by being presented with a colonelcy in the Louisiana National Guard by General Raymond Hufft, representing Governor Earl K. Long. This is the first time any lady actress has been accorded this honor.

North Carolina Durham

A 23-year-old man was found unconscious in a crumpled heap beneath the third balcony of the Carolina around 9:30 a.m. He was removed to a hospital with a head injury, broken collarbone, a fractured shoulder, and a dislocated hip.

High Point

Ellen Theatre Corporation obtained a certificate of incorporation from the Secretary of State to operate a theatre with authorized capital stock of \$100,000. Incorporators are V. L. Hill, Mrs. Ellen Hill, and Mrs. Ruby McSwain, all of High Point.

Gastonia

Allied Theatres of Gastonia, Inc., obtained a certificate of incorporation from the Secretary of State to operate theatres with authorized capital stock of \$100,000. Incorporators are J. D. Brinkley, and Earl Spencer, both of Valdese, N. C., and R. L. Baker, Jr., Gastonia.

NEWS OF THE

Territory

Chicago

Mrs. Lottie Cooper, 73, died after a lengthy illness. She is survived by two daughters, Elizabeth Kirsch and Rose Rubner, and two sons, Moe and Charles Cooper. Mrs. Cooper, a Chicago resident for 50 years, was the widow of Jacob Cooper, who entered the theatre business here in 1913. Moe and Charles Cooper now operate the Cooper-Kirsch Theatres, along with Mrs. Cooper's son-in-law, Jack Kirsch, president, Allied Theatres of Illinois.

Mrs. Jennie Sturgess, 64, widow of William C. Sturgess, Republic salesman for many years, passed on. She leaves her sons, Howard Sturgess, Michigan theatre owner, and Fred Sturgess, booker, Cooperative Theatres. . . . Tom Gilliam, 20th-Fox manager, took a check-up at the Mayo Clinic. . . . Matt Plunkett, RKO Grand manager, went to Kansas City to assist Lawrence Lehman, RKO Missouri manager.

Barney Nagle was appointed popcorn production manager by B and K. He succeeds Abe Bloom, who was given charge of candy, beverage, and popcorn purchasing. Bloom now fills the position held for many years by Ray Carsky. . . . M. L. Heffer joined the ABC Vending Corporation as vice-president.

Oscar Brotman, Avalon owner and Allied Theatres board member, opened a law office.

A husky pickpocket was brazenly busy in an early morning hour at the Astor when detected by alert attendants. The fellow battled, but jiu-jitsu methods of the staff subdued him. . . . Eddie Silverman, Essaness prexy, sojourned at Palm Springs, Cal.

A. M. Van Dyke, 20th-Fox sales manager, was besting a heart attack after hospitalization.

Balaban and Katz sold the West Side Drake and Admiral to a syndicate represented by attorney Louis Sherman, who said the properties would most likely be converted to commercial use other than for motion picture exhibition. The deal becomes effective on Jan. 1.

The Northside Devon will be returned by Essaness Theatres to Knickerbocker Building Corporation, lessor, when the circuit's lease on the theatre expires. Knickerbocker Building Corporation will operate the house, with Morris Reingold as managing director.

The Chicago cut admissions, 9 a.m. to 1 p.m., from 55 cents to 46 cents. . . . When students started bringing popcorn into the Virginia, Champaign, Ill., the theatre put in a popcorn stand.

The Youth Cinema Club, organized by the Rogers Park Woman's club, is attend-

ing matinees at the Adelphi, with programs arranged in cooperation with the PTA visual education committees. . . . The Grand, Mount Olive, Ill., was reopened with Bob Johnston managing for owner Joe Katz, Benld, Ill.

All proceeds of the "I'll See You in My Dreams" premiere at the Chicago on Dec. 27 will go to the St. Jude's Hospital Foundation.

Irving W. Mandel, Monogram franchise holder, was at home recuperating after several weeks in the hospital. . . . Ralph Seatz was named city manager by the Valos Circuit for its DeVal Drive-In, Egyptian, and Fargo, DeKalb, Ill. . . . William Gillarm, 160-pound aide at the Astor, won his way to semi-finals in Catholic Youth Organization bouts.

Walter G. Spoor, 71, for many years Academy manager in suburban Waukegan, passed on.

The Coronet, Varsity, Valencia, Stadium, suburban Evanston, Ill., gave access to Boy Scouts and their leaders, seeking blood bank donors. More than 400 pledges were given. . . . Nathaniel Levorone, Automatic Canteen board chairman, who happens to be a New Hampshire Yankee, has been invited by Daughters of the Confederacy to address them on Jan. 29 on Robert E. Lee.

Balaban and Katz Corporation has bought United Artists Theatre Circuit's half interest in the first-run downtown United Artists. Under a ruling entered in the U. S. District Court for the Southern District of New York, B and K must make the theatre available for sale for a four-month period which began on Nov. 21. The circuit will be permitted to retain the United Artists if it is not sold within that time. The court's order amended the consent judgment entered against Paramount, which, in March 1949, when the ruling was made, encompassed the producing and distributing company and the theatre circuit. The amended ruling applied to United Paramount Theatres, of which B and K is a subsidiary.

Tom Baker, Bunker Hill, Ill., exhibitor, was in the hospital for a checkup.

Dallas

The trade was saddened by the passing of retired Ladonia, Tex., exhibitor James Clayborn Wilburn, 62.

Jack Arthur and Harold Flemings, Stephenville, Tex., announced the purchase of two theatres in Comanche, Tex., from J. V. Carter, Jr., who operated them for more than 20 years. The deal includes the purchase of the site of a proposed drive-in east of Comanche on Highway 67. Flemings will manage the Comanche properties, and Arthur will handle those in Stephenville.

Nathan D. Golden, NPA and Commerce Department Chief of Motion Picture and Equipment, pointed to the local area, which produced and moved 6,440 pounds of metal scrap in a two-day drive, as a "demonstration of what

an aggressive co-operative scrap campaign can accomplish." Louis J. Weber, chairman, Dallas exchange area and Loew's representative, reported all exchanges cooperated.

In an address before the Texas COMPO Showmen's testimonial dinner honoring 59 exchange film salesmen, William C. Gehring, 20th-Fox assistant general sales manager, told them to "be a booster for everybody's pictures." The dinner was tendered the salesmen in recognition of their services in lining up Texas exhibitor support for "Movietime U.S.A.," which saw every exhibitor contacted. Other speakers were Wallace Walthall, NSS representative; Bob O'Donnell, "Movietime" national campaign director; Colonel H. A. Cole, Colonel William McCraw, Variety Clubs International; and Walter Penn, president, Dallas loge, Colosseum of Motion Picture Salesmen.

Denver

Harry Ashton moved here from Spokane, Wash., to manage the Golden, Golden, Colo., where he succeeds John Krause, promoted to the managership of the Santa Fe. Both are in the Atlas Theatres group.

"Elopement" will be world premiered at the Denver on Dec. 10. The premiere is put on as a part of the fund-raising campaign of Loretto Heights College. . . . Ray Benham closed the Rio, Dolores, Colo.

Seen on Film Row were: Mrs. Marie Goodhand, Kimball, Neb.; Kenneth Powell, Wray, Colo.; Mr. and Mrs. Don Monson, Rifle, Colo.; Neal Beezley, Burlington, Colo.; Elden Menagh, Fort Lupton, Colo.; Hugh Haynes, Fowler, Colo.; E. C. McLaughlin, Las Animas, Colo.; James M. Williamson, Palisade, Neb.; Merle Gwinn, Benkleman, Neb., and Robert Smith, Steamboat Springs, Colo.

The directors of Allied Rocky Mountain Independent Theatres will join in annual meeting at the Denver headquarters on Jan. 15, at which time they will elect officers, make plans for their 1952 convention, and transact other business. The membership is at present voting by mail on whether to make Denver or Colorado Springs, Colo., the site of the convention. The National Allied board will hold their spring meeting at Colorado Springs.

Ann Francis and William Lundigan, stars in "Elopement," will head the Hollywood delegation to the world premiere at the Denver on Dec. 10.

Ellsworth Hayes, 20th-Fox booker, resigned, and was succeeded by Joe Forgeron, assistant shipper. . . . Frank H. Ricketson, Jr., Fox Intermountain Theatres president, now visiting in England, was received in an audience by Queen Elizabeth. . . . Robert Hill, Columbia branch manager, went to San Francisco to attend a sales meeting. . . . Hazel Morgan resigned as 20th-Fox cashier, with the job being taken over by the assistant, Janie Mulcahy.

The world premiere of "The Wild Blue Yonder" at the Orpheum touched off a three-day civic celebration honoring the Strategic Air Command, "Salute to SAC," unequalled since the gigantic Gold Spike Days commemorating completion of the Union Pacific Railroad. The premiere program drew editorial praise from The World-Herald, which commended the industry and Chamber of Commerce for "using the movie premiere to further public appreciation of SAC, rather than the other way around."

Don Lee, Columbia office manager who came to Omaha from Des Moines, has been transferred to Chicago as salesman, and has been replaced by Eleanor Horwich, formerly cashier. . . . S. A. Madsen resigned as Republic office manager-booker, and will move to Seattle.

Harold Wirthwein, western sales manager from Hollywood, visited the Monogram office, and went on to the Des Moines branch. . . . Herman Fields, Clarinda, Ia., exhibitor, underwent an operation for appendicitis. . . . The Woods, Fairbury, Neb., plans to complete remodeling in time to open for the Christmas season.

Ed Rostermundt, veteran United Artists salesman who retired recently, was honored by the Variety Club at a testimonial luncheon. . . . M. G. Rogers, Film Transport Service head, was on the sick list.

Henry McGrath, manager, Film Exhibitors Printing Company, is installing new presses, and rearranging part of the shop. . . . The American War Dads sponsored a "Letters to GI's in Korea" contest in connection with the "Salute to SAC" and "The Wild Blue Yonder" premiere.

Kansas City

At a meeting called by Russell Borg, distributor co-chairman, "Movietime U.S.A.," 30 representatives of various branches of the industry received reports on the campaign. The group also discussed proposals for continuing the "Movietime" organization activities.

Ralph Amacher, former United Artists sales manager in San Francisco, has been appointed UA branch manager to fill the vacancy created by the death of William Truog. Amacher, before his assignment in San Francisco, headed the Seattle-Portland operations of ELC.

In Seneca, Mo., the Grand was gutted by fire in a blaze which broke about 5 a.m. on a Sunday morning. The marquee was left sagging at a precarious angle after supports were weakened by the blaze, which caused an estimated \$30,000 damage. Albert Tourtillot, who with Mrs. Esther Cole, owned the house, announced that reconstruction will begin as soon as possible.

Mid Central Theatres, Inc., Manhattan, Kans., purchased Griffith Theatres Enterprises' Paola and Jewel, Paola, Okla., and the Osawa, Osawatomie, Okla.

Los Angeles

The salesmen are planning a pre-holiday dance at the Aragon Ballroom, Ocean Park, Cal., on Dec. 7. . . . Mary Lou Windsor, bookkeeper, Realart, is resigning to await the arrival of the stork. . . . Bill Warner, UA salesman, suffered a heart attack, and is being treated at St. Joseph's Hospital.

Exhibitors, salesmen, and branch managers journeyed to Oxnard, Cal., to pay their respects to Mrs. James Dodge and her son, killed in a train disaster. . . . Roy Bozart, third shipper, U-I, resigned to become second shipper at RKO. . . . Out-of-towners seen were: Harold Stein, Sierra Madre, Cal., and Wade Loudermilk, Arizona. . . . Harvey Lithgow, WB office manager, was forced to put his culinary art to the test when his wife became ill.

Minneapolis

The Astor was still closed in a stalemate between the owners and the projectionists union. The dispute is over interpretation of a contract signed by the union and Minnesota Amusement Company, former owner of the theatre.

Ted Mann, president, North Central Allied, in a recent NCA bulletin attacked the arbitration plan as proposed by National Allied at its national convention as a policy of appeasement which he hopes "will be reversed in the not too distant future." Mann also criticized competitive bidding and film rentals. The NCA leader repeated his charges that most grievances of exhibitors over trade practices are now subject to law as a result of the New York decision in the film anti-trust decision. He cited such violations as conditioning of pictures, illegal clearances, and the illegal and dishonest practices associated with competitive bidding to support his position.

U-I, Columbia, and United Artists granted the Hopkins, suburban Hopkins, film on a 28-day clearance. Hopkins is five miles southwest of Minneapolis. Louis Engler, said he expects all companies will "fall in line now that the ice has been broken." . . . Paramount offered "A Place in the Sun" to the Uptown, a Minnesota Amusement Company house, and the independent St. Louis Park, Hopkins, and Edina on competitive bidding for a 28-day run. Only the Uptown and St. Louis Park made bids, and the film was awarded to the Uptown.

Hearings were resumed in federal district court on the suit of the Home-wood, neighborhood, charging major film companies and Minnesota Amusement Company with collusion in depriving the house of product. Martin Lebedoff, plaintiff, took the stand on the opening day for cross examination. Also on the stand was Frank Benitz, an accountant from the office of Sargoy and Stein, New York, special counsel to some of the defendants.

In a realignment at U-I, Pat Halloran has been named to the newly-created post of sales manager, Howie Greenstein moves into city sales, "Chuck" Bliss has

been shifted from booker to salesman outstate. John Lewis has been named booker, and Harold J. Hamilton has been named apprentice booker. . . . Joe Rosen, booker, Paramount, is the father of a boy. . . . Walter Mackintosh, home office auditor, was in at Paramount.

Coleen Burt, receptionist, U-I, is back after illness. . . . New on the Row are: Dolores Johnson, clerk, 20th-Fox; Lois Nowak, receptionist, 20th-Fox, and Dolores Kilmer, receptionist, Columbia. . . . Chick Evans, 20th-Fox exploiter, on crutches after a recent auto accident, was in for conferences with Don Alexander, assistant advertising manager, Minnesota Amusement Company.

Julianne Levy, daughter of M. A. Levy, 20th-Fox district manager, was married to Ivan Schwartzman, Anoka, Minn. . . . Dick Stahl, distributor, Lippert, was out in South Dakota. . . . Matt Sembauer reopened the Monty, Montgomery, Minn., closed since February. . . . Lawrence Naas, owner, Rialto, North St. Paul, Minn., is now owner-operator of an orchard in a suburb of Orlando, Fla.

Vendex, Inc., distributors of vending machines and confections, moved to 58 Glenwood. . . . American Seating Company is distributing a reprint of an article about the deluxe Terrace, Robbinsdale, Minneapolis suburb, from the Sept. 15 issue of Business Week magazine titled "Quality and Service: An Answer to the Movie Slump?" . . . Some independents reportedly are using bags for 10-cent popcorn sales during the current box shortage.

Harold Brunner, architect, Minot, N. D., is drawing plans for a 300-seat theatre at Newtown, N. D., near the Garrison dam. Don Campbell, Outlook, Mont., is "interested" in the house. . . . Architects are drawing plans for new drive-ins at Rapid City and Belle Fourche, S. D., for the Black Hills Amusement Company. . . . Emerson Theatre Corporation, headed by Ray B. Lehrman as president and general manager, has acquired the neighborhood Northtown, from Samuel P. Halpern associates. Lehrman was a booker at Columbia until taking over the house.

An unusual twist was Minnesota Amusement Company's box in its ad for "Detective Story" when it played Radio City, which said "Strictly adult entertainment. Not recommended for children." . . . Recent out-of-town exhibitors on Film Row were: Bill Danelz, Elmore; Earl Lovering, Kiester; M. V. Olson, Zumbrota; Einar Bank, St. Charles; Fred Schnee, Litchfield; Bill Cameron, Waterville; M. R. Debbaut, Minnesota; Frank Kinas, Thorp, and Ray Blakeslee, Medford; both in Wisconsin, and Mike Guttman, Aberdeen, S. D.

Oklahoma City

Reduced admission prices for teenagers have gone into effect in 18 Oklahoma City theatres. High school students may present identification cards in order to secure these reduced

admissions at the following theatres: Criterion, Harber, Tower, Midwest, Warner, Center, State, Uptown, Villa, May, Will Rogers, Agnew, Ritz, Knob Hill, Redskin, Chieftain, Lakeside, and Frontier. The Parent-Teachers' Association has been working for more than a year to secure these reduced rates.

The Circle Drive-In and the 77 Drive-In closed.

Out-of-town exhibitors seen on Film Row included: Volney Hamm, Mount Scott Drive-In, Lawton, Okla.; W. A. Labarthe and Kenneth Labarthe, Pond Creek, Okla.; J. S. Worley, Shamrock, Tex.; Bill Cleverdon, Eldorado, Okla.; Bill Slepka, Okemah, Okla.; Eugene Martin, Snyder, Okla.; A. D. Smith, Dawson, Okla.; Mrs. Laura Stewart, Rush Springs, Okla.; Sy Barton, Dill City, Okla.; Carl Phillips, Sallisow, Okla.; J. E. Stribling, Davenport, Okla.; Mr. and Mrs. W. T. Henderson, Medford, Okla.; Mr. and Mrs. Dwight Seymour, McLoud, Okla.; Jack Hankins, Hankins Drive-In, Lawton, Okla.; J. C. Sanders, Cleveland, Okla.; Dana Ryan, Pawnee, Okla.; Frank Nordean, Maud, Okla.; A. R. Walker, Broken Arrow, Okla.; Virby Conley, Perryton, Tex.; H. D. Cox, Binger, Okla.; Les Nordean, Konowa, Okla.; Mrs. C. W. Duncan, Wetumka, Okla.; L. E. Brewer, Pauls Valley, Okla., and H. B. Lord, Moore, Okla.

Omaha

The Iowa-Nebraska Allied meeting passed resolutions asking that producers ban movie stars from weekend TV appearances, and that films be kept off TV until 10 years after they have been released. . . . Ray Brown, Harlan, Ia., was recuperating from illness. . . . Merchants at Springfield, Neb., closed the Community.

Carl Mills, Fairmont, Neb., reported that a fire at the Pix caused almost complete loss. . . . Mrs. Gerald Brennan, Pilger, Neb., exhibitor, was in the hospital. . . . The Lyric, Edgar, Neb., was purchased by Mons Thompson, Lyric, St. Paul, Neb.

Howard Kennedy, Broken Bow, Neb., had 102 Shorthorn bulls from all over the midwest on his ranch the past season in an experiment on range conditioning, and 300 buyers from a dozen states attended the sale.

St. Louis

The formation of Realart Pictures of St. Louis, Inc., as a successor to Screen Guild Productions of St. Louis, has been announced by George Phillips and Herman Gorelick, managers and owners of the independent state rights film distribution organization. Realart Pictures of St. Louis, Inc., retains the old quarters of Screen Guild Productions at 3326 Olive Street. The announcement of the organization of Realart Pictures of St. Louis was made by Gorelick and Phillips after they had concluded a deal for the sale to Lippert of all of the product of Lippert, including Screen Guild pictures, that they held the St.

Louis territory franchises on for the past five years. Lippert Pictures is opening an office at 3216 Olive Street, in the old ELC quarters under the management of Bernie McCarthy, the company's representative here for several months. Realart Pictures of St. Louis, Phillips and Gorelick said, in addition to Realart, will also distribute pictures from Favorite, Jack Broder Productions, 12 Zane Grey reissues, a number of "Lum and Abner" reissues, and from 12 to 15 pictures per year as the franchise holders for Mutual.

The premiere of "Quo Vadis" at Loew's State proved a success from every possible angle.

In Highland, Ill., the Christmas holidays program sponsored by the Veterans of Foreign Wars is to include four free shows at the Lory on the four Saturdays preceding Christmas Day.

In Arthur, Ill., the LaMar, owned and operated by William H. Hoffman reopened after being closed for redecorating, etc.

In Kansas, Ill., the Joy, a 200-seater, is dark again, and its future presently appears indefinite.

In Okawville, Ill., Grover Brinkman, owner-manager, Main, also is a very successful short story writer.

In Anna, Ill., net proceeds of a recent benefit program presented in the Rodgers have been presented to the Union County-Anna City Hospital women's auxiliary, the total being about \$800.

Horace McMahon was here hobnobbing with members of the St. Louis Police Department, and plugging "Detective Story." . . . Wally Hein, presently exploiting out of Chicago, has been here beating the drums for "The Well."

Oscar L. Turner, Jr., Harrisburg, Ill., returned from a hunting trip. . . . Larry Spalding, Flora, Ill., is back from a vacation.

Out-of-town exhibitors seen recently included: Keith Coleman, Mount Carmel, Ill.; Bob Johnson, Fairfield, Ill.; Herman Tanner, Vandalia, Ill.; Joe Goldfarb, Alton, Ill.; Tilden Dickson, Crystal City, Mo.; Eddie Clark, Mattoon, Ill.; Caesar Berutt, Rolla, Mo., operating theatres in Lebanon, Mo., and Sullivan, Mo.; John W. Hayton, Carterville, Ill.; Robert Ellery, manager, Gem City Drive-In, Quincy, Ill.; Hot Gilliam, Arena, Paducah, Ky.; Ed Fellis, Hillsboro, Ill.; Warren V. Snider, Dixon, Mo.; Marc Steinberg, East Alton, Ill.; A. Briggs, Gerald, Mo., and Charley Beninati, Carlyle, Ill.

Harry Hoff, National Theatre Supply, suffered a fainting spell while attending the premiere of "Quo Vadis," Loew's State, and later was taken to his home.

Katherine Mary Phillips, born to Mrs. George Phillips at St. John's Hospital, carries a lot of weight in local film circles. She is the first child of George

Phillips, co-owner-manager, Realart, and the granddaughter of Andy Deitz, general manager, Co-operative Theatres.

Harry C. Arthur, president-general manager, Fanchon and Marco, returned to the west coast, and plans to come back to St. Louis about Christmas. . . . Carson Rodgers, president and general manager, Rodgers Theatres, Inc., Cairo, Ill., has been enjoying some nice weekend hunting trips.

Salt Lake City

Ill health was the reason for the resignation on Thanksgiving Day of W. G. Seib, branch manager, Columbia. Seib, a veteran, is succeeded by Harold Green, former booker-salesman, who started as an aide in the old Paramount-Empress in 1921.

Guy Kirkendall, assistant manager, Uptown, was the subject of an article in The Salt Lake Tribune. Kirkendall was the first man in Utah to have a heart valve repaired, and has come out of it in perfect condition. The date of the operation was May 17, 1951.

San Antonio

George Santikos returned from a trip to Europe with a stop at his native land, Athens, Greece. He is associated with the Fiesta Drive-In. . . . Sam Berry, sales manager, National Theatre Supply, was in. . . . Tom Strother, National Theatre Supply, Dallas, was married to Joann Ryan. . . . Leon Glasscock, head, Glasscock Theatre Circuit, returned from a booking trip to Dallas. . . . Doris Woods has taken over duties at the Joy.

Tom Sumners, owner, Josephine, announced that new seats are currently being installed. . . . Downtown Interstate Theatres, including the Majestic, Empire, Aztec, and Texas, are offering local theatregoers special parking rates at the new River garage.

Among the exhibitors in to book Latin-American films were R. S. Cook, manager, Zaragosa, Taft, Tex.; Gustavo Lavenant, Haydee, Dilley, Tex., and Frank Strong, new partner in the Azteca, Detroit, Tex. . . . Norman Schwartz, manager, Azteca, is serving as a member of the Grand Jury.

G. Martini, Martini Theatre Enterprises, Galveston, Tex., announced plans for a new neighborhood theatre with a seating capacity between 900 and 1000. Construction will be based upon two factors, according to Martini. One is changing the zone of the tract of land from residential to business and the second is approval by the National Production Authority. . . . Jack Dahmer, Jefferson Amusement Company, announced that in-car heaters are being installed at the South Park Drive-In, Beaumont, Tex.

Robert C. Boucher has been named manager, Osage Drive-In, Corpus Christi, Tex., recently purchased by the Corpus Christi Theatres from the Osage Corporation. . . . Joseph T. Davidson will open his new Twin Peaks Drive-In

at Alpine, Tex. . . . T. J. Simpson, manager, Wallace Theatre Circuit, Morton, Tex., announced that the new drive-in will be opened soon. The circuit also operates the Rose and Wallace.

W. O. Bearden and J. B. Besson opened their new Red Raider Drive-In, Lubbock, Tex. It has an 800-car capacity. . . . Welton B. Winn and W. D. Mount opened the Capada Drive-In, Floydada, Tex. . . . P. V. Williams is recovering from an eye operation at Wichita Falls, Tex. He operates the Roxy, Munday, Tex. . . . Bobby Bixler, publicist, Paramount, was in Corpus Christi, Tex., to handle the special showing of "Submarine Command." . . . Morgan Hudgins, studio publicity representative who accompanied the production unit to Rome for the filming of "Quo Vadis," the MGM Technicolor spectacle, has been making his one-hour presentation with 64 full color slides before personnel of clubs and civic groups and theatre circuit officials.

Bill Lewis introduced "Strike It Rich" into the Cowtown Drive-In, Fort Worth, Tex., as an audience stimulant. Both state and national law enforcement officials have given it their approval. Each patron is a player who is given a card shaped like a baseball bat. There are a series of numbers with the words "True" and "False" alongside. A special tape recording is played over the drive-in's loudspeaker system, with patrons marking their cards according to their idea of the answer. . . . Clifton Durham, manager, Marfa, Tex., Theatre Enterprises, Inc., announced that plans are underway for the construction of a 237-car capacity drive-in. . . . James Railey, formerly manager, Campus, Denton, Tex., has been moved to the Interstate home office in Dallas, where he will become secretary to R. J. O'Donnell, vice-president and general manager, Interstate Circuit, replacing the late R. V. Payne.

San Francisco

Max Bercutt, Warner field man, was in Denver. . . . On the sick list at WB were Gladys Paul, head contract clerk; Una Sherman, head biller, on sick leave for two months, and Martha Symons, inspectress, in St. Joseph's Hospital with a broken hip. . . . General Theatrical closed its 19th Avenue Drive-In, San Mateo, Cal., for the winter. . . . Bob Wells, booker, General Theatrical, has been busy working on the committee for "Father and Son Night" of B'nai B'rith. . . . Rotus Harvey returned enthusiastic from the ITO meeting in Montana. . . . The 958-seat Marina closed for a renovation and remodeling. Harvey Theatres Construction Company will do the work.

L. S. Hamm, president, Westside Theatres, said he found one instance where Life magazine is correct in its statement "theatres are being turned into garages." This happened when a freak accident caused a car parked outside of his Los Altos, Los Altos, Cal., to be driven right through the four front doors of the theatre completely demolishing them. The automobile bounced off the wall, and stopped itself right in front of the candy counter.

Robert Clark, sales manager, Paramount, has been confined with illness. . . . George Smith, division manager, Paramount, was in. . . . San Francisco Theatres, Inc., was host at a champagne-preview party at the Coliseum prior to the opening of "La Ronde," Vogue. . . . George Mann, president, Affiliated Theatres, Redwood Theatres, and Theatre Service Agency, was host to Ann Holden, American Broadcasting Company, and Judy Deane at a luncheon served in his office suite. . . . The Film Colony Girls, under chairmanship of Sally Martin, Blumenfeld Theatres, plans a Christmas party at the Variety Club. . . . WB, which yearly entertains employees and industry friends at a gala Christmas party, is already holding meetings to map the Yuletide fun. . . . Gerda Mueller, secretary, Fox West Coast Theatres, was entertained by industry friends at a dinner-gift party at the St. Francis Hotel honoring her birthday. . . . An intra-theatre tie-up between the Emporium Department Store and seven neighborhoods including the Empire, Balboa, and Harding, was successfully executed. The theatres will have a series of three Saturday "Cisco Kid" matinees. Tickets are given the children at the Emporium's Christmas shows, where "The Cisco Kid" makes personal appearances. . . . The Harding, Balboa, and Metro found a series of three ventriloquism shows paid off.

Publicist Anne Belfer, North Coast Theatres, and publicity director Mike Newman, Columbia, knew the importance of stories about "The Harlem Globetrotters" on local sport pages, and were successful in selling columnists on the idea. . . . With the resignation of Fred Griffith at the Baywood, San Mateo, Cal., Vernon Brown manages along with the San Mateo. . . . Jack Center was appointed manager, State, Watsonville, Cal., formerly managed by Jack Gunskey, who moves to the Fox.

Rube Jackter, Columbia's assistant general sales manager, and George Josephs, assistant to A. Montague, were in.

The publicity department at 20th-Fox will move to the first floor of the building as soon as remodeling is completed. . . . Juanita Crowe, formerly a booker at National Screen Service, is now working for NSS in Chicago. . . . Ann Fama returned to NSS as a biller. . . . Frances Smith, NSS, on sick leave, will return next month. . . . George Mann's daughter, Pidgie, a freshman at Stanford University, won the prize for the best Tack Room at the Grand National. . . . Among the first theatre people to reserve seats for the Sonja Henie cancer benefit show were Mr. and Mrs. George Mann.

The new switchboard operator at U-I is Barbara Bayton, replacing Margaret Steinhauer, resigned. . . . Kenneth Burke, formerly in U-I's New York office, is now a booker in the exchange. . . . New in the shipping department of National Screen Service is Dolores Pierce, a former model.

Changes in theatre management include: William Tumelty replacing David

Lewis as treasurer, State. Lewis resigned to enter the army. . . . Ray Sommers, former manager, Laurel, San Carlos, Cal., is now in charge of both the Marina and El Presidio. . . . Dave Davidson, formerly with Golden State Theatres, returned as manager, Laurel, San Carlos, Cal. . . . The old Newman, Newman, Cal., built a long time ago and used by the Harvey Amusement Company for many years before it was sold to Westside Theatres, Inc., has been sold to Joseph Gomez to be remodeled and used as a store. The theatre has been closed since being replaced by the new Westside.

Seattle

B. F. and Mrs. Shearer flew out to Palm Springs, Cal., their winter home. . . . Mort Goodman, Republic, flew in from Hollywood for a conference with executives of the Boeing Airplane Company. The premiere of "The Wide Blue Yonder" was held simultaneously in Omaha, Wichita, Kans., and Seattle.

Ted Lay and Danny McGill, B. F. Shearer Company, returned from the ITO meeting in Montana. Held in Butte, it had a new record of attendance. Lay, who has had the Montana district for Shearer, is being transferred to Seattle, and McGill will take the Montana territory, although headquartering in Seattle.

Miriam Dickey, general manager, Lathrop interests in Alaska, returned from New York, where she attended the world premiere of "Quo Vadis." Critics of Seattle and Portland attended the premiere in San Francisco.

Jo Furse resigned as assistant booker for Columbia to take a position with the Pacific Fruit and Produce Company. For years, she was booker for Monogram, and has been with Columbia the past two years. . . . Herman Wobber, western division manager, 20th-Fox, flew in from San Francisco for a conference with Jack Burk, branch manager, and staff. . . . Roy Brobeck, vice-president, B. F. Shearer Company, left on an extended Alaska trip to visit the Shearer theatres. . . . Pop Riley, for many years with the Mercy Theatres in Yakima, Wash., died. Funeral services were held in Yakima. . . . Dwight Spracher has taken over the booking for the Tokay and Raymond, Raymond, Wash., and the Harbor, South Bend, Wash. Ed Johnson, the Spokane, Wash., partner, will do the buying. . . . Herbert Sobottka, general manager, Hamrick Theatres, returned from a Portland trip. . . . Hap Frederick, Eastern Washington salesman for U-I, and Mike Powers, Eastern Washington salesman for 20th Century Fox, were here from Spokane, Wash.

Charles and Mrs. Grieme, Wenatchee, Wash., exhibitors, and Pat Tappan, were in. . . . Don Glover, Audion, Pullman, Wash., was here for the Washington State-UW game. Patsy Brooks, daughter of Jim Brooks, 20th Century-Fox booker, who was over from Pullman for Thanksgiving, remained over for the game.

NEWS OF THE

Territory

**BRANCHES
Cincinnati**

The Variety Club put over a big build-up for its 40-round boxing show in Music Hall, the proceeds from which will be used for the club's various charitable activities. Club members enjoyed a delightful Thanksgiving party in the Hotel Netherland Plaza clubrooms.

Oliver Unger, national sales manager, Snader Productions, appointed Edward Salzberg, president, Screen Classics, as representative in the local area.

Howard G. Minsky, Paramount division manager, was in. . . Selig Seligman, Northio general manager, and his family are on vacation in Cuba. . . Louis Wiethe, president, Wiethe Theatres, and his daughter, Judith Ann, visited with Wiethe's son, Dale, at Duke University, and James Herb, Sumerloth Circuit, Dayton, O., and his family visited relatives in Muncie, Ind.

Private First Class Antonio Raefalos, brother of Mickey Raefalos, Parkersburg, W. Va., exhibitor, is recovering from wounds received in Korea. . . Mrs. Jay Goldberg, wife of Realart's branch manager, is convalescing after surgery. . . Edna Ossege, secretary to E. M. Booth, MGM branch manager, was ill.



Seen at the recent 12th annual dinner of Motion Picture Pioneers in New York City were, left to right, Colonel Johnson, Harry M. Kalmine, Ben Kalmenson, Warner Theatres' Pittsburgh zone manager; Dr. Nathan S. Hiatt, Sidney Rechetnik, Mort Blumenstock, Peter Perokas, Ted Schlanger, I. J. Hoffman, and Harold Rodner, all industry veterans.

The four-year-old daughter of Elvira Hills, booker's stenographer, 20th-Fox, was recovering from a typhus virus. . . C. S. "Gus" Babalis, Dayton, O., exhibitor, was slightly injured in a traffic accident at Lebanon, O.

John Barrymore, Jr., spent four days ballying his UA "The Big Night." . . Also here was Horace MacMahon, "Detective Story."

Jack Finberg, UA branch manager, was on business in Springfield, O., and Columbus, O. . . Jack Keegan, Cooperative branch manager, returned after a stay in Syracuse, N. Y. . . Ruth Rudin, U-I telephone operator, vacationed in

New York City. . . Margaret Woodruff, Lippert office manager, visited in Bellefontaine, O.

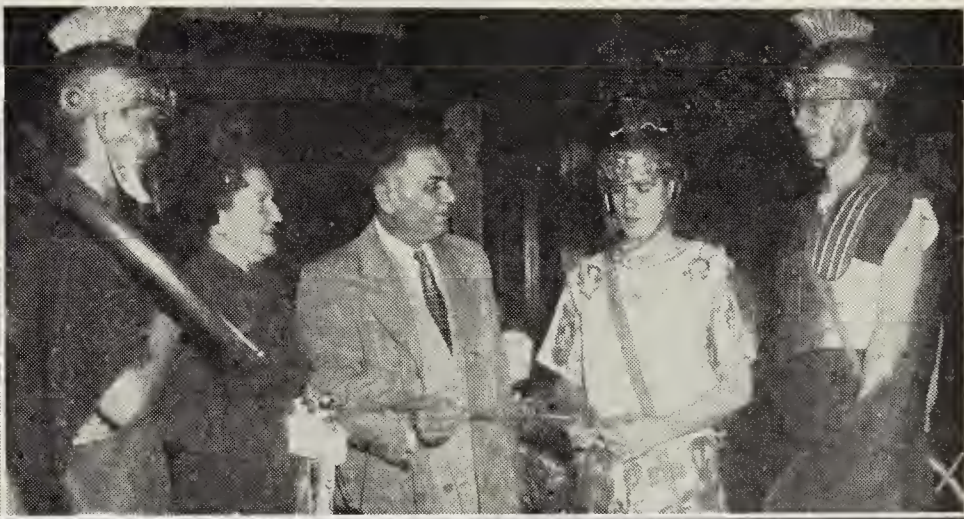
Max Bilbauer closed his Belmont Auto Theatre, Dayton, O., to install car heaters. . . Dick Perin is a new clerk in the Paramount booking department. . . Shirley Monts is new U-I general clerk. . . Recently discharged from military service were Sergeant J. B. Sunding, fiance of Lula Wesley, general clerk at U-I, and Marian Gruner, former U-I general clerk.

Recent visitors included: A. M. Miles, Eminence, Ky.; Charles Behlan, Lexington, Ky.; M. Ruby, Spencer, W. Va.; Frank Allara, Mattawan, W. Va., who brought in his children, Victor, Wendy, Bill, Robert, and Cutie, for Christmas shopping; J. C. Weddel, Lawrenceburg, Ind.; Charles Creago and R. J. Meyers, Chillicothe, O.; Bill Settos, Springfield, O.; William Dodds, Hamilton, O.; John Woodward, Zanesville, O., and James Herb, Fred Krimm, and Roy Wells, Dayton, O.

MGM's "Quo Vadis" will have its trade showing at the Ambassador on Dec. 11.

Cleveland

When "Quo Vadis" opened big at Loew's Stillman, Joe Vogel represented the home office at the pre-release premiere, attended by a majority of local and out-of-town exhibitors, including Walter Steuve, Findlay, O., and Jerry Steel, Oberlin, O. Comments were tape recorded, and broadcast the following day by WJW's Jane Stevens.



The recent opening of MGM's "Quo Vadis," Loew's Penn, Pittsburgh, was truly a gala affair. Among those present were, in the usual top to bottom, left to right, order: Arthur Kany, film critic, The Dayton, O., Herald Journal; Bill Barton, critic, The Dayton, O., News; and Loew's midwestern district manager

Marty Burnett, with local Roman slave girls and Roman gladiators dressed in original costumes; exhibitor M. Thomas and wife, Parker, Parkersburg, W. Va., conversing with gladiators; Bill Elder, manager, Loew's Penn, and Burnett, and Mayor David Lawrence interviewed by Jane Gibson.

Max Mink, manager RKO Palace, and Joe Longo, RKO resident exploiteer, planted a four-day limerick contest in The News to promote "Two Tickets to Broadway."

Eva Urdang, secretary to M. B. Horwitz, head, Washington Circuit, spent a weekend with relatives in Lima, O. . . . Charlie Deardourff, veteran MGM exploiteer, came out of retirement to attend the opening of "Quo Vadis," and to hold court in the Stillman lobby before the show opened. . . . Frank Greenwald, former manager, now postcards from Norfolk, Va., where he says, he is located for the present.

Howard Reif, who maintains a winter home in Florida, arrived for his periodic visits to confer with his Modern partners. . . . Bernie Rubin, Imperial head, sold "Cage of Gold" to Warner Theatres for a day-and-date run at the Variety, Colony, Vogue, and Uptown.

The Biggio brothers, Bill and Ed, in the exhibition field for the past 28 years, are preparing to retire. They sold the Grand, Steubenville, O., a first-run 1000-seat house, to Nate Schultz, Cleveland, head, Selected Theatres Circuit, and are also reportedly negotiating for the sale of the Virginia, Carrollton, O. . . . Henry Greenberger was in Columbus, O., to attend a meeting of board of Independent Theatre Owners of Ohio.

Dr. Harry Wechsler, son of Jerome Wechsler, Warner branch manager, has been transferred to Newport, R. I., from the Great Lakes Naval Station, where he has been stationed since his return from service in Korea.

A call for all industry members to report on Dec. 17 to contribute to the Red Cross blood bank has been issued by Sol Gordon, Monogram salesman. The industry, first to respond in service and money in time of need, is now called upon to answer an urgent call for blood. Gordon is receiving commitments from film personnel.

Sam Stecker, Associated Circuit, is proud of his new second granddaughter, born to his daughter, Mrs. Lita Sands, in Mount Sinai Hospital.

Ralph Ober, U-I exploitation staff, was here to arrange for a two-day visit of Gigi Perreau, during which time she met with members of the press, radio, and TV.

The United Artists Club, composed of the entire UA personnel, enjoyed the fruits of its membership contributions with a dinner dance in the Hollenden Hotel Vogue Room. . . . Joe Longo, RKO exploitation-publicity resident director, spent Thanksgiving in Boston.

Bob Lefko, a freshman at Syracuse University, where he is a regular contributor to the college newspaper, was home visiting his mother and dad, RKO district manager Morris Lefko. . . . Also home from college were Lewis Horwitz and Marcia Miller, son and grand-



Zone managers of Hallmark Productions, Inc., recently met at the General Denver Hotel, Wilmington, O., and seen, left to right, are Dick Edge, Seattle-Portland-Salt Lake City exchanges; Clarence Symons, Detroit-Milwaukee; Rex Ochs, Oklahoma City-New Mexico-Denver, and Bill Burger, Chicago-Indianapolis area.

daughter of M. B. Horwitz. Both attend Ohio State University.

Meyer Fine, president, Associated Circuit, was laid up with a sprained back.

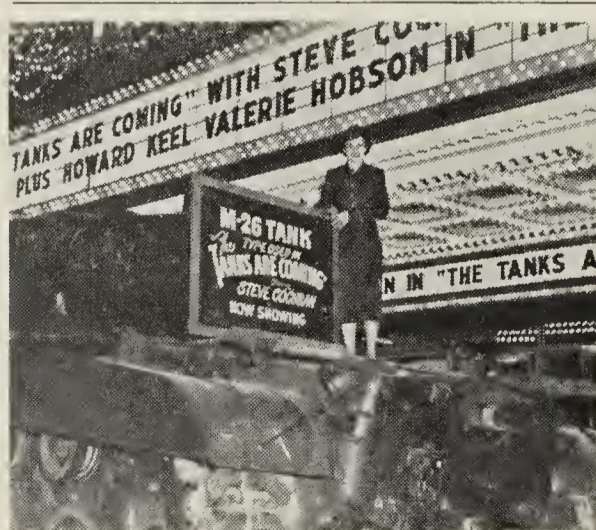
Detroit

Exhibitors moved to decrease the hours of operation, and thus reduce costs by eliminating one shift in the booth and other help. Some eliminated matinees. In addition, the Cohen Circuit closed the Capitol.

Although attendance has increased about 20 percent in Cohen Circuit's Hollywood, as the result of a price cut policy from 70 cents to 60 cents or two for \$1, total revenue didn't increase. No other houses are following suit. . . . The Strand, a key run, recently started "Family Night" on the last day of its run, cutting prices from 50 cents to 25 cents in the evening.

MGM's "Quo Vadis" will be trade-shown at the Globe on Dec. 10.

Allied Theatres of Michigan has a plan to add life memberships to the board of directors. ATM now has 20 members and 20 alternates, one each from the various districts of the state. Life membership would be voted only for distinguished service to the organization in the past, with no limit placed on the number of such members.



This huge tank heralded the recent opening of Warners' "The Tanks Are Coming" at the Michigan, Detroit.

TRADE LEADERS HEARD AT PITTSBURGH MEETING

PITTSBURGH—Heads of some of film company advertising, exploitation, and publicity departments last week addressed the first day's meeting of the 31st annual convention of the Allied Motion Picture Theatre Owners of Western Pennsylvania.

Those heard were Max Youngstein, vice-president, United Artists, who told of the reasons five men took over the company and of their hopes for the future; Dan Terrell, exploitation head, MGM, who outlined the tie-ups he promoted, and then told of the "Quo Vadis" campaign, and Jerry Pickman, Paramount advertising-publicity chief, who thought that exhibitors have lost their enthusiasm for selling, and said they should get back to "old time showmanship."

Jack Jackson, National Screen Service public relations director, told of many stunts used throughout the country that should get extra business.

Dave Hadburg, convention chairman, opened the meeting, and then turned the gavel over to Fred Beedle, president, who told of some of the injustices he felt were prevalent in the business.

The second day's meetings were for exhibitors only, and included the annual election. Beedle was reelected president. Norman Mervis was elected vice-president, and Earl Beckwith named treasurer. Fred Herrington continues as secretary.

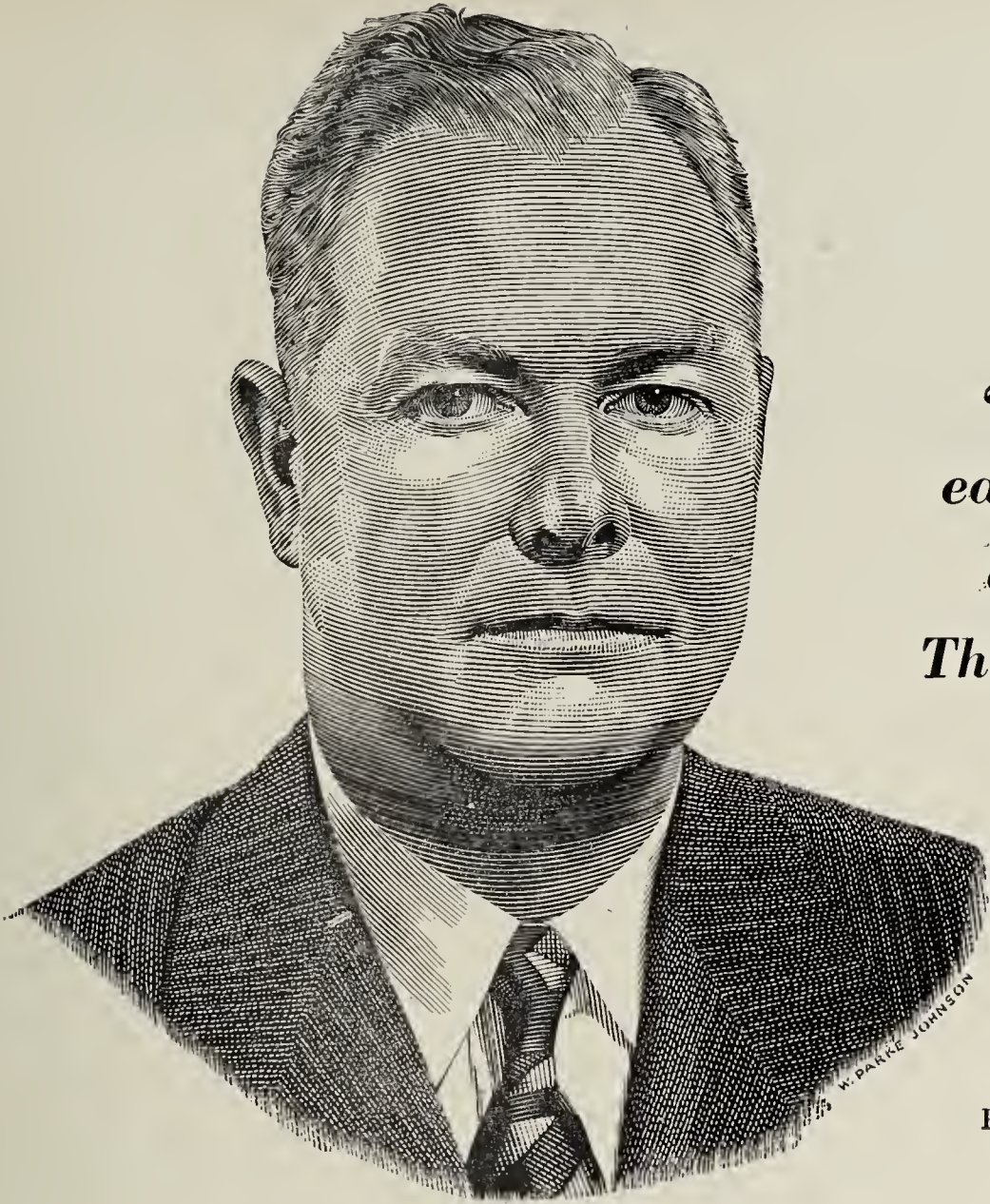
Six board members were elected from 12 nominated for a two-year term, Ted Manos, David Hadburg, Ted Grance, Speer Marousis, William Wheat, III, and Bud Rosenberg.

A. F. Myers, National Allied chairman of the board and general counsel, spoke about COMPO and what it should do, in addition to answering many questions on industry problems. The convention approved the resolutions presented at the national convention in New York by a unanimous vote.

The evening featured a banquet. Stars on tour for "Movietime, U.S.A." appeared, Frank Lovejoy, Mr. and Mrs. James Craig, Mel Ferrer, and Jody Lawrence. Andrew Bernhard, managing editor, The Post Gazette, spoke on show business abroad, a stage show starring Senor Wences was also presented, and the evening wound up with dancing by Maurice Spitalny and his orchestra.

Wheeling, W. Va., gave Bob Hope, Rhonda Fleming, and a premiere group a gala welcome with all the trimmings. They were in town to stage a world premiere in a home in nearby Bellaire, O., just across the river. . . . Jack Goldberg, United Theatre Advertising, drove to California to visit his two sons, and expects to be gone a month.

Bill Finkel, Arcade and Colonial, is busy setting up the Variety Club "Greatest Dinner In The World" to be held on Jan. 20.



“... Nearly nine out of each ten of our employees are ... participating in The Payroll Savings Plan.”

E. J. HANLEY

President, Allegheny Ludlum Steel Corporation

“Systematic Savings offer the surest means of future security and we know of no better systematic savings plan than that afforded by payroll deduction purchases of U.S. Defense Bonds. Nearly nine out of each ten of our employees are helping their country while they save by participating in this plan.”

There are three easily understood reasons why 88% of Allegheny Ludlum's 14,378 employees are enrolled in the Payroll Savings Plan:

- the recognition by Mr. Hanley and his associates of the Payroll Savings Plan as a major contribution to America's Defense effort . . . an important, stabilizing factor in our national economy . . . a road to personal security for Allegheny Ludlum employees.
- Allegheny Ludlum's person-to-person canvass of employees, which put an application blank for the Payroll Savings Plan in the hands of every man and woman on the company payroll.

- the patriotism and sound sense of the Allegheny Ludlum employees who know that every dollar they invest *each month* in U.S. Defense Bonds is a double duty dollar — it helps to keep America strong . . . it builds personal security for the employee.

If employee participation in *your* Payroll Savings Plan is less than 50% . . . or if you are one of the relatively few industrial companies that does not have a Payroll Savings Plan, phone, wire or write *today* to Savings Bond Division, U.S. Treasury Department, Suite 700, Washington Building, Washington, D.C. You will get all the assistance you may need to place your company among the thousands of companies that have 60, 70, 80%, even 88% participation in the Plan That Protects.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and



EXHIBITOR

Indianapolis

Bernard Brager, Republic manager, went to Cincinnati, to meet Walter Titus. . . . Weldon Parsons, manager, Lyric, resigned to assume the management of the Broadway-Capital, Detroit.

The TV installation started at the Indiana is the first theatre installation in Indianapolis. William Cole, RCA engineer, and Charles Hoops are doing the work. Jack Faulstich, RCA television engineer, was in to check the installation. . . . The La Rue D. Carter Memorial Hospital purchased 166 RCA International chairs for the auditorium, which will be equipped as a modern theatre for the patients.

"Norman Morey" Week at Warners is reported to be over the top. . . . Barbara Speir has been added to the office personnel at U-I.

Exhibitors seen on Film Row were: George Heliot, Rialto, Fort Wayne, Ind.; Roy E. Harold, Princess, Rushville, Ind.; Jack Armstrong, drive-ins, Fort Wayne; Al Borkenstein, Wells, Fort Wayne; Bruce Kixmiller, Colonial-Indiana, Bicknell, Ind.; Arthur Standish, Orpheum-Hartford, Hartford City, Ind., and Chuck Wood, Elwood, Elwood, Ind.

E. C. Pearson, MGM field man, was assigned to handle advance preparations for the Christmas opening of "Quo Vadis."

MGM's "Quo Vadis" will have its trade showing at the Coronet on Dec. 11.

Pittsburgh

The Manor closed temporarily for redecorating.

Dan Terrell, head, Metro exploitation department, was in from New York. He



Herb Steinberg, kneeling left, Paramount publicity manager, recently visited Bellaire, O., to set final plans for the world premiere of Bob Hope's "My Favorite Spy" in the home of Mrs. Ann Kuchinka, at his left. Members of the Chamber of Commerce and civic groups look on.

came first for the premiere of "Quo Vadis," and returned the next week for the Allied convention.

The Center, a Warner Circuit theatre, closed, and will be converted to a commercial property. . . . John Robinson, with Bedford Theatres for many years, resigned to become the manager, Blair, Holidaysburg, Pa. Bert Redfoot took over management of the Bedford houses recently.

Joe Feldman and Henry Burger, Warner Circuit, went to Brookville, Pa., to be present when a recount was made of the votes for Sunday movies.

Showmen elected recently included Ray Woodard, Kayton and Orpheum, Franklin, Pa., for City Council, with a three to one margin; Michael Karolcik, Parryopolis, Pa., made Treasurer of Fayette County; Frank A. Orban, Hooversville, Pa., exhibitor, elected as Somerset County District Attorney, having been appointed to that office previously to fill a vacancy, and Louis Rothenstein, Rose, Cambridge Springs, Pa., who won a four-year term as Borough Councilman. John Nagy, Roral Valley, Pa., was reelected to Council, but his constituents turned down Sunday movies.

Shirley Lee Shapiro has been promoted to a booker at Republic. . . . Jackie Ellstrom, former 20th Century-Fox booker, who recently joined Republic as a West Virginia salesman, resigned.

The Lou Kaufmans, he's the former owner, Metropolitan, celebrated their 20th wedding anniversary. . . . The Allied MPTO program for the convention ran to 36 pages, and featured full page ads from almost every film company.

Indiana Evansville

Jesse Fine, Carlton, sent out a special illustrated letter to patrons to call their attention to the engagement of "A Streetcar Named Desire." The letter, which reproduced a scene, also quoted various magazine and newspaper reviews of the picture.

Kentucky Louisville

Mr. and Mrs. Louis A. Arru are the parents of a baby boy, Louis Anthony Arru, Jr., born at St. Joseph's Infirmary. Dad is president, American Drive-In Theatres, Twin Drive-In and Skyway Drive-In. . . . George Lindsay, owner-manager, Lindsay, Brownsville, Ky., has been reelected mayor.

Seen on the Row were James Howe, owner, Richland, Carrollton, Ky.; Tex Richards, State, Crouthersville, Ind.; A. N. Miles, Eminence, Eminence, Ky.; Homer Wirth, Crane, Crane, Ind.; Bob Enoch, State and Grand, Elizabethtown, Ky.; George Lindsay, Lindsay, Brownsville, Ky.; Gene Lutes, Chakeres district manager, Frankfort, Ky., and Oscar Hooper, Arista, Lebanon, Ky.

The Falls City Theatre Equipment, headed by W. E. Carrell, Sr., will distribute the TRAD theatre television equipment manufactured by TRAD Television Company, Asbury Park, N. J., and distributed through Motiograph.

Dr. W. H. Fane, retired optometrist, and a member of Local 163, died. Survivors include Dr. J. E. Fane, William H. Fane, Jr., secretary, Local 163; his wife, and a daughter.

Local first-runs raised prices. Adult admissions now are 75 cents, with 54 cents for matinees. Children's prices are 20 cents. Affected are the Kentucky, Rialto, Strand, Mary Anderson, and Brown. Loew's is still the same.

Ohio Bellaire

Syndicate columnist Earl Wilson, born in Ohio, accompanied Bob Hope, reared in Cleveland, for the world premiere of "My Favorite Spy." The premiere, held in the home of Mrs. Anne Kuchinka, winner of the recent contest held in connection with the opening of the picture, had all the traditional trappings of a glamorous Hollywood opening. Wilson also appeared on the Bob Hope Show for Chesterfield over NBC, which originated from Bellaire on the night of the premiere. Other stars attending the "My Favorite Spy" premiere were Marilyn Maxwell, Rhonda Fleming, Jan Sterling, Gloria Grahame, and Jerry Collona.

Columbus

Lee Hofheimer and Al Sugarman, H. and S. Theatres, established a policy of free admission to children under 12 after 6 p.m., when accompanied by adults. The four neighborhood houses in which the policy is in effect are the Champion, Little, Indianola, and Avondale.

Loew's Ohio is holding semi-finals on its stage of the "Queen of Majorettes 1952" contest to select outstanding baton twirlers. Walter Kessler, manager, Ohio, made the tie-up with the Franklin Post, American Legion, and a dance studio.

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NEWS OF THE

Territory

**Boston
Crosstown**

Negotiations were underway between the Smith Management Company and the Giles Circuit for Smith to take over the nine theatres owned and operated by Giles in New England. Theatres involved are the two in Framingham, two in Norwood, and two in Gardner, all in Massachusetts, and two in Laconia, N. H., and the Uptown, here. Smith management now operates 13 conventional houses, 10 in New England and three in St. Louis, and 21 ozoners, 19 in the midwest and New Jersey and two in New England.

Variety Club crew members elected at the last meeting are: Philip Smith, Martin J. Mullin, Arthur Lockwood, Walter Brown, James Marshall, Myer Stanzler, Theodore Fleisher, Louis Richmond, Michael Redstone, Max Levenson, and Harry Browning.

Samuel Pinanski has been reelected president, Hebrew Free Loan Society of Greater Boston, founded about 40 years ago by his father.

Gigi Perreau, U-I child star who is making a key city personal appearance tour on behalf of the advance promotion of "Week-End With Father," was in accompanied by her mother, Mrs. Eleanor Perreau; Gladys Hoene, studio school teacher, and Jack Diamond, studio publicity representative. Miss Perreau helped open the Christmas windows at Filene's Department Store and attended a series of other events. From Boston she went to Philadelphia and then to Washington.

Joe Mansfield, UA fieldman, who recently completed a trip to Washington, Baltimore, Md., and Philadelphia to set up bally for the personal appearances of John Barrymore, Jr., was concentrat-



Karl Faseck, Loew's publicist, and Floyd Fitzsimmons, MGM publicist, recently garnered this attractive fashion window for MGM's "An American In Paris," Loew's State and Orpheum, Boston.

ing on the world premiere of "The Big Night" at the Boston. The Barrymore scion was scheduled to make personal appearances.

Bill Koster, Variety Club, was to escort wives of exhibitors attending the Independent Exhibitors' convention on a sightseeing tour of the almost completed "Jimmy Fund" building.

Sam Eldridge, New York, has taken over the Brook, Westbrook, Me., from Mr. and Mrs. Charles Breyer, who retired from the business, and are now spending their time on their farm.

Philip Davis, 75, ex-president, National Motion Picture Bureau from 1914-1940, died in Brighton, Mass. Specializing in documentary films, he produced several himself.

Toby Tabachnick, secretary to Arthur Howard, Affiliated, underwent surgery at the Deaconess Hospital. She's expected to remain in the hospital for about 10 days before returning home for a couple of weeks of recuperation.

Maurice "Fishy" Greene sunk a hole-in-one at the Pinebrook Golf Club, and was rewarded with a certificate from the Massachusetts Golf Association. The ball was mounted on an engraved plaque by the Acushnet Company, and a special "hole-in-one" plaque was hung in an auspicious spot on the club's walls. What happened at the 19th hole is unrevealed.

**New England Bowling
Theatrical Bowling League**

NOVEMBER 20

RKO	4	Legion	4
Harry's	0	Affiliated	0
Kenmore	3	MGM	4
NE	1	Independent	0
Standings			
MacAulay Post	26	Won	Lost
Harry's Snack Bar	25	15	15
Kenmore	25	15	15
Independents	20	20	20
MGM	16	16	16
RKO	16	20	20
Affiliated Theatres	13	23	23
NE Theatres	11	29	29

TEAM AVERAGES

Harry's	457	RKO	423
Independents	438	Legion	418
NE	434	Affiliated	415
Kenmore	432	MGM	414
High single scores: Kelly—120-109; Abramo—104-119; Smythe—115-102; Freeman—115; Chase—114. High three strings: Abramo—322; Kelly—318; Smythe—310. High single-season: Serra—134. High three single-season: Freeman—326. Team single-season: Kenmore—508. Team three-season: Independents—1417.			

INDIVIDUAL AVERAGES

Freeman, HSB ...	97.6	McGowan, MGM .	87.0
Plunkett, NE ...	94.0	Sandler, Ken. ...	86.9
Kelly, Leg.	93.7	Vieira, Leg.	86.5
Cooney, HSB ...	93.3	Leahy, Ken.	86.1
Hill, Ind.	93.0	Jennings, NE ...	86.0
Serra, Ind.	92.7	Young, Ind.	85.8
Morton, HSB ...	92.5	Larson, HSB	85.6
Levin, Ind.	92.1	Goldman, Aff. ...	84.9
Chase, HSB	91.9	Rathgeb, MGM ..	84.7
Grover, RKO ...	91.6	Fahlbusch, NE ..	83.7
Burlone, NE ...	90.0	Owens, Ind.	82.8
Abramo, Ken. ...	89.8	Rahilly, Ken. ...	81.9
Smythe, RKO ...	89.3	Hochberg, Aff. ...	81.7
Farrington, Aff. .	88.8	O'Hara, RKO ...	81.5
Field, Aff.	88.5	Dooley, Leg.	79.6
Arsenault, NE ...	88.3	Lynde, Leg.	78.3
Heher, Ken.	88.0	Rowe, Aff.	77.0
McGerigle, RKO .	87.7		

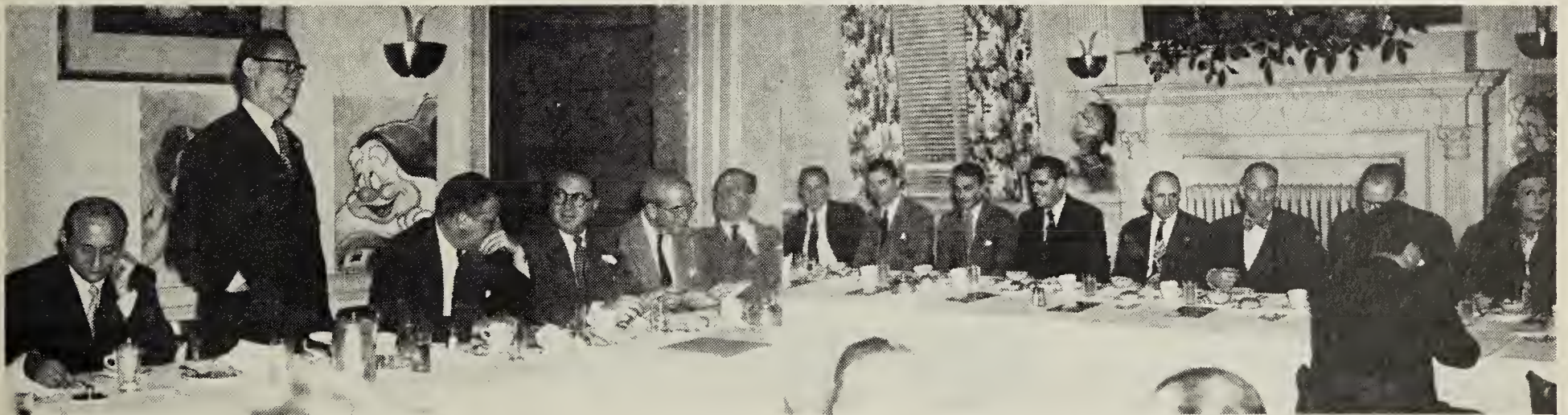
George Blanchard purchased the Unity, Unity, Me., from Mrs. Elena Cease. Harry Welch handled the deal.

The Sokokis, Limerick, Me., has been sold by Alpha Dugas to Saul Marks. . . Arthur Morse, formerly of the Regent, Arlington, Mass., is Tom Dowd's new assistant at the Beacon Hill.

Jim O'Lockland, Port, Newburyport, Mass., in a tie-in with "The Tanks Are Coming," presented a large flag to a Korean vet of the tank corps, who, in turn, presented it to the American Legion Post.

Herb Brown, Victoria, Greenfield, Mass., is now doubling in the wholesale tobacco and candy business, operating out of Brattleboro, Vt.

Deletions revealed last fortnight by the Bureau of Sunday Censorship included the following: "Double Con-



Exhibitors and newsmen in the New Haven area met RKO and Walt Disney officials at a recent luncheon, and heard of plans for the re-release of Disney's "Snow White and The Seven Dwarfs" in February. Seen in the usual, left to right, order, are: Irving Ludwig, Disney representative; Terry Turner, RKO director of exploitation; Nat Levy, eastern

division manager; Barney Pitkin, RKO branch manager; Roger Connolly, editor, New Haven Register; Harry Feinstein, zone manager, Warner New England Theatres; Lou Brown, Loew's Theatres; Ed Schweitzer, WELI; Charles Write, WELI; Walter Neilson, WNHC-TV; Morris Rosenthal, Poli, Bridgeport, and Mrs. Fred Russell, The Bridgeport Post Telegram film critic.

fession", parts 1 to 10. (Deletions: Dialogue, "Had he promised to marry you? I just took it for granted we'd get married.", in part 6). Monogram; "Face To The Wind" (French), parts 1 to 9. (Deletions: Eliminate scenes showing dog urinating, in reels 3, 8 and 9). Souvaine; "From Little Acorns" (French), parts 1 to 11. (See—"La Maternelle"). (Deletions: English captions and accompanying French dialogue, "Her mother's quite a trollop." in part 3. English captions and accompanying French dialogue, "At 13 I was working . . . and my boss . . .", in part 7. "Then it was my boss' son, everyone.", in part 7). Souvaine; "Her Panelled Door," parts 1 to 10. (Deletions: Eliminate the words, "Dammit," "Hell," and "Damn" spoken by Lake from three different speeches, in part 7). Souvaine; "Rendezvous With Tomorrow" (French), parts 1 to 10. (Deletions: French dialogue and English translation, "Not when I have my girdle on," to and including, "Let me see your poor eye . . .", in part 3. English captions and accompanying French dialogue: "You think you're a virgin—maybe you are."; ". . . your body"; ". . . you'll give it to someone."; Eliminate complete scene on bed; "I'd like you to be my wife now."; "Don't be vulgar.", in part 8. Cut scene showing unzipped dress in mirror, in part 10). Souvaine.

Film District

Exchange Christmas parties already set are: Warnes, Steuben's, on Dec. 17; RKO, Latin Quarter, on Dec. 18, and 20th-Fox, slated for sometime during the week of Dec. 17 at the Hotel Somerset.

Irving Mendelsohn, sales manager for UA, on Jan. 1 becomes New England manager for Lippert.

Irving Shiffman, formerly of ELC, will be appointed salesman for the Connecticut territory when the new Lippert exchange opens. Jack Hill, also an ex-ELC booker, is returning to the fold under the Lippert banner.

Ernest Warren, Warren, Whitman, Mass., has been appointed district manager of New England for Hallmark. While on the road, his theatre will be operated by Mrs. Warren and assistant manager Joseph DiSilva.

Phil Engel, 20th-Fox tubthumper, spent several days in New York meeting with company officials for "Fixed Bayonets!", Met. Congressional Medal of Honor holder Captain Raymond Harvey who is currently touring the country in an effort to create more interest in the blood donor drive and who appears in several scenes, arrived prior to the New England premiere for radio and TV appearances.

Mac Farber and Eddie Ruff, Regal, journeyed to New Haven and New York to conclude deals for distribution of "Cage of Gold" in New England. Another film they're handling is "Bonnie Prince Charlie," which has its New England premiere at the Kenmore on Christmas Day. . . . The Boulevard, Revere, Mass., closed.



Lou Cohen, manager, and Norm Levinson, assistant manager, Loew-Poli, Hartford, Conn., recently had local boxers spar in a ring set up in the lobby for U-I's boxing melodrama, "The Iron Man."

Nate Levin, Monogram sales manager, entered the Baker Memorial Hospital for minor surgery. . . . Carl Nilman reopened Memorial Hall, Shelburn Falls, Mass., on a change-a-week basis. . . . William Cody, Twin City Drive-In and Strand, Montpelier, Vt., bought the property housing the Strong, Burlington, Vt. . . . Henry Kamuda, Grand, Indian Orchard, Mass., was off on a hunting trip in Vermont.

Ernest Sharaf, for 16 years lessee of the Rialto, Worcester, Mass., was married recently to Mrs. Shirley Wells, New York. Sharaf is now in the manufacturing business. . . . Bob Walker, manager, Rustic Drive-In, North Smithfield, R. I., has taken over the Olympia, Woonsocket, R. I. . . . June Rittenberg, biller, 20th-Fox, for 10 years, resigned. . . . John Carroll, 20th-Fox auditor from home office, was in. . . . Jack Melinoff, Palace, and James McCarthy, Broadway, Lawrence, Mass., both of whom were confined to their homes by illness, are now back at work.

Eleanor Viano, daughter of Arthur Viano, was married recently to Richard B. McManus, Nahant, Mass.

The "All-Out Sweepstakes" has all the Warner house managers trying to outdo one another in dreaming up ballyhoo stunts. The visions of three cash prizes a month, eight a quarter, and 17



Arthur Cardinal, representing New England Theatres, Inc., in Boston recently presented an autographed scroll to Lieutenant-Colonel Harold F. Lewis, First Army Command, honoring Harry M., Jack L., and Albert Warner for "The Tanks Are Coming," "Break-through," and "Force Of Arms."

every three months has them trying every publicity trick in the books to snare some of the extra cash. . . . Myer Ruttenberg, Coulter Premiums, is sporting a new 1951 Ford. . . . Many of the Massachusetts Warner theatres are using the "Movie Races" gimmick to hypo Saturday matinee business.

Interstate Theatres moved headquarters from the ninth floor of the Met building to the sixth floor offices recently vacated by E. M. Loew.

The Crossup-Pishon Post, American Legion, honored Herbert Philbrick, who worked undercover for the FBI in the American Communist Party, at a dinner attended by over 1,000 persons at the Hotel Bradford.

New Haven Crosstown

The Yale Bowl was converted into a likeness of the playing field of Rugby when Yale clashed with Princeton for the benefit of the Elks Cerebral Palsy Fund in the "Tom Brown Rugby Match," named to honor the most celebrated of Rugby stories to be presented on film shortly under the title of "Tom Brown's School Days." Rugby teams from the old university rivals took the field to battle for the "Tom Brown Trophy," donated by United Artists, which is releasing the film version of the Thomas Hughes classic.

Meadow Street

Morris Rosenthal, Loew's Poli, had an attractive holiday lobby display. . . . Members of the New Haven Junior Police were guests of Jim Darby, Paramount, recently after they distributed Christmas Seal posters. . . . The Allington Fire Department benefit show was held at the Forrest. . . . The annual Christmas Show for youngsters by the St. Paul R. C. will be held again in December at the Forrest.

Theatres showing the Christmas Seal short received publicity in The Register. . . . Harry H. Cohan, Dixwell, announced that a benefit show would be held at his theatre, for the building fund for the Hamden Junior Police. . . . Abel Jacocks, Capitol, East Haven, broke with news-break in The Elm City Clarion on his seven ounces, bringing a nice score for catching the heaviest striper, 31 pounds, the New Haven Sportsmen's Club in the salt water fishing contest. . . . Guy Masella, brother of Poli, Meriden, manager Tony Masella, and formerly of the Poli in New Haven, has been booked into the Melody Club with his quartette. . . . The Strand, Hamden, is planning another interesting and attractive display on the theatre roof for Christmas. Santa Claus, the reindeer, and other unique decorations, with sound amplification of Christmas Carols, have been arranged.

Exchange parties were being arranged. . . . Republic dated its holiday get-together for Dec. 20. . . . U-I was contemplating its Christmas party for the Baybrook on Dec. 20. . . . Sam Rosen, Rosen Film Delivery, was expected back from Florida in time for Christmas.

Harry Gibbs, Connecticut's oldest independent distributor, recovered from a recent eye operation in New York. . . . There were quite a few exhibitors in to see the screening of Republic's "Wild Blue Yonder." . . . P. LaFleur, Panora Circuit, passed away. . . . The Palace, New Britain, closed, and expected to be shut down through Dec. 24 to allow time for installation of new seats, new screen, new sound, projection system, and new carpeting.

Horace McMahon was scheduled for a personal appearance at the Empress, Norwalk, in conjunction with "Detective Story." . . . The Starlite Drive-In, Stamford, is open weekends. . . . A new drive-in is in the works for Milldale, on the Meriden-Waterbury Road. . . . The State, New Britain, gave out free candy to all boys and girls who attended a morning show. . . . Lou Phillips, Capitol Theatre Equipment Connecticut representative, is moving to 1596 Chapel Street.

William B. Zoellner, head, MGM shorts and newsreel sales, was in, and continued on to Boston. . . . MGM's "Quo Vadis" will be trade screened at the Bijou on Dec. 10.

Circuits Loew-Poli

Sponsored Christmas morning shows have been sold. . . . Sergeant Ray Flynn, former assistant manager, College, is now at Munich, Germany, with the 43rd Division. . . . Division manager Harry F. Shaw circled the circuit. . . . Lou Brown, publicity director, was in Meriden, Bridgeport, Hartford, and other spots. . . . Harry A. Rose, Majestic, Bridgeport, received a nice sports page break for "Saturday's Hero." . . . Matt Saunders, Poli, Bridgeport, had an interesting collection of German beer mugs for "The Desert Fox." . . . Tony Masella, Palace, Meriden, set a good publicity and promotion campaign for "Two Tickets to Broadway."

Variety Club Tent 31, New Haven

The committee planning the installation of new officers get-together decided to move the date from Dec. 1 to Dec. 8.

Connecticut Hartford

Lou Cohen, Loew-Poli, and assistant, Norm Levinson, went to town on "An American in Paris." . . . Ray McNamara, Allyn, used two pretty girls and an attractive placard to plug "When Worlds Collide." . . . The Star discontinued the Tuesday-Wednesday Italian films.

Sal Catania, projectionist, Webb, Wethersfield, resigned. Replacing is Michael Maselli, at one time manager, Star. . . . In town on Lockwood and Gordon business, division manager Douglas Amos disclosed that remodeling is under way at the Danbury Drive-In, with completions slated by opening date next spring. John O'Sullivan, manager,



Elihu Glass, owner-operator, Majestic, West Springfield, Mass., who doubles as executive director of a legit organization, Playgoers of Springfield, Mass., is seen recently greeting Margaret O'Brien, Mrs. Gladys O'Brien, and Maggie Bogue at the premiere of "Child Of The Morning."

is supervising the work, Doug said. . . . Bob Reeves, Lang advertising-publicity department, Boston, visited Russell Ordway, Webb, Wethersfield, and William G. Howard, Plaza, Windsor.

Kathleen Marks resigned at the E. M. Loew's. . . . Out of the hospital are Sam Harris, partner, State; Mrs. Fred Greenway, wife of the Loew-Poli Palace manager, and Larry Kent, native Hartfordite, who recently resigned as manager, Blumenfeld Circuit's Esquire, Sacramento, Cal.

George Landers, division manager, E. M. Loew's Circuit, disclosed the circuit is giving up its lease on the Court Square, an 1800-seat installation in Springfield, Mass., with manager Sam Schechter moving to the State, Holyoke, Mass., in a similar capacity.

Joyce Simmons is new at the E. M. Loew's. . . . David Lustig, exploitation department, Columbia, was in from New York on "Ten Tall Men."

Bernie Stevens, Princess, shuffled the marquee letters around for an attention-getting stunt during "Day the Earth Stood Still." . . . J. F. McCarthy, Strand, had plenty of military cooperation on "The Tanks Are Coming."



Mrs. Marjorie Deninger, Hingham, Mass., secretary at Gardner Museum; Ray Feeley, executive secretary, Independent Exhibitors, Inc., and James Guarino, convention chairman, are seen recently in conference regarding a special ladies day program at Gardner Museum, for the IE regional convention in Boston.

Henry L. Needles, who recently resigned as district manager, Warner Theatres, announced that he has completed negotiations to lease the 700-seat Rialto from the Hartford Theatre Circuit for a first-run foreign film policy. Mrs. Estelle Parker O'Toole, his executive secretary for 12 years while under the Warner organization, will be house manager and public relations chief, with Needles serving as managing director. The theatre will be renamed the Art, and will reopen on Dec. 26 following extensive remodeling. Needles and his associates will spend more than \$10,000 for a complete remodeling. Opening attraction will be "The River."

Middletown

Sal Adorno, Sr., Adorno-Middletown Theatres, and Mrs. Adorno are observing their 51st wedding anniversary. The Adornos operate the Middlesex, Capitol, and Palace. Sal Adorno, Jr., is general manager.

New Britain

John A. D'Amato, Palace, worked out several novel exterior displays for "Texas Carnival," "Little Egypt," and "People Will Talk."

New London

Walter Murphy, manager, and Russell Newton, assistant, Capitol, had numerous tieups with the U. S. Submarine Base public relations office on "Submarine Command."

Norwich

Sarah Becker Frank, Montville, brought suit in New London Common Pleas Court for foreclosure of a \$15,000 mortgage note on premises along Norwich-New London Road, Montville, against the Norwich-New London Drive-In Theatre, Inc. She alleges \$5,000 with interest and reasonable attorneys' fees are due. The note was given on June 19, 1948, by Elias M. Loew, and was secured by a mortgage on the land where the theatre is situated. Loew conveyed the property to the Drive-In Theatre, Inc., Nov. 9, 1949, the conveyance being subject to the plaintiff's mortgage.

Maine Portland

The Empire and evening newspaper ran a contest for "The Harlem Globe-

For the Best—

**THEATRE OPERATING FORMS
AND MANAGEMENT SYSTEMS
there is only one
experienced source**

YOU'LL SAVE MANY HOURS-PER-WEEK OF
NEEDLESS LABOR BY INVESTIGATING THEM

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Listen!

...wherever women get together, the new motion picture, "Breast Self-Examination" is news! ... at neighborhood and civic centers ... in factories and business offices ... at social, fraternal and service meetings, we are showing this film to countless thousands of American women.

If you don't know where you can see this film, telephone the American Cancer Society office nearest you, or address your letter to "Cancer" in care of your local Post Office. An A.C.S. educational program may save the lives of many of your neighbors, fellow-workers or friends.

American
Cancer
Society



trotters." The contest involved writing 50 words or less on a set of questions, and turning them in to John Sullivan, manager, Empire.

The Misses Theresa D'Alfonso and Elta Rodis are new at the Civic. . . . A local photographic supply company ran a contest in conjunction with "A Place In The Sun," State.

Morgan Hudgins, who accompanied the production unit to Rome for "Quo Vadis," spoke before the Portland High School and the Rotary Club. Ralph Tully, manager, State, arranged his schedule in Portland. Tully has been appointed chairman of the education and publicity unit of the Community Chest.

Unity

Eleanor L. Siese, who sold the Unity, is now located in Park Ridge, N. J.

Waterville

Manager Richard T. Buzzell drew newspaper attention to his run of "Cheaper by the Dozen" when he invited to the opening Mr. and Mrs. Lloyd Brooks, Pittsfield, Me., who made national headlines when their 12th daughter was born last fall.

Massachusetts Gloucester

Maurice N. Wolf, field assistant to MGM's H. M. Richey, will speak before the Rotary Club on Dec. 17.

Springfield

Nathan Goldstein, owner-operator, Arcade, announced a "Family Night" policy, Monday through Friday, until further notice, with children under 12, accompanied by a parent, admitted free.

The Court Square discontinued its film and vaudeville programs. Personnel received a two-weeks' notice from E. M. Loew's, which leases the house, and will be recalled only for spot entertainment until the current lease expires Feb. 28, 1952.

CAPITOL—Robert Bengle is back as assistant.

ART—Herbert Rothschild, manager, will be 25 on Dec. 24. . . . Dave Sherman, assistant, is leaving to resume studies. . . . Mary Schoenfeld, left. . . . James Butman, who left to take a war plant job, is back.

Whitman

Ernest H. Warren, owner-manager, Warren, for the past six years, has been appointed zone manager, Boston-New Haven film exchanges for Hallmark Productions. He replaces Larry Craig, resigned. Warren is now booking "Why Men Leave Home" and other Hallmark productions in New England.

New Hampshire Concord

The closing of the Star Dec. 1 was announced by Albert Stretton, manager, who claimed that a decline in business

had forced the shutdown. The closing of the theatre will mark the end of a 43-year career as one of Concord's places of amusement. According to Stretton, the property will be sold, but not for motion picture use.

Dover

The Uptown gave away 10 big baskets of groceries.

Keene

The Scenic cooperated with the Cheshire county voiture, 40 and 8, to present a program for youngsters. Admission was a can of foodstuffs to be used in packing baskets for needy families.

Lebanon

The renovated Opera House opened. Most noticeable were the new seats made by Heywood-Wakefield Company. Mrs. Doris Mollica is manager.

Littleton

The Jax Jr. was the scene of the official opening of WTNW. Admission was free. An hour ceremony took place on the stage of the theatre with E. Dean Finnelly, general manager, WTNW, and George W. Sloan, Jr., manager of the studios, as main speakers.

Manchester

The Palace had six vaudeville acts for a four-day Thanksgiving bill.

WMEA's kiddie Christmas toy party was held at the Strand. Price of admission was a used or broken toy to be refinished by the Manchester Fire Department, and given to deserving families.

Portsmouth

Vincent O'Brien, former manager, Civic, has taken a position with a Providence, R. I., theatrical agency. He is being succeeded by Walter Brooks, who formerly managed an Augusta, Me., theatre.

Rhode Island Elmhurst

Francis E. Muldoon, Elmhurst treasurer, died. A veteran boxoffice man, he was treasurer of the Roxy in Manhattan for 16 years, and prior to that was treasurer in many Broadway legitimate theatres.

Vermont Montpelier

Holiday Park, Inc., a theatre concern planning to operate in Barre, Vt., filed articles of association with the Secretary of State. The corporation's capital stock is to consist of 250 shares of common stock at \$100 par value per share. Incorporators are Reginald E. and Marcia C. Drown, Barre, and Raymond B. Daniels, Montpelier attorney. Purposes outlined in the articles are to operate theatres, playhouses, and drive-ins.

NEWS OF THE

Territory

**New York City
Crosstown**

Bernard Jacon, Lux vice-president in charge of sales, left for a business tour of the west coast, midwest, and the south.

When T. S. Eliot's film production of "Murder in the Cathedral" is released in this country, it will be on a reserved-seat two-a-day basis. Planning to start the picture in January, Max J. Rosenberg, whose Classic Pictures is distributing it here, is now also negotiating to road-show "Murder in the Cathedral" in Boston, Chicago, Washington, Los Angeles, and San Francisco.

The annual Christmas Kiddie party of the Warner Club will take place at the Warner on Dec. 15.

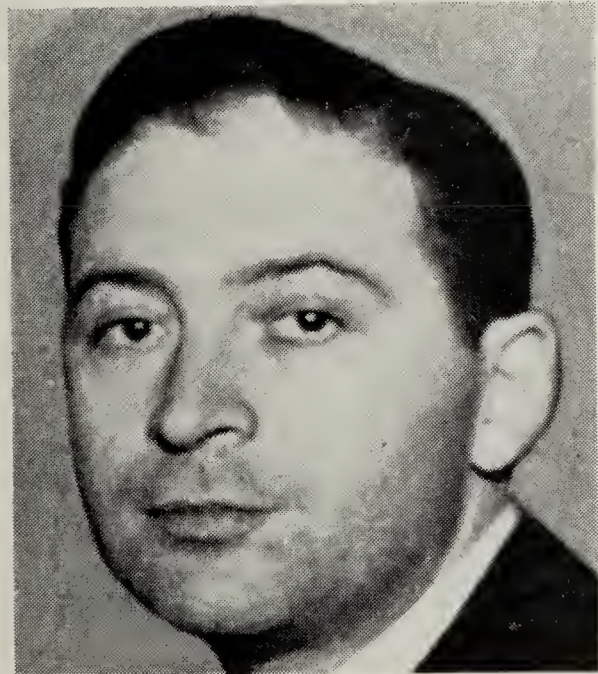
Chief Crazy Bull, grandson of the famous Sioux Indian war chief, Sitting Bull, and one of his braves, made a tour of various S. H. Kress stores on behalf of "Warpath," Globe.

Uda B. Ross, Westrex Corporation's regional manager for Latin America, left to visit the Caribbean area to review the company's operations with the staffs of Westrex Corporation's branch offices in Puerto Rico, Venezuela, and Panama.

Anatole Litvak arrived from Hollywood to participate in pre-premiere activities for "Decision Before Dawn," which he produced and directed for 20th-Fox, and which will open at the Rivoli.

Russell Holman, Paramount's eastern production manager, returned after a business trip to London and Paris.

Jean Goldwurm and George Schwartz have purchased the Bryant from Julius



Leo Greenfield, recently appointed U-I branch manager in Albany, succeeds Eugene Vogel, resigned. Greenfield was a salesman in the New York exchange.



Lester Pollock, manager, Loew's Rochester, recently used the above lobby display in advance of MGM's "An American In Paris." The Eiffel Tower was 20 feet high, with the figures dancing in the skies, while the ballerina in the foreground gave away perfume samples.



Members of the Harlem Globetrotters, who came to Buffalo recently to plug Columbia's "The Harlem Globetrotters," Basil's Lafayette, pose with members of a local YMCA, interested in basketball.

Joelson. After extensive alteration and refurbishing, the theatre will be turned into a first-run. The Bryant was one of New York's first art cinemas, having been operated under the name of the Cameo. Goldwurm and Schwartz run a string of art houses that includes the Little Carnegie, being completely rebuilt, and the World; the World, Philadelphia, and the World Playhouse, Chicago, in association with Abe Teitel.

Judith Tanney, daughter of Joseph A. Tanney, head, S.O.S. Cinema Supply Corporation, has become engaged to Lloyd E. Hamburger, now in the army. The wedding has been set for June 7.

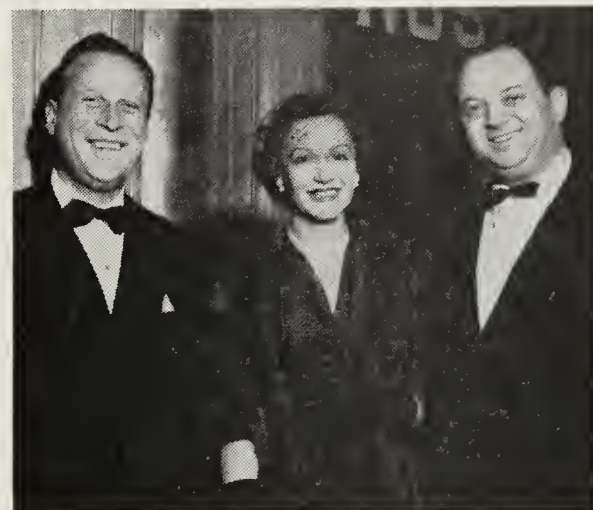
Lenore Lonergan, featured in support of Joan Caulfield and David Niven in United Artists' "The Lady Says No," followed Miss Caulfield's series of personal appearances in behalf of the Ross-Stillman production with a round of interviews with columnists and by-line reporters for national syndicates and wire services.

A. W. Schwalberg, president, Paramount Film Distributing Corporation, and Mrs. Schwalberg returned from their honeymoon in Florida and in West Indian waters aboard the private yacht of Barney Balaban, president, Paramount Pictures Corporation.

Oscar Morgan, general sales manager, short subjects and Paramount News,



During the recent showing of RKO's "This Is America, "Airlines To Anywhere," at the Grand Central Terminal newsreel house, New York, manager Russell McGee made an effective tieup with TWA, and is seen above greeting some members of the staff at the theatre.



Charles Moss, managing director, Criterion, New York City, and Mrs. Moss are seen with Jerry Wald, one of the producers of RKO's "The Blue Veil," at the film's recent New York premiere.

returned after a one-week trip to the company's Atlanta and Jacksonville, Fla., branches to review short subjects operations. . . . Jerry Pickman, Paramount's director of advertising, publicity, and exploitation, was in Pittsburgh to address the convention of Allied Motion Picture Theatre Owners of Western Pennsylvania. . . . Horace McMahan, who heads the featured cast of Paramount's "Detective Story," returned after completing a 15-city personal appearance tour.

A daughter, their second, was born to Mr. and Mrs. Walter Reade, Jr. The proud father is president, Walter Reade Theatres, Inc. . . . Fire which did trifling damage routed 1,000 persons from the Lyric. David Miller, supervisor for Brandt Theatres in the area, aided in seeing that the audience left in orderly fashion.

Moe Kerman, president, Allied Films, Inc., announced the purchase of 15 J. Arthur Rank films for reissue. The films,

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which include "Caesar and Cleopatra," "The Seventh Veil," "Green For Danger," "Madonna Of The Seven Moons," "The Mikado," "This Happy Breed," "Stairway To Heaven," "Great Expectations," "Black Narcissus," and "Odd Man Out," among others, will be released nationally by franchise holders throughout the country.

The New York Explorer's Club was host to critics and columnists at a reception honoring explorer Lewis Cotlow, who produced "Jungle Headhunters."

Harold Hendee, research director, RKO, addressed the Lions Club on "Making the Movies the Real McCoy."

Van Heflin, starred in U-I's "Week-End With Father," arrived from Hollywood for 10 days of press and radio interviews in connection with the advance promotion.

Pictorial Films, Inc., one of the largest and oldest firms in the field of 16mm. production and distribution, has been acquired by Milton J. Salzberg, owner, Cornell Film Company, and Frank Soule, present president, Pictorial Films, Inc.

Brandt is now doing the buying and booking for the Rialto. . . . The Capitol, Brooklyn, shuttered. . . . The bookings for the local Star are no longer being done by Brandt. . . . Arthur Sharby reopened the Inwood, Forest Hills, L. I.

Charles B. Moss, executive director, B. S. Moss Theatres, has been in Hollywood to meet with Samuel Goldwyn to discuss plans for the Christmas premiere of "I Want You," Criterion.

The entire personnel of the Republic home office gave its enthusiastic support to the blood bank drive.

The management of the new Normandie is holding a preview-luncheon today (Dec. 5). The tour of the theatre will be followed by a buffet luncheon.

Hemispheric distribution rights for the new French feature import, "The Voyage to America," are to be negotiated following a special showing of the picture for foreign film distributors at the Paramount preview room, it was announced by B. Bernard Kreisler, executive director, MPA's Advisory Unit for Foreign Films, sponsoring the screening. Henri Lavorel, producer and director of the picture was on hand at the screening to discuss terms of the franchise, which covers all countries in the western hemisphere except Canada.

Besides seeking authority to reimpose its three per cent municipal sales tax, the city next year will consider a number of other new nonproperty taxes, including possible locally-imposed levies against motor vehicle use, alcoholic beverages, amusement admissions, and "juke boxes." The 1952 legislature will again be asked by the city for permission to continue the locally-imposed sales tax at the rate of three per cent, instead of at the two per cent level existing prior to 1951. City officials



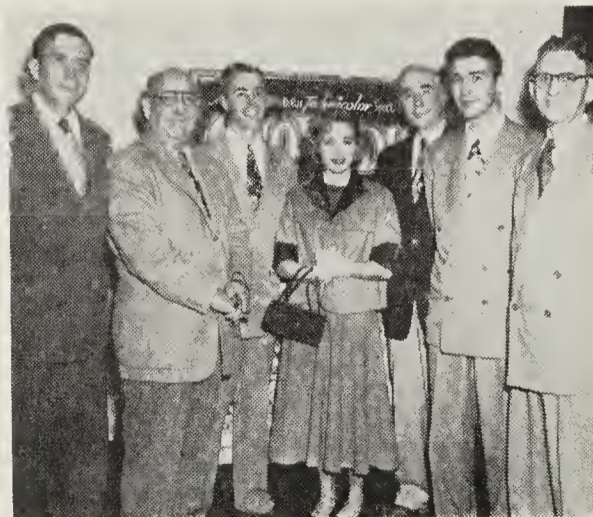
This huge spectacular, one of the largest recently made for Columbia's "Ten Tall Men," Victoria, is attracting attention along New York's Times Square.



W. Gordon Bugie, Albany salesman, was recently named vice-president, Colosseum of Motion Picture Salesmen.

have indicated confidence they will get at least a year's renewal of authority for the three per cent levy, despite the reluctance expressed by the state administration in permitting it this year. Under existing state law, the city already has the power to tax motor vehicle use, impose a 25 per cent levy on liquor license fees, a levy on amusement admission prices, and a fee for the use of mechanical music makers.

National penetration in veterans' circles for 20th Century-Fox's "Fixed Bayonets!" is assured via a tie-up with the Veterans of Foreign Wars. In line with the blood donor promotion used to launch the film at the Rivoli, similar



Jane Powell recently visited the Buffalo MGM exchange, and while there met, left to right, Douglas Geitner, Geitner, Silver Creek; Peter Bifarella, Joylan, Springville; Richard Geitner, Angola, Angola; Andrew Geitner, Geitner, Silver Creek; Donald Brown, Angola, Angola, and Hubert Smith, Lima, Lima. She also met the exchange personnel during her visit.



Joe Szell, manager, Regent, Rochester, is seen with a lobby display he recently used for prizes in his "Lady Pays Off" night for U-I's "The Lady Pays Off."



F. Dressel, manager, Capitol, Newark, N. J., recently went all out with this front for Realart's "Bride Of The Gorilla."

campaigns will be worked out on a local level basis in cooperation with district VFW Commanders. Every Commander will be informed of the cooperative effort in the December edition of General Orders, the organization's official publication. 20th Century-Fox, additionally, has instructed all branch managers, field men, and exhibitors to work out campaign details with local representatives.

David E. Rose, producer, "Saturday Island," for United Artists release, arrived from London, having completed preliminary cutting and editing of the Technicolor drama. Rose proceeded to Hollywood for conferences on his next three films.

Adrienne Corri, featured in "The River," is in for a series of personal appearances in connection with the United Artists release.

Judy Garland was feted last week at a testimonial luncheon at the Astor Hotel. More than 150 applauded her, and rose to their feet when a bouquet of roses and a silver plaque from the Fact Finding Committee of the Theatre Unions, AFL, were presented. Speakers included George E. Price, president, American Guild of Variety Artists; Sam Suber, president, Associated Musicians of Greater New York; Richard F. Walsh, IA president; Deputy Mayor Charles Horowitz; Robert Christenberry, president, Broadway Association; Martin T. Lacey, president, Central Trades and Labor Council of Greater New York; Danny Kaye; Sol Schwartz, president, RKO Theatres; Ed Sullivan, columnist,

and Max Meth, orchestra leader at the Palace.

After first being announced that theatre audiences would not be disturbed or made aware of air raid tests, it was decided by Civil Defense authorities that people in the audiences should be made aware of what is going on, but that the performances should continue since people in theatres are considered in a practically "safe" zone. Hence, audiences were notified by a screen slide that an air raid test was in progress but remained seated.

James R. Grainger, Republic executive vice-president in charge of sales and distribution, left for Omaha to participate in the "Omaha Salutes The Strategic Air Command" celebration culminating in the world premiere of "The Wild Blue Yonder" at the Orpheum.

David T. Katz, for the past 10 years managing director, Roxy, will become executive director of the house on Jan. 1, succeeding A. J. Balaban. Katz, became first associated with the Roxy 18 years ago, and prior to that was associated with the 20th-Fox home office.

Zoltan Korda, who produced and directed "Cry, The Beloved Country" will arrive from London on Dec. 10 with a finished print of the picture.

Morton V. Ritchey announced the death of Mrs. Nellie Witting, closely associated with his business interests for almost 30 years. In 1921, Mrs. Witting joined W. Ray Johnston's Arrow Films, and later became Ritchey's secretary with the Ritchey Export Corporation. In the early 30's, when Monogram was formed, Mrs. Witting was appointed assistant secretary, and also continued to act as secretary to Ritchey in the Monogram International Corporation, assuming the duties of assistant export manager during Ritchey's naval service in the war years. Mrs. Witting was compelled to leave Monogram a year ago due to a serious illness.

Among the current and forthcoming motion pictures, no one production manages to get very far out in front as the "Favorite Picture of the Month," according to an informal questioning conducted by The Organization of the Motion Picture Industry of the City of New York.

Robert E. Pell, assistant to Alfred Crown, vice-president in charge of world sales for Samuel Goldwyn Productions, resigned to become sales manager for Color Service Company, Inc., specializing in the development of 16mm. color for motion picture and industrial firms.

William Holden, who has just finished the starring role in Columbia's "Boots Malone," arrived for radio appearances.

New Jersey Morristown

The theatre equipment of the Palace will be sold as one lot at absolute auction on Dec. 8.



Richard Miller, manager, Basil Enterprises' Genesee, Buffalo, recently attracted attention to Columbia's "The Mob" by stencilling a lot of footprints on sidewalks along with the title, date, and phrase, "Follow 'The Mob' Here." The footprints led to the boxoffice.



When Lon Chaney was in Syracuse recently for personal appearances at the Eckel in connection with Realart's "Bride Of The Gorilla," as a gag he carried Schine Theatres' zone manager Harry Unterfort, no lightweight, himself.

Newark

The Regent had a kiddie show, a puppet show being one of the attractions. . . . A meeting of all the assistant managers on the Warner Jersey Circuit was held.

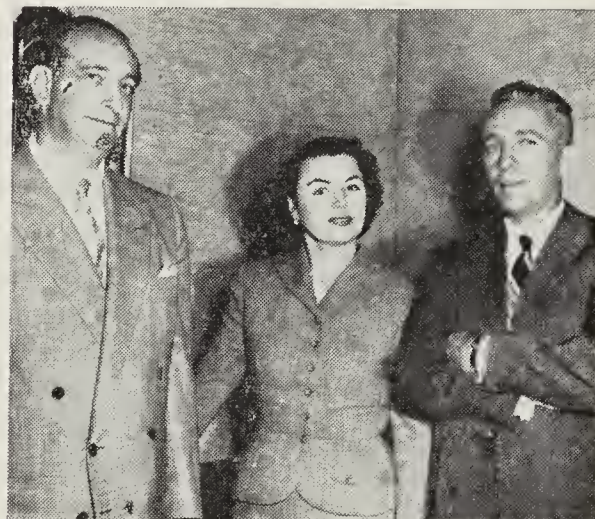
Larry Albanese, manager, Regent, gave away basketballs and skates as



Robert Weitman, head, United Paramount Theatres, New York, recently showed the "Silver Anniversary" scroll presented to him by Broadway Associates to Gloria DeHaven, one of the stars of RKO's "Two Tickets to Broadway." The scroll commemorates the anniversary of the Paramount, New York. "Two Tickets" was the anniversary feature film, and Miss DeHaven and Tony Martin, starred in the film, appeared.



E. N. Rugoff, Rugoff and Becker; British Consul General H. A. Hobson and Mrs. Hobson, and C. J. Feldman, U-I domestic sales manager, are seen at the recent American premiere of the J. Arthur Rank production, "The Browning Version," at the Sutton, New York City.



Bing Crosby, right, recently greeted Sid Goldman, house manager, New York City's Radio City Music Hall, and Mrs. Goldman during their visit to Hollywood and the Paramount lot on the coast during a filming session on "Famous."

awards at a party. . . . Arthur Manfredonia, manager, Stanley, Jersey City, N. J., used a 24-sheet on a truck to exploit "A Street Car Named Desire." . . . Helen Wenglarz, Savoy, has been promoted to assistant. . . . Manager William Waldron, Central, is running a television and used car giveaway. . . . William Clark, Warner Theatres' publicity head, arranged an extensive campaign on "A Street Car Named Desire." . . . Alice Pfoertner, Embassy, Orange, N. J., was married to Peter McManus, and will continue working at the theatre. . . . Frank Hall, ill for many weeks, returned to the Capitol, Passaic, N. J.

New York State Albany

Conferences to discuss the reactivation of the Theatre Owners of Albany were held at the New York headquarters of the Theatre Owners of America. Harry Lamont, who has served as chairman pro tem of the Albany organization for the last two years, and Louis Sumberg, Albany attorney, conferred with executive director Gael Sullivan and other TOA officials. Lamont, who recently has been working closely with Saul J. Ullman, upstate general of the Fabian Theatres Circuit, toward such a move, said that recent TOA activities regarding arbitration, grievance panels, and

other exhibitor problems have created considerable interest among the Albany TOA exhibitors and were the prime motives behind a desire for renewed activity as a part of the national organization.

Buffalo

Leonard A. Jozwiak, manager, Shea's Teck, reported the theft of \$460 from a safe in the theatre office. Jozwiak stepped out of the office for a few minutes, and the money disappeared.

Ed Miller, Paramount manager, promoted a tank for "The Tanks Are Coming." . . . Chantesuta Indian dancers staged a colorful presentation for Lou Jaffe's patrons at Shea's Elmwood. . . . Al Pierce bannered an ambulance as the highlight of his campaign for a special midnight horror show at Shea's Bellevue, Niagara Falls.

The Variety Club held a victory testimonial luncheon for Elmer Lux, Council President-elect.

John McMahon was elected president, Buffalo Loge, Colosseum of Motion Picture Salesmen. Others elected were Michael Jusko, treasurer, and Herbert Gaines, secretary.

Jack Mundstuk, MGM exchange manager, returned from a visit to the home office in New York.

The Variety Club held a "victory" luncheon in honor of Elmer F. Lux, president-elect, City Council. Lux, a Past Chief Barker, is general manager, Darnell Theatres. Murray Whiteman, Chief Barker, acted as master of ceremonies. Co-chairmen of the event were Jack Chinell, RKO; James Fater, Columbia, and William P. Rosenow, Skyway Drive-In Theatres Corporation.

Walter Dion and wife left for a motor trip to California. He was formerly the operator of the Lockport Drive-In, Gasport. . . . June Polland is the new booker at Columbia. She was formerly secretary to George Mackenna, Basil's Lafayette. . . . Gerald Taylor, field representative for Columbia, was in from New York. . . . Suzanne Post, secretary to Harry Berkson, Monogram, resigned.



George Pal, left, producer, Paramount's "When Worlds Collide," was interviewed recently by radio announcer Bob Wells in the lobby of the Paramount, Buffalo, where the film had its premiere.

EYEING THE

Exchanges

NEW YORK—Nominations for officers of the Motion Picture Bookers' Club were held, and Lou Wolfe, Brandt booking offices, received the uncontested nomination for president. For the vice-presidency, fighting it out will be Al Trilling, United Paramount Theatres; Bernard Meyerson, Fabian; Lou Solkoff, RKO, and exhibitor Jack Rochelle, Park, Rockaway Park, L. I.; United Artists' office manager, Myron Starr, is running unopposed for treasurer. The membership will have to select a recording secretary from Favorite's Gloria Korn or Shirley Chester, Cinema Circuit. Shirley Sussman is running unopposed for the post of financial secretary. An active member of the club, although no longer in the industry, Ben Levine will again serve as sergeant-at-arms.

A. Bernstein, MGM field man, was assigned to handle advance preparations for the Christmas opening of "Quo Vadis."

Charlie Baron, United Artists exploiter, and Dewey Michaels, Michaels Circuit, arranged a special pre-Christmas holiday matinee for orphan children at the Mercury. . . . Arthur Krolick, Buffalo Paramount Theatres district manager, announced free admissions at the Center for servicemen home on furlough over the Thanksgiving holiday. . . . William Brett and William Rosenow had the first Buffalo showing of "The Prince of Peace" at the New Kenmore.

—M. G.

Rochester

Jimmy Hayes, Strand, has installed new display frames, and is now having the front painted. . . . Fred Harrington, projectionist, Grand, went deer hunting, but didn't get one, so he settled for a venison steak from a friend. . . . Frank Stark, projectionist, Regent, who has been on the sick list for the past several weeks, and who had been about to return to work, had a slight relapse. . . . Harry Levy, projectionist, Schine's Cameo, who suffered a heart attack several weeks ago, is now back to work.

Syracuse

Louis Boyd, Jr., is now at Denver with the Air Force. . . . John Eccles' father died recently. . . . The Riviera is expected to open soon. . . . Ed Whitford is now at the Elmwood. . . . Harry Burley and Lynn Goff are now at the Novelty, now that the Kallet Drive-In has closed.

G. Doss and E. Kerly are now at the Rivoli since the Dewitt Drive-In closed. . . . Ernie Doss' family have another projectionist in the family. . . . The New York State Projectionists held a meeting in Auburn. Syracuse projectionists attending were Messrs. Scarfe, Raaflaub, Williams, Nelson, Miller, Labadie, and Wilcox.

—J. J. S.

MGM—Herman Garris, booker, was enjoying his brief respite in New Jersey. . . . Head biller Shirley *Gottlieb was off because of a cold. . . . Bill Perls, former office boy now serving in the air force, paid a visit. . . . Julius Friedman, night shipper, is recuperating from an operation.

U-INTERNATIONAL — Marvin Friedlander, booker, passed his physical examination. . . . Phil Winnick, New Jersey salesman, is back after a vacation. . . . The new office boy is Anthony Vigna. . . . Booker Harvey Reinstein has become a member of the Motion Picture Bookers' Club.

REPUBLIC—Zeffie Stragalas, typist-clerk, is all aglow about her recent engagement. . . . Anthony Ricci, salesman, was honored for his 25 years of service in the industry by being made a member of the Motion Picture Pioneers. . . . Branch manager William Murphy and assistant sales manager Robert Fannon made a short swing through the Long Island territory. . . . The week of Nov. 26 was set aside for members of the office to contribute blood to the Red Cross.

RKO—Michael Buvalik, night shipper, was accepting birthday congratulations. . . . Irving Michaels, Plaza, Brooklyn, was around. . . . Film room supervisor Edward Ryan passed another milestone on Nov. 30. . . . Fred Trauner, booker, was made a member of the Motion Picture Bookers' Club. . . . Herman Silverman, sales manager did not permit a bad cold to disturb his birthday mood on Nov. 28.

20TH CENTURY-FOX—Everyone who attended the Fox Family Club's Thanksgiving get-together is still talking about the grand time. . . . Secretary to Martin Moskowitz, Frances Singer, was saddened by the passing of her mother-in-law. . . . Bess Goldstein Allen, secretary, will be accepting birthday good wishes on Dec. 14. . . . Following close behind is secretary Hannah Zimmerman, who will bid farewell to another year on Dec. 15.

RAMBLIN' 'ROUND—The Motion Picture Bookers' Club and Colosseum, the salesmen's organization, joined forces to congratulate former U-I salesman Leo Greenfield on his promotion to U-I Albany branch manager at a luncheon, at Toots Shor's. A large number of members from both organizations turned out. . . . At United Artists, New Jersey booker Karl Harte has been sporting a beauty of a black eye. . . . Norman LaTarde, UA print booker, has gotten engaged. . . . Selma Stammer, Bonded film inspectress, is looking forward to seeing her daughter and son-in-law. . . . Film inspectress Mary DeSilva had the time of her life at the recent marriage of her son. . . . Leo Levako, formerly with Nayfack, is now serving in Korea. . . . Jules Nayfack, head, Nayfack, announces that he and Cavalcade are distributing "Korea Patrol" in Cuba.

—ARNOLD FARBER

NEWS OF THE

Territory

Philadelphia Crosstown

As part of the build-up for "Fixed Bayonets," coming to the Fox on Dec. 6, Captain Raymond Harvey, Congressional Medal of Honor winner, was feted at a luncheon at the Warwick. Captain Harvey, in town in the interests of the armed forces blood donor program, was saved by 12 pints of blood after he was severely wounded in Korea. On tour with the captain was Hal Marshall, and in attendance at the affair were Samuel Diamond, 20th-Fox branch head, and members of his staff; Harold Seidenberg, Fox, and Mrs. Seidenberg, and members of the press, radio, TV, and trade press.

Maurice A. Bergman, U-I company executive in charge of public relations, will be the principal speaker at the annual dinner of the Public Relations Club of Philadelphia on Dec. 7.

The Fox held a preview of 20th-Fox's "The Girl On The Bridge."

Contrary to reports, the Locust is still open daily.

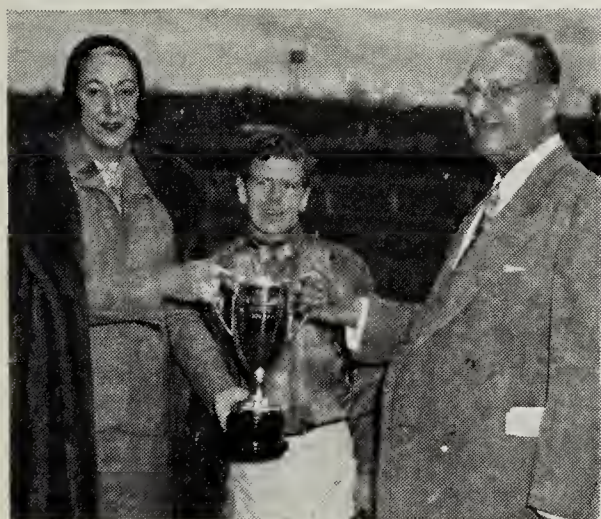
MGM's "Quo Vadis" will have its trade screening at the Erlanger on Dec. 10.

The S-W Columbia, which was a weekend operation, is now closed permanently.

The Fox held a preview of 20th-Fox's "Elopement."

The Carman closed. . . . Abe Sunberg was reported taking over the Darby, Darby, Pa.

The Adelphi closed. . . . The S-W Avon has been sold to Jacob Hoffman. The theatre building is assessed at \$40,000.



Recent promotion for WB's "Starlift," Stanley, Baltimore, Md., included a "Starlift Purse" special race at Bowie Race Track, near Baltimore. Seen, left to right, are Mrs. H. F. Waidner, Jr., society leader who presented the "Starlift Purse Cup" to Sam Greenfield, owner of High Trend, and jockey Bob Permane.



Broderick Crawford, in for the opening of "The Mob," is seen in Washington, D. C., recently conferring with George Crouch, division manager, Warner Theatres, and Columbia branch manager Ben Caplon on details of the campaign.

The Royal, scene of a fatal shooting last September, was held up again, when a man pointed a gun at an aide and made off with \$40.

Reports circulated of a new drive-in to be built on Roosevelt Boulevard, within the city limits.

The Regis is now a Negro church.

Vine Street

Hal Marshall, 20th-Fox area publicist, was formerly with Paramount and with MGM, and was also in the war surplus field. . . . Benny "American" Harris has paper for "Rudolph, The Red-Nosed Reindeer," a subject which Monogram now has. Harris claims he will sell the paper real cheap.

Hiroka Hashimota left Republic to return to her family on the west coast. She was Film Row's only Japanese employee, and is replaced at Republic by Eleanor Begley. . . . Congratulations to Mike Katz, Monogram salesman, on his 25th wedding anniversary. . . . Nancy Ingber is the new Monogram "hello" girl. . . . Edward X. Callahan, division sales manager, who headquarters in Boston, was in for a session with the boys of 20th-Fox.

Allied Independent Theatre Owners of Eastern Pennsylvania invited all inde-



Frank Shaffer, manager, Dixie, Staunton, Va., is the "best summer showman" of the Warner Circuit, according to an announcement recently made by Harry M. Kalmine, Warner Theatres general manager. Shaffer topped all managers of the circuit in a contest conducted in the June, July, and August period.



Exhibitor Marsh Gollner, left, Shore, Milford, Del., and Island and New, Chincoteague, Va., was a recent visitor to the Paramount studio on the coast with his wife, and posed with Richard Arlen, star of Nat Holt's "Silver City."

pendent exhibitors to a mass meeting at the Broadwood Hotel. Subjects to have been discussed were forced increased admission prices, spread of double features in Philadelphia, current film conditions, and an unpopularity poll of the "toughest" film company.

Bill Brooker, now a Columbia exploiteer out of the New York home office, was home for Thanksgiving.

Stanley Goldberg, branch manager, National Screen Service, suffered a nasty fall in a garage, necessitating his getting head treatment in Hahnemann Hospital, and having to purchase a new overcoat.

District of Columbia Washington

The district of Columbia Commissioners turned down the recent request of exhibitors to drop a local regulation requiring two projectionists be in booths during all showings.

MGM's "Quo Vadis" will have its trade showing at the Circle on Dec. 12.

Tom Baldrige has been assigned to handle advance preparations for Christmas opening of MGM's "Quo Vadis."

The Belasco opened as a USO Club. In its long history it has served as an opera house, legit house, motion picture theatre, and a stage door canteen.

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**Philly Trade Mourns
Death of Ben Green**

PHILADELPHIA—The local industry last week mourned the death of well-liked Ben Green, 51, owner, Towne, for over 20 years.

Funeral services were from Levine's Funeral Parlors, with burial in Mount Sharon Cemetery. The deceased was a member of the Nicetown Business Men's Association, a member of the board of Congregation Brith Israel, Barbarosa Lodge 133, Knights of Pythias, Variety Club, and various exhibitor organizations.

Surviving are his wife, two sisters and six brothers.

The latter operate Majestic Press, which prints EXHIBITOR.

Young John Barrymore, Jr., got himself a nice press while in making TV and radio appearances in connection with "The Big Night." . . . Sidney Lust's Drive-In, Beltsville, Md., closed for the season. . . . Gigi Perreau, the movie tot, was in for a visit.

MGM—Ida Barezofsky was vacationing. . . . Catherine Murphy played hostess to eight of her family with a 25 pound turkey.

RKO—R. J. Folliard, district manager, was in for a visit. . . . Branch manager's secretary, Mrs. Berta Lee celebrated her birthday. She has been ill for two months.

UNITED ARTISTS—Arthur Levy was appointed chairman for the metal drive. The money taken in for the scrap which is gathered from the various exchanges, will be donated to the Variety Club Heart Fund. . . . Office secretary Pat Topfer went to Augusta, Ga., to visit her brother, Private First Class Carl Topfer, in Camp Gordon.

PARAMOUNT—Mrs. Hazel Garrett birthdayerd. . . . Mrs. Lillian Lee's son, Carl, celebrates his 24th birthday in the service, stationed in Germany.

The Atlas and Senator changing shippers from K-B to Joe Bernheimer.

WARNERS—Miss Pat McDonald announced her engagement to L. H. Goode. . . . New in the availability department is Mrs. Jeri Lee Morris.

REPUBLIC—The new inspectress is Josephine Storm. . . . Thomas Connelly was in from Aberdeen, Md., and Sam Melletts from Denton, Md.

SANDY—Among the visitors from out-of-town were Buck Stover, William Zell, and Max Rosenberg.

WARNER THEATRES—Al Pratt, head, sound department, got a beautiful 200-pound buck, near Stanton, Va. . . . Art Shaftel, president, Warner Club, announced the forthcoming club holiday party. . . . Two new employées in the contact department are bookkeeper, Mrs. Lina Turner, from Cuba, and Miss



When "The River" recently bowed in at the S-W Aldine, Philadelphia, the campaign for the UA picture included, in the usual left to right, top to bottom, order: Producer and Mrs. Kenneth McEldowney and Adrienne Corri, starred in the show, arriving in the city; Miss Corri being interviewed on the Ed McMahon-Jean Corbett WCAU-TV show, "Home Highlights"; Miss Corri posing with Philadelphia branch head John Turner, and the front of the theatre. Publicist Max Miller handled the details.

Lucille Bowie, a new stenographer. . . . The new mail clerk is Stanley Mann.

Keith's assistant manager Jimmy Carter's boy, Dennis, celebrated his first birthday.

—RICK LAFALCE

**Delaware
Wilmington**

Henry Wootten, S-W Warner aide, returned to assist Lewis S. Black, manager, following the resignation of Richard Henry Lentz, assistant manager. . . . Edgar J. Doob, manager, Loew's Aldine,

announced plans for a "Mr. Goodwill" cartoon Christmas party Dec. 22, featuring Santa Claus in person, as well as Harvey C. Smith, program director, WDEL, who is known as "Mr. Goodwill" of the "Are You Listening" program aired daily over the station. . . . More than 1,000 youngsters jammed the S-W Queen for the first annual Christmas kiddie party sponsored by the Wilmington Dry Goods Company. G. Earl Smith is manager. The store management engaged the Queen, and acted as personal host to boys and girls. More than 1,000 could not be accommodated.

—HENRY L. SHOLLY



Elected recently to serve on the 1952 board of governors of the Variety Club, Tent 11, Washington, D. C., were: J. E. Fontaine, George Crouch, Property Master Jack Fruchtmann, Second Assistant Gerald Price, Dough Guy Sam Galanty, Rudy Berger, Chief Barker Jerome A. Adams, V. J. Orsinger, S. Lust, Fred Kogod, and A. Q. Ehrlich.

Maryland Baltimore

Barkers of the Variety Club presented Rodney Collier with a television set during the club's annual banquet and dance at the Variety headquarters. Collier is rounding out 14 years of continuous services on the board, and has served two terms as chief Barker. . . . Leon Bach, general manager, Rome houses, spent a weekend in Norfolk, Va., with relatives.

Fred Sandy, head, Sandy Films, Washington, opened a new office in Charlotte. . . . Joe Ehrlich, United Artists, was in town for "Fort Defiance." . . . Ray Lohr, former assistant, Little, is with the army at Fort Knox, Ky. . . . Ed Mulgrew, ad-artist, Loew's, received his induction papers.

Charles McLeary, Parkway manager, is a patient at St. Joseph Hospital suffering from a stomach ailment. . . . Vincent Burns resigned as Little manager, replaced by Allan Holdcraft. . . . The military band of the Second Army Command at Fort Meade, Md., will play for the opening of "The Tanks Are Coming" at the Stanley. Two medium size tanks will be on display in front of the theatre.

A holdup man reached through the window of Milton Schwaber's Met, and grabbed \$56 in cash while the aide watched.

E. M. Loew's Open Air closed for this season. . . . I. M. Rappaport, owner, Town, Hippodrome, and Little, returned from a Chicago business trip.

Leonardtwn

To focus attention on "Warpath" a miniature landscape was set up in the New lobby by manager Bob Wentworth with the cooperation of a department store. . . . Roland Hill is new at the Plaza, Lexington Park, Md., replacing Allen Collier.



Dick Bookbinder, of the restaurant clan, had to stand on a chair to reach the same height as the tall men who were his recent guests at a special "Ten Tall Men" dinner at his restaurant prior to attending a showing of the Columbia film at the Goldman, Philadelphia. Seen, left to right, are Gordon Walls, WCAU; Dick Arbuckle, WCAU; Bill Hart, WCAU-TV and radio star; Bookbinder; Jerry Callahan, the Bulletin cartoonist; Don Rose, The Bulletin, and Ed Harvey, WCAU.



When Harry M., Jack L., and Albert Warner were recently honored by the Motion Picture Pioneers at the group's 12th annual dinner in New York City, among those present were Mort Blumenstock, Warner executive, and, on the right, George Beattie, William Goldman Theatres, among a group of inductees.



Douglas Mellott, manager, Naylor, Washington, D. C., recently used a special banner taped to his marquee, 24-sheets mounted above the marquee and shadow boxes to dress the house up for 20th-Fox's "David and Bathsheba."

New Jersey Atlantic City

When the Shore is taken over by George Schwartz on Jan. 1, it will close for a few days, and then reopen as the Beach.

Camden

The S-W Lyric is now a Saturday and Sunday operation only.

Trenton

About 150 patrons filed out of the Bijou in orderly fashion during a fire in the projection booth. House lights were turned on, and Jack Higgins, assistant manager, informed patrons of the blaze as he opened three side exits, and the patrons walked out. The projectionist and his assistant were driven from the booth, but firemen quickly put out the flames, and confined damage to that section of the theatre.

Pennsylvania Harrisburg

At long last Bernard J. Bispeck, new manager, Senate, has been joined by his wife and son Billy, 2½. They are comfortably situated in their new home in Kline Village, one of Harrisburg's newest developments.



Denise Darcel, starred in MGM's "Westward the Women," is pictured recently at the Virginia State Chamber of Commerce office with past Chamber of Commerce President Wilfred Roper as he outlines a trip to Williamsburg and other Virginia points of interest. Miss Darcel made a Loew's Richmond appearance.



While in Washington, D. C., recently in the interests of MGM's "Westward The Women," Denise Darcel took time out to do a stint for the Community Chest campaign, and is seen with Jack Foxe, advertising-publicity director, Loew's.

They had to call out the police to control an overflow crowd of youngsters who turned out for a special cartoon show held at the Senate. The event was perfectly timed by manager B. J. Bispeck with Harrisburg's annual balloon parade staged by city merchants to herald the approach of Christmas season. Through a promotion with the Hill Toy Store, each child in attendance received gifts with two extra special door prizes. At the conclusion of the cartoon show, noisemakers were passed out, and a pre-New Year's Eve celebration was staged.

Ballyhooing "The Tanks Are Coming," Jerry Wollaston, manager, State, had a small and large tank of the 104th Armored Division parked in front of the theatre, attended by division members explaining operation of the machines to the public.

On his recent visit, Barry Sullivan was entertained by Nick Todorov at the Uptown. Sullivan was busy with autographs, and appeared on the stage during a break in the show.

Mr. and Mrs. Mark Rubinsky were recent New York and Philadelphia visitors. . . . Promotion by Sam Gilman, manager, Loew's, for "An American in Paris" included a traveling billboard, extensive radio campaign, an artist on the street painting pictures, appearance

TRADE SCREENINGS

PHILADELPHIA

MGM—Dec. 10, Erlanger, 8 p.m., "Quo Vadis" (Robert Taylor, Deborah Kerr, Leo Genn) (Technicolor).

MGM—(1233 Summer) Dec. 14, 11, "The Sellout" (Walter Pidgeon, John Hodiak, Audrey Totter); 17, 11, "Shadow In The Sky" (Ralph Meeker, Nancy Davis, James Whitmore); 18, 11, "Lone Star" (Clark Gable, Ava Gardner, Broderick Crawford, Lionel Barrymore).

WARNERS—(230 N. 13th) Dec. 12, 2.30, "I'll See You In My Dreams" (Doris Day, Patrice Wymore, Danny Thomas, Frank Lovejoy).

of a comely French maid in the lobby a week in advance, and Ken Steckline, assistant manager, had them wearing French berets. The theatre was dressed up with a colorful false front.

The annual balloon parade staged in Harrisburg by the Merchants' Council produced a windfall for downtown Harrisburg theatres when it started to rain at the conclusion of the parade.

Donal Goldstein, son of Dr. and Mrs. Samuel Goldstein, Paxtang, Pa., a member of the Navy Band at Bainbridge, Md., has been promoted to seaman.

Lancaster

Paul R. Rager, manager, Sky-Vue Drive-In, for past two years, now manages the Strand, succeeding Lester Shay.

City Council here is not too optimistic about theatre and other amusements tax income for 1952. In its tentative budget, to go into effect in January, the estimate of income from such taxes is \$15,000 less than in the 1951 budget.



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Lebanon

George Eichert, manager, State, co-operated with The Lebanon Daily News and Hallmark zone manager Joe Salomon when "Why Men Leave Home" played the State, and promoted a two-page spread. To further boost attendance, Eichert painted signs on a flashy convertible and had it tour the town with a girl perched atop the back seat.

Lewistown

The Temple, a new theatre, is due to open shortly as a first-run. The house has been in the process of construction for several years.

Reading

Real estate taxes in Reading for 1952, theatres included, will drop one-half mill, possibly one mill, say City Councilmen now preparing the 1952 budget.

A reduction of \$500, from \$10,000 to \$9,500, was granted the Mount Penn Fire Company, owner, Majestic building, which includes a fire apparatus hall, by the Berks County Commissioners, hearing tax assessment appeals for 1952 taxes. The \$10,000 assessment lies only on that portion of the building used as a theatre. Harry Friedman is the lessee.

The Birdsboro Lions Club will hold a Christmas morning party for children in the Diamond, that borough. . . . For the ninth year, Paul E. Reeser has been made Reading-Berks chairman, "The March of Dimes." J. Lester Stallman, Astor manager, and Paul E. Glase, Embassy manager, will head service in theatres.

Theatre business here was hit hard by the Pretzel Bowl football game in the new Reading Municipal Stadium, sponsored by Rajah Temple, Mystic Shriners, as a benefit for the Shriners' National Fund for its crippled children's hospitals.

The Astor was entertaining its usual crowds at the 1951 version of the Schad Theatres' annual award of a trophy to the Reading High School's outstanding football player of the year.

Robesonia

Christmas music will be broadcast from the Picneer on Christmas Day, following a longtime local custom.



Ed Linder, managing the K-B Ontario, Washington, D. C., is an industry veteran.



The recent premiere of U-I's "The Lavender Hill Mob" at Roth's Plaza, Washington, D. C., was attended by many diplomatic and governmental personalities, and seen are Roth Circuit general manager John G. Broumas; Joseph Gins, Mrs. Tom Clark, wife of the U. S. Supreme Court Justice, and Supreme Court Justice Harold Burton.



Macdonald Carey, while in Philadelphia recently on behalf of "Let's Make It Legal," visited 20th-Fox, and is seen with, left to right, Herman Hirschorn, sales manager; exhibitor Harold Cohen, and branch manager Sam Diamond.

Virginia Richmond

The board of directors of the Virginia Motion Picture Theatre Association held a meeting at the John Marshall Hotel on Nov. 14, and decided to hold the annual winter meeting at the Jefferson Hotel on Feb. 13. A. Frank O'Brien chairman, will announce complete plans in the near future. Among the other matters taken up at the board meeting was the Will Rogers Memorial Hospital Christmas Fund Drive, with Morton G. Thalhimer asking that all theatres make a contribution to the hospital, and also solicit their employees. Others present were: Hunter Perry, Jack Rumsey, T. I. Martin, D. F. Aleshire, F. M. Westfall, Leonard Gordon, Herman and Howard Rubin, Robert T. Barton, Jr., Sam Bendheim, Jr., Dan Browning, Carlton Duffus, Seymour Hoffman, A. Frank O'Brien, Morton G. Jr., Harold Wood, Ellison Loth, and John A. Lester. Gordon presided until he had to leave on other business, when Aleshire took the chair. Following a report on "Movie-time in Virginia," film rentals, concessions, future cooperative statewide campaigns, and the expansion of the activities of the organization were discussed.

—S. T.

COLUMBIA

Pecos River (484)

WESTERN
55M.

ESTIMATE: Standard series offering.

CAST: Charles Starrett, Smiley Burnette, Jack Mahoney, Dolores Sidener, Steve Darrell, Edgar Dearing, Frank Jenks, Paul Campbell, Zon Murray. Produced by Colbert Clark; directed by Fred F. Sears.

STORY: Special Post Office Investigator Charles "The Durango Kid" Starrett, tracking down a gang of thieves operating around Pecos River, poses as an ex-convict. The only one who knows his true identity is Edgar Dearing, stagecoach driver. While escaping from men attempting to rob his stage and Smiley Burnette, a wandering salesman, Dearing kills a bandit and the dead man's father and two brothers swear vengeance. Dearing's son, Jack Mahoney, east attending college, arrives, and meets Starrett and Dolores Sidener, who runs the stage line. When Mahoney gets to his father's cabin, he finds him dead. As "The Durango Kid," Starrett trains Mahoney, and they both take jobs as stagecoach drivers. Starrett, posing as a criminal, makes a deal with the gang, and then Starrett reveals his identity to Mahoney and the sheriff, Frank Jenk, and they arrange for a fake robbery. After riding and shooting, the bad 'uns are rounded up. Mahoney and Sidener clinch.

X-RAY: This follows the orthodox formula, maximum action, riding, and shooting, a few laughs, and as little dialogue as possible. Burnette teams up with "Harmonica Bill" to offer the "Eye Song" and "Harmonica Bill Novelty." The screen play is by Barry Shipman.

TIP ON BIDDING: Series price.

AD LINES: "Charles 'Durango Kid' Starrett Rides Against A Ruthless Gang"; "An Easterner Soon Learns That The Law Of The West Is With The Man Quick On The Draw"; "Charles Starrett And Smiley Burnette In A New Western Adventure."

MGM

It's A Big Country (215)

EPISODIC
COMEDY DRAMA
90M.

ESTIMATE: Well-made episodic comedy drama deserves the best selling attention.

CAST: Ethel Barrymore, Keefe Brasselle, Gary Cooper, Nancy Davis, Van Johnson, Gene Kelly, Janet Leigh, Marjorie Main, Fredric March, George Murphy, William Powell, S. Z. Sakall, Lewis Stone, James Whitmore, Keenan Wynn, Leon Ames, Angela Clarke, Bobby Hyatt, Sharon McManus. Produced by Robert Sisk; sequences directed by Richard Thorpe, John Sturges, Charles Vidor, Don Weis, Clarence Brown, William A. Wellman, Don Hartman.

STORY: This is the story of America told in sequences devoted to comedy, romance, and drama. Episode one finds talkative James Whitmore annoying scholarly William Powell on a train until Powell takes the ball away from him. Episode two results in Boston managing editor George Murphy and assistant, Keenan Wynn, going to bat when aged Irish woman Ethel Barrymore is forgotten in the census. Episode three pays tribute to the accomplishments of Negroes in the country. Episode four finds Hungarian-American S. Z. Sakall, who hates Greeks only because he says Hungarians always have hated Greeks, changing his mind when daughter Janet Leigh falls for Greek Gene Kelly. Episode five finds Marjorie Main, with strong racial prejudices thinking other-

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wise when GI Keefe Brasselle calls to tell her of the last days of her son in Korea. Episode six is devoted to Texan Gary Cooper giving the lowdown on Texas. Episode seven finds young minister Van Johnson put in his place by elderly Lewis Stone when the former preaches to the President and not to his flock. Episode eight shows how Italian-born Fredric March finally gives in when his son, Bobby Hyatt, needs glasses, and March opposes school teacher in the move.

X-RAY: Something new, this is a challenge. Because it is episodic in character, this may be its boxoffice handicap because otherwise it packs all the ingredients that make for audience satisfaction, comedy, romance, etc., backed by a star lustre for the marquee. Every episode is first-rate, with the Sakall, Main, Barrymore, and March sequences probably strongest, but there is something here for houses in every situation. Boxofficewise, this offers opportunity for those who like to go to work. Writers in connection with the episodes include: William Ludwig, Edgar Brooke, Helen Deutsch, Ray Chordes, Isobel Lennart, Claudia Cranston, Allen Rivkin, Lucile Schlossberg, Dorothy Kingsley, Dore Schary, George Wells, and Joseph Petracca. Story for the picture was written by Schary, with Louis Calhern as commentator.

TIP ON BIDDING: Good program price.

AD LINES: "The Story Of A Great Country . . . Yours And Mine"; "Unique In Entertainment . . . Your Story And Mine"; "Stars . . . Comedy . . . Drama . . . Something Different . . . 'It's A Big Country'."

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Westward The Women (216)

OUTDOOR
MELODRAMA
116M.

ESTIMATE: High rating.

CAST: Robert Taylor, Denise Darcel, Beverly Dennis, Renata Vanni, John McIntire, Julie Bishop, Hope Emerson, Marilyn Erskine, Lenore Lonergan, Henry Nakamura. Produced by Dore Schary; directed by William A. Wellman.

STORY: About 100 years ago, a group of ranchers in a valley in California headed by John McIntire decide to send him and trail leader Robert Taylor to Chicago to sign up decent women to marry and raise their families. McIntire and Taylor get the women, with dance hall girls Denise Darcel and Julie Bishop slipping in. The trek of more than 1500 miles starts, with tough going all the way. Indians attack, some of the men have trouble with the women, and finally all the men who have been hired to protect the band leave, with the exception of Taylor, McIntire, cook Henry Nakamura, and one other. Indians raid, and more women are killed as are McIntire and one man, leaving only Taylor and Nakamura. Come floods and other hardships, with love ripening between Taylor and Darcel. Finally, the valley is reached, and the men team up with the women, the long trek ended. Taylor clinches with Darcel.

X-RAY: Meritorious on all counts, this shapes up as a good grosser because it contains the ingredients that make for strong boxoffice. An ambitious undertaking, crying for Technicolor, which it could have used, this combines a strong women's angle, with the action found in outdoor shows, but these never overshadow the dramatic moments, portrayed by a well-chosen cast, topped by Taylor, Darcel, McIntire, Nakamura, Hope Emerson, and others. For the merchandising, this is potent, the kind of show that should have appeal in any sort of situation. The story was written by Frank Capra. There is one song: "To The West!"

TIP ON BIDDING: Higher bracket.

AD LINES: "The Story Of America's Heroic Women"; "A Truly Great Picture"; "The Story Of The Women Who Helped Build America."

MONOGRAM

Crazy Over Horses (5114)

COMEDY
65M.

ESTIMATE: Standard series entry.

CAST: Leo Gorcey, Huntz Hall, Gloria Saunders, William Benedict, Bernard Gor-

cey, Dave Gorcey, Bennie Bartlett, Tim Ryan, Allen Jenkins, Mike Ross, Ted De Corsia. Produced by Jerry Thomas; directed by William Beaudine.

STORY: "Bowery Boys" Leo Gorcey, Huntz Hall, William Benedict, David Gorcey, and Bennie Bartlett offer to collect a long-standing \$250 debt from Tim Ryan, owner of a stable, for candy store proprietor Bernard Gorcey. Ryan has been boarding a horse for gamblers who have not paid him for many months, and he offers the horse to the "Bowery Boys" as payment of his debt. The horse is actually a good racehorse owned by Ted De Corsia, Allen Jenkins, and Mike Ross, who plan to run her in a big race as a ringer for their long-odds entry. When the "Bowery Boys" learn this, they refuse to sell the horse back to the gamblers. The gamblers then switch horses, but the "Bowery Boys" secretly exchange horses with them. This happens several times until the boys finally have the good horse, and the gamblers unknowingly are stuck with the bad one. With Hall as rider, the boys' horse rides into big money, and the gamblers are arrested.

X-RAY: While offering little by way of plot or more than adequate performances, this should be acceptable to regular "Bowery Boys" fans and less discriminating audiences. The repeated switching of the long-odds horse and its ringer becomes wearying after a while, and Hall's antics border on the idiotic, but the series addicts shouldn't mind too much. The screen play is by Tim Ryan and Max Adams.

TIP ON BIDDING: Usual series price.

AD LINES: "It's Those 'Bowery Boys' Again In Another Rollicking Laugh Hit"; "The Bowery Boys' Are Crazier Than Ever . . . This Time Over Horses"; "The Bowery Boys' Pick A Winner That Pays Off In Laughs."

PARAMOUNT

Sailor Beware (5114) COMEDY 108M.

ESTIMATE: Martin and Lewis entry should register in the higher grosses.

CAST: Dean Martin, Jerry Lewis, Corinne Calvet, Marion Marshall, Robert Strauss, Leif Erickson, Don Wilson, Vincent Edwards, Skip Homeier, Dan Barton, Mike Mahoney, Mary Treen. Produced by Hal B. Wallis; directed by Hal Walker.

STORY: Jerry Lewis, who wants to enlist in the navy has an allergy to women's cosmetics. Dean Martin, having a trick knee, makes the pretense of enlisting, knowing that he will be rejected. However, both men are accepted. Both annoy another recruit, Robert Strauss, a veteran, who is made petty officer, and the pair become his chief target. Lewis becomes friendly with WAVE Marion Marshall, to whom he is not allergic. They get leave to sing on a television program, and Lewis is accidentally made judge of a contest to select the most kissable girl. Women overwhelm him, and Marshall walks out on him, but he declares her the winner, and winds up in the hospital. The boys in his detachment think that Lewis is irresistible but Strauss doesn't agree, and bets the others that Lewis can't kiss Corinne Calvet. They go to Honolulu by submarine. Lewis finds Marshall there as one of the prizes in the contest, and Strauss alerts the shore patrol to keep Lewis from contacting Calvet, but he eludes them, and gets to kiss her to win the bet. Marshall gets together with Lewis, while Calvet and Martin have similar thoughts.

X-RAY: Lewis and Martin are big box-office attractions, so this should do business. The two are just as zany as ever, depending on tried and tested tricks and gags to get laughs, with a lightweight yarn

to tie things together. The cast is adequate, as are the direction and production. A sneak preview audience seemed to enjoy the antics of the pair. The screen play is by James Allerdice and Martin Rackin, from a play by Kenyon Nicholson and Charles Robinson. Tunes heard include: "The Sailor's Polka", "Today, Tomorrow, Forever", "Merci Beaucoup", "The Old Calliope", "Never Before", "Say Si Si", and "Jingle Jangle." This should account for itself well anywhere, especially since the team is still riding the crest of the popularity wave.

TIP ON BIDDING: Higher bracket.

AD LINES: "Waves of Fun . . . With Martin And Lewis"; "He Was Allergic To Dames Until She Came Along"; "Start 1952 The Right Way . . . The Martin And Lewis Way."

RKO

On Dangerous Ground MELODRAMA 81M.

ESTIMATE: Confused programmer will need plenty of push.

CAST: Ida Lupino, Robert Ryan, Ward Bond, Charles Kemper, Anthony Ross, Ed Begley, Ian Wolfe, Sumner Williams, Gus Schilling, Frank Ferguson, Cleo Moore, Olive Carey, Richard Irving, Pat Prest. Produced by John Houseman; directed by Nicholas Ray.

STORY: Unmarried police detective Robert Ryan is tough because he has never learned to forget his work after hours. After he beats up a crook in the process of breaking up a crime ring, Ryan is sent to a small town in the snow mountain area to help catch a fugitive who has killed a small girl. With Ward Bond, father of the dead girl, Ryan joins the chase, and lands in the home of blind Ida Lupino, whose brother Sumner Williams, a mental defective, is the murderer. Ryan, attracted to Lupino, promises her that no harm will come to Williams but during the chase, Williams falls from a cliff, and dies. Lupino, who has warmed up to Ryan, breaks with him, and he goes back to his post. Then, realizing that he had found that something was missing in his life, he returns to Lupino, who is waiting for him.

X-RAY: Starting off as a fast-moving crime drama, this makes a shift into dramatics, and winds up as a programmer that will find slow going. The Ryan-Lupino combination may have some weight for the marquee but word-of-mouth won't be much help. On the other hand, selling this as a crime show may be an angle for some spots. Performances are okeh, considering the confusion in the writing, with Charles Kemper, Ward Bond, Anthony Ross, and others assisting. The story was written by Gerald Butler.

TIP ON BIDDING: Program price.

AD LINES: "A Tough Cop . . . Meets His Match . . . In The Girl He Loves"; "Watch Tough Detective Robert Ryan . . . In His Best Role"; "All Men Were Muggs To Him . . . But Women Were Different."

Overland Telegraph WESTERN 60M.

ESTIMATE: Routine series western.

CAST: Tim Holt, Richard Martin, Gail Davis, Hugh Beaumont, Mary Blanchard, Fred Graham, Bob Wilke, George Nader, Robert Bray. Produced by Herman Schlom; directed by Lesley Selander.

STORY: Tim Holt and Richard Martin aid Gail Davis in routing a gang headed by Hugh Beaumont when the bad 'uns attempt to stop her from building a telegraph line. In the process, George Nader becomes involved because of his bad judgment, but eventually he is cleared of

murder, and Holt and Martin rout Beaumont and his cohorts, making the way clear for romance and law and order.

X-RAY: In the usual tradition, this has a little more story than usual but otherwise it sticks to the expected. The story is by Adele Buffington.

TIP ON BIDDING: Usual series price.

AD LINES: "Tim And Dick Rout The Bad 'Uns"; "Progress Couldn't Be Stopped, And Neither Could Tim Holt"; "Bullets Beat Bad Men."

REPUBLIC

Street Bandits (5130) MELODRAMA 54M.

ESTIMATE: For the lower half.

CAST: Penny Edwards, Robert Clarke, Ross Ford, Roy Barcroft, John Eldredge, Helen Wallace, Arthur Walsh, Harry Hayden, Emmet Vogan. Produced by William Lackey; directed by R. G. Springsteen.

STORY: Tough Roy Barcroft and John Eldredge head a slot machine syndicate. When some of the customers start complaining, Barcroft gets rough, and bombs a cafe, killing the owner. When the police pick him up with some nitro, the syndicate's regular lawyer, Harry Hayden, refuses to take the case, and advises Eldredge to get someone else. Eldredge contacts two young lawyers. Robert Clarke is anxious to take the case but his partner, Ross Ford, refuses. However, Clarke takes the case and wins it. Barcroft hires Clarke as his regular lawyer. When a slot machine manufacturer makes his price too high, Barcroft kills him, and sets up a phony corporation to buy the factory. When Ford hears of this, he breaks with Clarke, and takes a job in the district attorney's office. By handling the legal work of the syndicate, Clarke prospers, and is able to care for his mother, and marry his girl, Penny Edwards. Things start breaking the wrong way when Eldredge announces that the police have the goods on him, and he is going to plead guilty. He and Barcroft quarrel, and Barcroft kills Eldredge. Clark returns to his swank apartment, finds Edwards and his mother gone, and calls Ford to tell him to pick up the mob. Clarke gets the necessary evidence, and is shot by Barcroft, but survives, and he and Ford become partners again.

X-RAY: With an overly familiar plot, this shapes up as lower half entertainment. The screen play is by Milton Raison.

AD LINES: "Blazing Suspense-Crammed Drama Of The Blood Money Behind The Amusement Rackets"; "A Brilliant Young Lawyer Finds His Toughest Client Is His Conscience"; "His Love For Two Women Made Him Defend The Things He Hated The Most."

The Wild Blue Yonder WAR DRAMA 98M.

ESTIMATE: War film has the angles for the selling.

CAST: Wendell Corey, Vera Ralston, Forrest Tucker, Phil Harris, Walter Brennan, William Ching, Ruth Donnelly, Harry Carey, Jr., Penny Edwards, Wally Cassell, James Brown, Richard Erdman, Phillip Pine, Martin Kilburn, William Witney, Hal Baylor, Joe Brown, Jr., Jack Kelly, Bob Beban, Peter Coe, Hall Bartlett, David Sharpe. Directed by Allan Dwan.

STORY: In the early days of World War II, a crew at an air base in Kansas learns how to fly B-29s under the tutelage of major Forrest Tucker. Tucker's friend, captain Wendell Corey, arrives for instruction. During the war, Tucker had made a questionable decision in turning back from a raid. The men train, fly to India, and Tucker due for the raid on Japan but still

suffering from past memories, asks for a desk job. The raid is a success, with a close call for Corey's plane. Later, Corey, Tucker, and crew are sent to Tinian, from which point the bombing of Japan continues. In the biggest raid, Tucker accompanies Corey, who is wounded. Tucker takes over, and brings in the ship. Then, in trying to save the life of one of the crew, he loses his own. The war goes on.

X-RAY: After the accepted pattern, this pays tribute to the B-29s, and where war films can be sold, this has possibilities. Corey and Tucker give able performances, with the romance tying both men in with nurse Vera Ralston. The featured members of the cast help give the film a lift, and although the story is pretty familiar, it has its moments. With the military tieups available, this offers a chance for the exploiters. There are several military songs, as well as "The Thing". Phil Harris, in the role of a sergeant, may help the marquee values, while Walter Brennan doesn't have much to do. The story was written by Andrew Geer and Charles Grayson.

AD LINES: "The Story Of The B-29s"; "See How The B-29s Helped Win The War"; "The Wild Blue Yonder' . . . Where Men Become Heroes."

20TH-FOX

Fixed Bayonets (140) MELODRAMA
92M.
(20th-Fox)

ESTIMATE: War film has the angles for the selling.

CAST: Richard Basehart, Gene Evans, Michael O'Shea, Richard Hylton, Craig Hill, Skip Homeier, Henry Kulky, Richard Monohan, Paul Richards, Tony Kent, Don Orlando, Patrick Fitzgibbon, Neyle Morrow, George Wesley, Mel Pogue, George Conrad, David Wolfson, Buddy Thorpe, Al Negbo, Wyott Ordung, Pat Hogan. Produced by Jules Buck; directed by Samuel Fuller.

STORY: When American troops are pulled back in Korea, a platoon under the command of Lieutenant Craig Hill is ordered to fight a rearguard delaying action. Second in command are sergeants Gene Evans and Michael O'Shea. In the group are a medical assistant who has little guts for his job, corporal Richard Basehart, who got his stripes after having attended officers training school, and others. Evans, hardened veteran, tells Basehart to get baptized by killing an enemy soldier as there are only three who outrank him. The lieutenant and the two sergeants are eventually killed, and Basehart has to take over. As the hour to pull out draws near, a Red tank shows, and Basehart has his men knock it out. They eventually reach the main body of men with Basehart having overcome his fear.

X-RAY: Depicting the fighting front and the part played by a small unit in Korea, this has some good moments of suspense and action but little else to relieve the tenseness. What there is to the story is pretty interesting, the cast gives a good account of itself, and the direction and production are expert. There isn't a woman in the cast. The screen play is by Samuel Fuller, suggested by a novel by John Brophy, and there are a load of tieup possibilities with the armed forces.

TIP ON BIDDING: Program price.

AD LINES: "They Had To Hold, And The Order Came To 'Fix Bayonets'"; "The American Infantry In Action In Korea"; "They Were Rough, Tough, And Ready For The Order To 'Fix Bayonets'."

The Model And The Marriage Broker (201) COMEDY
103M.

ESTIMATE: Entertaining programmer.

CAST: Jeanne Crain, Scott Brady, Thelma Ritter, Zero Mostel, Michael O'Shea, Helen Ford, Frank Fontaine, Dennie Moore, John Alexander, Jay C. Flippen, Bunny Bishop, Kathryn Card, Maude Prickett. Produced by Charles Brackett; directed by George Cukor.

STORY: Thelma Ritter, a marriage broker in New York City, while visiting the shop of optometrist client Zero Mostel, meets model Jeanne Crain. Ritter advises against Crain continuing her relationship with a married man, although not telling her she is a marriage broker. Later, a match for Scott Brady, falls through. Ritter arranges for Brady and Crain to meet. When Crain discovers Ritter's profession, she is furious, and walks out. Meanwhile, Helen Ford, who stole Ritter's husband away from her, asks her to find another husband now that she is a widow. Ritter decides to close the office, and take a vacation. Crain returns to apologize, and meets J. C. Flippen, looking for a wife. Crain learns where Ritter is vacationing, and decides to marry her off to wealthy Flippen. The two hit it off, and it looks like wedding bells, while Brady and Crain look altar-bound as well. Ritter visits Crain, learns that she is behind the Flippen move, and then decides to give him up to Ford, and return to her broker duties.

X-RAY: An entertaining, amusing entry, this should please audiences seeking light film fare. A sneak preview audience seemed to enjoy itself thoroughly, and the cast is good, with Ritter walking off with top honors, and receiving okeh support. The story is interesting, if lightweight, and the direction and production are in the better class. The screen play was written by Charles Brackett, Walter Reisch, and Richard Breen.

TIP ON BIDDING: Fair program price.

AD LINES: "She Tried To Play Cupid Without Getting Paid For It, And Almost Got Ruined"; "Want To Have Some Fun? Don't Miss The Antics Of 'The Model And The Marriage Broker'"; "When A Marriage Broker Is Almost Married Off, Things Reach A Hilarious Stage."

UNITED ARTISTS

The Lady Says No FARCE
80M.

ESTIMATE: Fair comedy for the duallers.

CAST: Joan Caulfield, David Niven, James Robertson Justice, Lenore Lonergan, Frances Bavier, Peggy Maley, Henry Jones, Jeff York, George Davis, Robert Williams, Maty Lawrence. Produced by Frank Ross and John Stillman, Jr.; directed by Frank Ross.

STORY: Life magazine photographer David Niven arrives at the home of Joan Caulfield to do a layout on her book, "The Lady Says No", which warns women against men. She balks at the type of pose he wants, and finally permits one in which she deliberately makes herself ugly and crosseyed. Her long absent uncle and husband of Frances Bavier, James Robertson Justice, then returns to share in the proceeds of the book. Niven tries to embarrass Caulfield at a women's club tea, but is given some slapstick treatment. When he threatens to run her ugly picture on the cover, Caulfield agrees to give him a kiss for it, and also slugs him. Later, she has a dream involving Niven. Then she goes looking for him, finds him in a saloon, and causes a fight, but they seem to be romantically attracted. One thing leads to another but eventually they clasp each other to their respective bosoms, she throws away the book, and even Justice and Bavier decide to act as man and wife.

X-RAY: This misses. A comedy calculated to get its quota of laughs from slapstick and absurd situations, it has scenes

which hang together by a thread that is supposed to be a story, a thin and confusing one. The cast does what it can with the material involved, and the direction and production are fair. Perhaps the names of Niven and Caulfield may help bring them in, but otherwise it will fit into the duallers. The original screen play is by Robert Russell.

TIP ON BIDDING: Lower bracket.

AD LINES: "She Almost Said No Once Too Often"; "He Wanted To Take Her Picture In A Bathing Suit But 'The Lady Said No'"; "She Wrote A Book Warning Women Against Men But Couldn't Take Her Own Advice."

U-International

Week-End With Father (206) COMEDY
83M.

ESTIMATE: Amusing programmer.

CAST: Van Heflin, Patricia Neal, Gigi Perreau, Virginia Field, Richard Denning, Jimmy Hunt, Janine Perreau, Tommy Rettig, Gary Pagett, Frances Williams, Elvia Allman. Produced by Ted Richmond; directed by Douglas Sirk.

STORY: Widower Van Heflin, who brings his daughters, Gigi Perreau and Janine Perreau, to the train to see them off to camp, meets widow Patricia Neal, who brings her two boys, Jimmy Hunt and Tommy Rettig, for the same purpose. Heflin and Neal fall in love, and plan a visit to the camp to tell the children they plan to marry. At camp, the kids dislike each other, Heflin isn't able to distinguish himself in any athletic events, and television actress Virginia Field shows up under the mistaken impression that Heflin asked her to marry him, muscular head counselor Richard Denning decides to woo Neal when she has an argument with Heflin. The youngsters eventually realize they have hurt their parents, and discover that their prospective fathers and mothers were not so bad after all so they put their heads together, and bring the adults to the marrying stage, giving Field and Denning the brush-off.

X-RAY: An amusing entry, this is calculated to please all types of audiences. The story, though lightweight, holds interest, the cast is good, with the youngsters extremely able. Direction and production are also in the better class. A sneak preview audience seemed to enjoy the proceedings thoroughly, and the laughs were loud and frequent. The screen play is by Joseph Hoffman, based on a story by George F. Slavin and George W. George.

TIP ON BIDDING: Good program price.

AD LINES: "He Wanted A Mother For His Kids And She A Father For Hers So They Became Engaged"; "He Wanted Her, She Wanted Him, But The Children Didn't Want Each Other"; "A Funny Film For Young And Old."

FOREIGN

Cage Of Gold DRAMA
82M.
(Ealing)
(English-made)

ESTIMATE: Import will fit into the lower half.

CAST: Jean Simmons, David Farrar, James Donald, Herbert Lom, Bernard Lee. Produced by Michael Bacon; Michael Relph, associate producer; directed by Basil Dearden.

STORY: Artist Jean Simmons unexpectedly meets her old flame, David Farrar, once an RAF flyer, now apparently a

wealthy man-about-town. Their romance is rekindled, and Simmons accompanies Farrar on a gay round of dates and parties, meanwhile neglecting her fiance, physician James Donald. Simmons becomes pregnant, and Farrar marries her, believing her father will provide him with money for "investments", in reality gambling interests. Farrar tells Simmons that he is involved in gambling and gold smuggling, but Simmons assures him that it doesn't diminish her love for him. Farrar leaves her, taking her jewelry and money. Simmons marries Donald, and the two settle in London, where Donald's practice flourishes. In Paris, Farrar meets a French girl, and has plans of getting some of her father's money until he sees Simmons' picture in a magazine describing her as the wife of a prominent physician, and returns to London to blackmail Simmons. At Farrar's call, Simmons goes to his apartment to demand that he leave her and her family alone. A shot is heard, and Simmons runs from the apartment. It develops that the jilted French girl killed Farrar. Simmons and Donald are reunited.

X-RAY: This has moments of excitement, but, for the most part, the formula plot telegraphs ahead the primary developments. Simmons, whose name draw should count somewhat, and Farrar are convincing in their roles. The background music is especially noteworthy. Jack Whittingham wrote the screen play.

AD LINES: "A Scoundrel In The Modern Manner!"; "A Thrilling Mystery Drama"; "Intrigue, Murder, And Mystery In A Thrilling Drama From England."

Miners Of The Don

DRAMA
93M.

(Artkino)

(Magicolor)

(Russian-made) (English titles)

ESTIMATE: Slow moving Russian import.

CAST: V. Doronin, A. Ignatiev, A. Zuyeva, Katia Luchko, V. Druzhnikov, L. Smirnova, O. Zhakov, A. Petrov, P. Aleinikov, I. Peltser. Produced and directed by L. Lukov.

STORY: Community and government officials join in a jubilee to celebrate coal miner A. Ignatiev's 50 years of service. Ignatiev's eldest son, mining engineer V. Doronin, tells of the vast improvement in conditions since his father started. A high government official announces that they will soon get a new combine to cut the coal, and load it automatically. The old loaders are rather dubious when the inventor, V. Druzhnikov, arrives. At first, the machine refuses to work, and the mine falls behind its quota. Ignatiev brings a group of loaders into the mine to work until the combine is perfected. After much collective effort, the machine starts operating properly. Stalin then orders hundreds to be installed in coal mines. The production of coal soars, but because of the new machinery being used, many of the old timers are forced to go back to school or go on to other jobs. One of the best loaders, boastful A. Petrov, is in love with Katia Luchko. Although he approves of the new combine, Petrov is too proud to go back to school, and prepares to leave. However, his old mine superintendent persuades him to remain, and study. Petrov does, and he and Luchko marry, and the coal quota is met.

X-RAY: This is one of the most listless Soviet imports in quite a while. There is a severe shortage of action, and the many impassioned speeches about coal mines and a machine that will put many people out of jobs, lack any sense of reality. The photography is the entry's best feature, and the Magicolor appears to be much better than in previous efforts. The screen play is by Boris Gorbатов and V. Alekseyev.

AD LINES: "See The Prize-Winning Magicolor Film"; "A Thrilling Story Of The Men And Machines That Go Underground To Keep A Nation Strong"; "Witness The Sweeping Underground Revolution In The Soviet Union."

Ramble In Erin

TRAVELOGUE
80M.

(Irish Productions)

(Irish-made) (Color by Technicolor)

ESTIMATE: Mediocre travel film for the Irish spots.

CAST: President Sean T. O'Kelly, Prime Minister Eamon De Valera, Minister of Defense Frank Aiken, Minister of Production and Agriculture Sean Lamass, Archbishop McQuade of Dublin, and 200,000 people from the population of Ireland. Camera work and commentary by Pat Stanton.

STORY: Pat Stanton arrives in Ireland's Cobh, and starts on his ramble of over 2,800 miles. Attention is paid to the beauty of the countryside and the people who live, work, and play there. Stanton takes his camera to the Dublin horse show, and records the international jumping events and the beauty and grace of precision group riding. Two of Ireland's favorite sports are hurling and football. In Fitzgerald Park, in County Cork, children and adults are presented doing traditional songs and dances. A highlight is the religious rituals and funeral procession attending the burial of Cardinal Glennon, who died while on a visit to Dublin. Stanton takes his camera to informal visits with the executive heads of the Irish government, to the famous Georgian doorways where James Joyce lived and wrote, through colorful Phoenix Park, and then planes back to the United States.

X-RAY: Ireland and the Irish have long held a warm spot in the hearts of most Americans, and it seems a shame that much of the charm and beauty of this entry is marred by technical faults. The camera work is obviously amateurish, and many scenes are badly out of focus, and suffer from poor lighting. Stanton's commentary, while easy on the ears, is often repetitious, and is usually behind or ahead of the action being screened. Despite these many faults of technique, there are sequences filled with grace and interest. Audiences willing to overlook faults may find some pleasant entertainment.

AD LINES: "See The Solemn Splendor Of A Cardinal's Burial Filmed For The First Time"; "A 2,800 Mile Stroll To The Beauty Spots Of The Emerald Isle"; "A Colorful Trip To The Land Of The Blarney Stone."

The Shorts Parade

TWO REEL

Comedy

HULA LA LA. Columbia—The Three Stooges. 16m. The Three Stooges are dance directors at a studio which purchased a South Pacific island to make a South Seas film, only to learn that the native girls can't do the hula. The Stooges, sent to the island to give the girls dancing lessons, are captured by the witch doctor, and are about to be killed when the chief's daughter intervenes. She agrees to help the Stooges escape if they will help her marry her lover. The Stooges find an old box of hand grenades, and trick the witch doctor into blowing himself to bits. With these problems out of the way, the Stooges start their hula instructions. **GOOD.** (4403).

ONE REEL

Color Cartoons

MAGICAL MAESTRO. MGM—Cartoons. 7m. A magician, deprived of a job by the manager of a concert singer, takes the place of the orchestra leader, and generally messes up the singer's concert by the use of his magic wand. This may have seemed funny on paper but as it shapes up it is below the usual standard of Tex Avery. **FAIR.**

THE SHOEMAKER AND THE ELVES. Columbia—Color Favorites. 8m. A homeless boy wandering around in a snow storm is finally taken in by an old shoemaker. During the night, a band of elves do all the repairs and make a new supply of shoes. In the morning, the old man tells the boy that he brought him good luck, and asks him to remain as his son. **GOOD.** (4602).

THE TWO MOUSEKETEERS. MGM—Tom and Jerry Cartoons. 7m. Jerry, a mouseketeer, and his little friend, also a mouseketeer, who speaks French, get into the hair of Tom, who has been assigned to guard the food at the Castle, otherwise the cat will be beheaded. This results in one of the best of the series in recent months. **EXCELLENT.**

Novelty

HOPALONG IN HOPPYLAND. Columbia—Screen Snapshots. 9½m. With Bill "Hopalong Cassidy" Boyd acting as informal master of ceremonies, this is devoted to the opening day festivities at Boyd's new amusement park, Hoppyland. Some of those presented with their children are Richard Widmark, Susan Hayward, Don DeFore, Pat O'Brien, Dennis O'Keefe, and others. **GOOD.** (4852).

Sports

FLYING SKIS. Columbia—World Of Sports. 9m. The Laurentian Mountain country of Canada is one of the snow sport centers in North America. Examples of figure skating, skijoring, and skiing are presented. A highlight is a demonstration of trick skiing by Alex Foster. The final shots capture the thrills and spills of a slalom race. **GOOD.** (4802).

FRESH WATER CHAMPIONS. Paramount—Grantland Rice Sportlights. 9m. Fishing for trout in Vermont, salmon in Nova Scotia, and pike and muskies in Ontario, plus the usual appetizing shots of the day's catch simmering over an open fire, makes this a routine but nonetheless enjoyable entry which should be especially appreciated by angling enthusiasts. **GOOD.** (R11-3).

Color Travel

ITALY. Republic—This World Of Ours. 9m. With the Trucolor as an additional lure, this covers familiar spots of Italy, showing Venice, Florence, Rome, churches, historical spots, etc. It is pleasing to watch but in the general routine. **FAIR.** (5087).

Too Late To Classify

Features

Sky High (5024)

COMEDY
61M.

(Lippert)

ESTIMATE: For the lower half.

CAST: Sid Melton, Mara Lynn, Sam Flint, Doug Evans, Fritz Feld, Mark Krah,

Margia Dean, Paul Bryar, Thayer Roberts, Don Frost, John Pelletti, Ernie Veneri, John Phillips, Will Orleans, Peter Damon. Produced by Sigmund Neufeld; directed by Samuel Newfield.

STORY: Air Force Reservist Sid Melton, in love with Mara Lynn, waitress at the base's soda fountain, asks her to use her charm upon Sam Flint, commanding officer of the base, to have him put into other work than tail gunner on an Air Force bomber. Flint is notified by Washington that subversive agents are sabotaging essential planes, and Melton, a dead-ringer for the agents' top man, is told to double as the latter, and mix with base personnel. Lynn doesn't give away his disguise but when she sees him with one of the subversives' gal agents, Margia Dean, she becomes jealous. Melton is recognized as a base airman, and is about to be taken away; but is rescued by Flint and air military police. Both he and Lynn are happy, until Melton is assigned as tail-gunner to a European bound air bomber.

X-RAY: This has its share of gags, with Melton doing some clever pantomimes. Lynn has a chance to demonstrate her dancing ability, and Fritz Feld and other character players are seen in brief sequences. As a service comedy, it should do okeh on the lower half.

AD LINES: "The Saddest Sack In The Sky"; "He's Plane Crazy, And You'll Go Out Of Control When He Takes Off"; "The Sky's The Limit In Laughs, Love, and Merry Adventure".

Desert Of Lost Men (5063)

WESTERN
54M.

(Republic)

ESTIMATE: Good series entry.

CAST: Allan "Rocky" Lane, Irving Bacon, Mary Ellen Kay, Roy Barcroft, Ross Elliott, Cliff Clark, Boyd Morgan, Leo Cleary, Kenneth Macdonald, Steve Pen-dleton. Associate producer-director, Harry Keller.

STORY: Allan "Rocky" Lane, a marshal on the trail of a band of killers, sees three outlaws attack two men riding in a carriage, and kills one of the badmen but not before one of their victims is fatally wounded. Lane learns from sheriff Irving Bacon that the men he aided are doctors, and that they were supposedly returning from the county seat with a large sum of money to be used in building a hospital. Actually, the doctors arranged to have the money sent by stagecoach the following day. Lane and the sheriff set a trap for the would-be robbers by leading them to believe that Lane and one of the doctors, Jim Haynes, are in league to get the money, and that it is hidden in the murdered doctor's office. Operation of the plan breaks down when the sheriff unwittingly reveals the trap to Cliff Clark, the brains of the gang, but ostensibly an honest citizen. Haynes is kidnapped so that he can be forced to meet the stagecoach carrying the money, and divert it into the outlaws' ambush. Lane rides to the rescue, rounds up the bandits after a series of gun battles and fistic encounters, and leaves Haynes and Mary Ellen Kay to continue their interrupted romance.

X-RAY: This has a smoothly-flowing plot with several exciting twists, generous portions of the traditional western ingredients, and some especially realistic fist-fighting. Lane cuts an imposing figure as the indomitable marshal, and others in the cast go through their paces in a convincing manner. M. Coates Webster wrote the screen play.

AD LINES: "Rocky Lane At His Fighting Best!"; "Blazing Six-Gun Adventure!"; "Rocky's Guns Roar Their Challenge When The West's Boldest Killers Band Together!"

Distant Drums (111)

ADVENTURE MELODRAMA
101M.

(WB)

(Color by Technicolor)

ESTIMATE: Action show should ride into the better money.

CAST: Gary Cooper, Mari Aldon, Richard Webb, Ray Teal, Arthur Hunnicutt, Robert Barrat, Clancy Cooper, Larry Carper. Produced by Milton Sperling; directed by Raoul Walsh.

STORY: On the eastern seacoast of Florida in 1840, naval lieutenant Richard Webb makes contact with captain Gary Cooper to seek his assistance in blowing up a fort which is the headquarters of renegades and Indians fighting the army. Cooper leads his party of men to the fort, where they rescue several captives, including Mari Aldon, a southern lass, and her servant, a plantation owner, wife, and their workers. The Seminoles pursue them, and the chase is on. Through the rugged dangerous Everglades, Cooper leads Webb and the party. Crocodiles and Indians kill many, but they go on until they reach Cooper's home, which has been destroyed by the Indians, his infant son disappearing. In a showdown, Cooper challenges the Seminole chief, Larry Carper, to a duel, with Cooper victorious. The Seminoles then flee, and the soldiers arrive. The war goes on, but Cooper, his son, who had escaped, and Aldon, return to the native life.

X-RAY: With plenty of action, colorful scenes in the Florida jungles, Indians, soldiers, the Cooper name, and a different yarn, this should register in the better grosses. The pace is fairly rapid, considering the repetitious nature of the story, with action lovers certain to get their share of entertainment. The angles are all there for the selling. The screen play is by Niven Busch and Martin Rackin from the story by Busch.

TIP ON BIDDING: Good program price.

AD LINES: "Distant Drums' Called Captain Gary Cooper Into Action Against The Indians In The Swamps"; "Action And Adventure In The Florida Swamps"; "Distant Drums' Beat For The Life And Scalp Of Indian Fighter Gary Cooper"

I'll Never Forget You (142)

FANTASY DRAMA
92M.

(20th-Fox)

(Color by Technicolor)

(Made in England)

ESTIMATE: Name draw may be of some help.

CAST: Tyrone Power, Ann Blyth, Michael Rennie, Dennis Price, Beatrice Campbell, Kathleen Byron, Raymond Huntley, Irene Browne. Produced by Sol C. Siegel; directed by Roy Baker.

STORY: American atomic scientist Tyrone Power, living in a house on Berkeley Square, London, which he inherited from an ancestor, believes that he can be transported back to the past. Following a conversation about this subject with fellow scientist Michael Rennie, lightning strikes near Power, and he finds himself back in 1784 but with his 20th century knowledge. Power is to marry a cousin, Beatrice Campbell, but becomes attracted to Campbell's sister, Ann Blyth. Power's ability to foretell the future gets him into scrapes, and eventually he is called a lunatic. By this time, Campbell will have no part of him, but he and Blyth are madly in love. Power is taken away to an asylum as lightning strikes again, bringing him back to modern times. Rennie arrives to tell Power that he had a nervous breakdown for seven weeks, and that he and his sister, also Blyth, had taken care of him.

X-RAY: This misses although it has name draw for the marquee. With the 18th century sequences in Technicolor, this is slow moving, confused, and often difficult to follow, with even the class spots likely to have trouble with it. A

remake of "Berkeley Square", it never gets anywhere, and the performers, able as they are, are handicapped. Power and Blyth have the choice roles, with aid from able British performers. This is based on a play by John L. Balderston.

TIP ON BIDDING: Program price.

AD LINES: "The Strangest Kiss In History"; "He Was Centuries Removed From Her . . . But Their Love Was Ever Present"; "Can A Man Of 1952 Love A Girl Of 1784".

Shorts

ONE WHO CAME BACK. Area exchange distributors. 20m. Made by the Disabled American Veterans in cooperation with the Association of Motion Picture Producers and the Department of Defense, this offers an authentic and graphic study of how the wounded in Korea are cared for, and transported to where they can receive proper treatment. A G.I. falls wounded, and is immediately brought to a battalion aid station, where he receives emergency treatment. An ambulance brings him to a rear area hospital, where his injured foot is operated upon. He is then removed to a larger hospital, where it is decided to send him to Japan. A huge transport carrying some 50 wounded brings him to a large modern hospital in Japan. After further treatment, he is flown to Hawaii, and then to the army hospital closest to his home, where he is greeted by his family. The entire time elapsed, from the time of being wounded to a stateside hospital near his home, takes only seven days. Completely authentic, this should be shown in every theatre. It is available free of charge. **EXCELLENT.**

THE GUARDIAN ANGEL. Marathon. 11m. A tribute to the ugly duckling of the aviation field, this presents a graphic demonstration of the helicopter. Most of the footage illustrates how the helicopter is being used in Korea, dropping supplies and rescuing trapped outfits, acting as swift ambulances of the air, and shuttling the truce teams to their meetings with the enemy. **GOOD.**

THE MECHANICAL BIRD. 20th-Fox—Terrytoons. 7m. A king of old rules his domain happily because a nightingale sings sweetly to him. When someone gives the king a mechanical bird, he forgets the nightingale, and the living bird leaves the kingdom, jealous of its toy imitation. The mechanical bird falls apart, and the king becomes ill for want of his daily song. The nightingale sees his ailing master through a vision in a pool of water, hastens home, and restores the ruler to health with a song. **FAIR.** (5203).

WONDER GLOVES. Columbia—Jolly Frolics. 7m. Little Johnny finds a pair of boxing gloves but his Uncle George warns him to be careful because they are "Wonder Gloves." Uncle George then tells of the time when he was a janitor in a gymnasium, and first found the "Wonder Gloves." Knowing that the champ had bullied the uncle, the gloves decide to help him. Although the champ attempts to get rid of the gloves, they stay with Uncle George, and enable him to beat the champ. Little Johnny laughs, so the gloves get up and give him a licking. This latest UPA offering, which seems to be a satire on "The Red Shoes", does not quite come up to the high standards of previous tries. **GOOD.** (4502).

GYMNASTIC CHAMPIONS. Columbia—World Of Sports. 10½m. With Bill Stern handling the commentary, this travels to the Ollerup Gymnastic Folk High School, Denmark. Part of the national policy of physical fitness, the students are presented going through a series of exercises. It is stressed that these are ordinary young men and women from all walks of life. **GOOD.** (4803).

National Release Dates, Production Numbers On '50-'51-'51-'52 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1950-51 and 1951-52 product, accurate to time of publication.—Ed.)

Allied Artists

(For 1949-50 listing, see Page 2990)

AA17	Southside 1-1000	Nov.
AA18	Short Gross	Dec.
AA19	I Was An American Spy	Apr.
AA20	The Highwayman	Aug.
AA21	Disc Jockey	Sept.

Columbia

(For 1949-50 listing, see Page 2990)

301	Gasoline Alley	Jan.
302	Corky Of Gasoline Alley	Sept.
303	The Texan Meets Calamity Jane	Nov.
304	When You're Smiling	Sept.
305	The Tougher They Come	Dec.
306	The Big Gusher	July
307	Counterspy Meets Scotland Yard	Feb.
308	My True Story	Mar.
309	Chain Of Circumstance	Aug.
310	King Of The Wild Horses	Apr.
311	Rookie Fireman	Oct.
312	Revenue Agent	Feb.
313	Chain Gang	Nov.
314	Flame Of Stamboul	Apr.
315	Smuggler's Gold	May
316	China Corsair	June
317	The Petty Girl	Sept.
319	711 Ocean Drive	July
320	Valentino	Apr.
321	The Brave Bulls	May
322	The Whistle At Eaton Falls	Aug.
323	Harriet Craig	Nov.
324	Convicted	Aug.
325	The Texas Rangers	June
326	Never Trust A Gambler	Aug.
327	Al Jennings Of Oklahoma	Mar.
328	Between Midnight And Dawn	Oct.
329	Fury Of The Congo	Apr.
330	Santa Fe	Apr.
331	The Great Manhunt	Dec.
332	Emergency Wedding	Nov.
333	Operation X	Feb.
334	Stage To Tucson	Jan.
335	The Flying Missile	Jan.
336	Lorna Doone	June
337	The Lady And The Bandit	Sept.
338	The Killer That Stalked New York	Dec.
339	When The Redskins Rode	May
340	He's A Cockeyed Wonder	Dec.
341	Last Of The Buccaneers	Oct.
342	Pygmy Island	Nov.
343	Her Wonderful Lie	Feb.
344	Born Yesterday	Nov.
345	The Harlem Globetrotters	Nov.
346	A Yank In Korea	Feb.
347	M	Mar.
348	Sirocco	July
349	Hurricane Island	July
350	Two Of A Kind	July
351	Gene Autry And The Mounties	Jan.
352	Texas Never Cry	Mar.
353	Valley Of Fire	Nov.
354	Whirlwind	Apr.
355	Silver Canyon	June
356	Hills Of Utah	Sept.
357	Pickup	Aug.
358	Her First Romance	May
359	Mask Of The Avenger	July
361	Lightning Guns	Dec.
362	Raiders Of Tomahawk Creek	Oct.
363	Prairie Roundup	Jan.
364	Ridin' The Outlaw Trail	Feb.
365	Fort Savage Raiders	Mar.
366	Snake River Desperadoes	May
367	Bonanza Town	July
368	Cyclone Fury	Aug.
371	Five	Oct.
	The Vatican	Dec.

(1950-51)

401	Saturday's Hero	Sept.
402	The Magic Face	Sept.
404	The Barefoot Mailman	Nov.
407	The Mob	Oct.
408	Sunny Side Of The Street	Sept.
409	Son Of Dr. Jekyll	Nov.
410	The Magic Carpet	Oct.
411	Jungle Manhunt	Oct.
412	Criminal Lawyer	Oct.
484	Pecos River	Dec.
488	The Kid From Amarillo	Oct.
	Ten Tall Men	Dec.
	Family Secret	Dec.
	Purple Heart Diary	Dec.
	The Mon In The Saddle	Dec.
	The Clouded Yellow	Dec.

Lippert

(For 1949-50 listing, see Page 2990)

5001	Savage Drums	June
5002	FBI Girl	Oct.

5003	Little Big Horn	June
5004	Lost Continent	Aug.
5005	Leave It To The Marines	Sept.
5006	The Steel Helmet	Feb.
5007	Kentucky Jubilee	May
5008	Tales Of Robin Hood	Nov.
5009	3 Desperate Men	Jan.
5011	Bandit Queen	Dec.
5012	G.I. Jane	July
5013	Mosk Of The Dragon	Mar.
5014	Stop That Cab	Mar.
5015	Fingerprints Don't Lie	Feb.
5016	Roaring City	May
5017	Danger Zone	Apr.
5018	Pier 23	May
5019	Yes Sir, Mr. Bones	July
5020	Varieties On Parade	July
5021	The Great Adventure	Dec.
5023	As You Were	Oct.
5024	Sky High	Oct.
5029	Highly Dangerous	Oct.
5030	Superman And The Mole Men	Nov.

(1951-52)

5101	Unknown World	Oct.
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Metro-Goldwyn-Mayer

(For 1950-51 listing, see Page 3141)

201	The People Against O'Hara	Sept.
202	Angels In The Outfield	Sept.
203	Mr. Imperium	Sept.
204	The Red Badge Of Courage	Sept.
205	Texas Carnival	Oct.
206	Bannerline	Oct.
207	The Man With A Cloak	Oct.
208	Across The Wide Missouri	Oct.
209	An American In Paris	Nov.
210	The Unknown Man	Nov.
211	Toa Young To Kiss	Nov.
212	The Light Touch	Dec.
213	Calling Bulldog Drummond	Dec.
214	Callaway Went Thataway	Dec.
215	It's A Big Country	Jan.
216	Westward The Women	Jan.

Monogram

(For 1949-1950 listing, see Page 3073)

5101	Cavalry Scout	May 13
5102	Fort Osage	Feb. 10
5103	Flight To Mars	Nov. 11
5104	Rodeo	Mar. 9
5107	Sierra Passage	Jan. 7
5108	Yellow Fin	Oct. 14
5109	The Lion Hunters	Mar. 25
5110	Bomba In Elephant Stampede	Oct. 28
5111	Bowery Battalion	Jan. 21
5112	Ghost Chasers	Apr. 29
5113	Let's Go Navy	July 29
5114	Crazy Over Horses	Nov. 18
5115	Rhythm Inn	Feb. 11
5116	Casa Manana	June 10
5117	Joe Palooka In The Squared Circle	Nov. 5
5118	Joe Palooka In The Triple Cross	Sept. 16
5120	Navy Bound	Mar. 4
5121	Gold Fever	Oct. 28
5122	According To Mrs. Hoyle	May 20
5123	Yukon Manhunt	July 8
5124	Northwest Territory	Dec. 9
5126	Father Takes The Air	June 17
5141	Man From Sonora	Mar. 11
5142	Blazing Bullets	May 6
5143	Montana Desperado	June 24
5144	Oklahoma Justice	Aug. 18
5145	Whistling Hills	Oct. 7
5146	Texas Lawmen	Dec. 2
5151	Canyon Raiders	Apr. 8
5152	Nevada Badmen	May 27
5153	Stagecoach Driver	July 15
5154	Wanted: Dead Or Alive	Sept. 9
5155	Lawless Cowboys	Nov. 11
5156	Stage To Blue River	Dec. 30
5191	The Vicious Years	Feb. 18
5192	Gypsy Fury	Mar. 18
5199	A Modern Marriage	Oct. 15

(1951-52)

5201	Hiawatha	Apr. 20
5211	Hold That Line	Feb. 17
5215	Jet Job	Mar. 23
5217	The Steel Fist	Jan. 6
5223	Longhorn	Nov. 25
5241	Ghost Town	Jan. 13
5242	Man From Black Hills	Mar. 2
5289	Alladin And His Lamp	Jan. 20

Paramount

(For 1950-51 listing, see Page 3141)

5101	Here Comes The Groom	Sept.
5102	Place In The Sun	Sept.
5103	Rhubarb	Sept.
5104	Crosswinds	Oct.
5105	Something To Live For	Jan.
5106	When Worlds Collide	Nov.
5107	Submarine Command	Nov.
5108	Darling, How Could You	Oct.
5109	Hong Kong	Jan.
5110	My Favorite Spy	Dec.
5111	Detective Story	Nov.
5112	Silver City	Dec.
5113	Red Mountain	Jan.
5114	Sailor Beware	Feb.
5115	Denver And Rio Grande	Feb.
5116	My Son John	Mar.
5117	Anything Can Happen	Mar.

RKO

(For 1950-51 listing, see Page 3141)

201	His Kind Of Woman	Sept.
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202	On The Loose	Sept.
203	Lilli Marlene	Sept.
204	Roadblock	Aug.
205	Pistol Harvest	Aug.
206	Behave Yourself	Oct.
207	Slaughter Trail	Sept.
208	Jungle Of Chang	Nov.
209	Hot Lead	Nov.
210	The Racket	Nov.
211	Drums In The Deep South	Oct.
261	Flying Leathernecks	Aug.
262	Happy Go Lovely	July
263	The Blue Veil	Oct.
292	Alice In Wonderland	July
	Two Tickets To Broadway	Oct.
	The Whip Hand	Nov.
	The Las Vegas Story	Dec.
	On Dangerous Ground	Dec.
	I Want You	Dec.
	Double Dynamite	Dec.
	Sons Of The Musketeers	Dec.

Republic

(1950-51)

5001	Surrender	Sept.
5002	Hit Parade Of 1951	Oct.
5003	Macbeth	Oct.
5004	Rio Grande	Nov.
5005	California Passage	Dec.
5006	Belle Le Grand	Jan.
5007	Cuban Fireball	Mar.
5008	Oh! Susanna	Mar.
5009	Bullfighter And The Lady	May
5010	Fighting Coast Guard	Apr.
5011	Fugitive Lady	July
5023	Pride Of Maryland	Jan.
5025	Missing Women	Feb.
5026	Insurance Investigator	Mar.
5028	Million Dollar Pursuit	May
5030	Secrets Of Monte Carlo	June
5032	Storm Bound	July
5031	Lost Planet Airmen	July
5041	Spoilers Of The Plains	Feb.
5042	Heart Of The Rockies	Mar.
5043	In Old Amarillo	May
5051	Silver City Bonanza	Mar.
5052	Thunder In God's Country	Apr.
5053	Rodeo King And The Senorita	July
5054	Utah Wagon Trail	Oct.
5058	Rough Riders Of Durango	Jan.
5059	Night Riders Of Montana	Feb.
5061	Wells Fargo Gunmaster	May
5062	Fort Dodge Stampede	Aug.
5063	Desert Of Lost Men	Nov.
5066	Buckaroo Sheriff Of Texas	May
5067	The Dakota Kid	July
5068	Arizona Manhunt	Sept.
5095	Robinson-Turpin Fight	July

(Re-edited re-releases)

5021	Gallant Thoroughbred (Someone To Remember)	Nov.
	The Tiger Man (Lady and the Monster)	Oct.
	Underground Spy (Red Menace)	Oct.
	Atlantic City Honeymoon (Atlantic City)	Dec.
	Midnight Melody (Murder In Music Hall)	Feb.
	Stand Up And Sing (Earl Carroll Sketchbook)	Apr.
	Barnyard Follies	Apr.
	Shepherd Of The Ozarks	Apr.
	Mountain Rhythm	Apr.
	Country Fair	Apr.
	Down In Arkansas	Apr.
	Rosie The Riveter	May
	Tahiti Honey	June
	Sailors On Leave	June
	Rookies On Parade	June
	Stardust And Sweet Music (Calendar Girl)	June
	Storm Over Bengal	July
	Sun Valley Cyclone	July
	Conquest Of Cheyenne	July
	Santa Fe Uprising	July
	Stagecoach To Denver	July
	Vigilantes Of Boomtown	Aug.
	Homesteaders Of Paradise Valley	Aug.

(1951-52)

5101	Adventures Of Captain Fabian	Oct.
5103	Woman In The Dark	Nov.
5105	The Sea Hornet	Nov.
5121	Honeychile	Sept.
5124	Havona Rose	Sept.
5127	This Is Korea!	Aug.
5130	Street Bandits	Nov.
5151	South Of Caliente	Oct.
	The Wide Blue Yonder	Dec.
5152	Pals Of The Golden West	Dec.
	Captive Of Billy The Kid	Dec.

20th Century-Fox

(For 1950 listing, see Page 2991)

101	The Mudlark	Jan.
102	The Man Who Cheated Himself	Jan.
103	Halls Of Montezuma	Jan.
104	Call Me Mister	Feb.
105	I'd Climb The Highest Mountain	Feb.
106	Sword Of Monte Cristo	Mar.
107	The 13th Letter	Feb.
108	Lucky Nick Cain	Mar.
109	Bird Of Paradise	Mar.
110	You're In The Navy Now	Apr.
111	I Can Get It For You Wholesale	Apr.
112	Follow The Sun	May
113	Rawhide	May
114	Fourteen Hours	Apr.
115	On The Riviera	May
116	Half Angel	June
117	The House On Telegraph Hill	June
118	The Guy Who Came Back	July

(Continued on page 3203)

Production Numbers

(Continued from page 3202)

119	Take Care Of My Little Girl	July
120	As Young As You Feel	June
121	No Highway In The Sky	Oct.
122	The Frogmen	July
123	The Secret Of Convict Lake	Aug.
124	Mr. Belvedere Rings The Bell	Aug.
125	Meet Me After The Show	Aug.
126	People Will Talk	Sept.
127	A Millionaire For Christy	Sept.
128	David And Bathsheba	Sept.
129	The Day The Earth Stood Still	Sept.
130	The Desert Fox	Oct.
131	Love Nest	Nov.
132	Journey Into Light	Oct.
133	Let's Make It Legal	Nov.
134	Anne Of The Indies	Nov.
136	Golden Girl	Nov.
137	Of Men And Music	Mar.
138	The Kefauver Crime Investigation	Apr.
139	The Girl On The Bridge	Dec.
140	Fixed Bayonets	Dec.
141	Elopement	Dec.
142	I'll Never Forget You	Dec.

(Reissues)

043	Smoky	June
056	Buffalo Bill	July
057	Jesse James	July
058	Return Of Frank James	July
150	Kentucky	July
151	Thunderhead, Son Of Flicka	June
152	My Friend Flicka	June

(1951-52)

201	The Model And The Marriage Broker	Jan.
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United Artists

(1951)

(The name of the producer follows the title in each case)

Wicked City (Villiers)	Jan. 2
Mr. Universe (Lerner)	Jan. 10
Korea Patrol (Schwarz)	Jan. 15
The Sun Sets At Dawn (Rathvon-Sloan)	Jan. 22
They Were Not Divided (Young)	Feb. 8
The Blue Lomp (Balcon)	Mar. 1
Naughty Arlette (Smith)	Mar. 9
My Outlaw Brother (Bogeous)	Mar. 15
The Second Woman (Popkin)	Mar. 16
Circle Of Danger (Horrison)	Mar. 22
So Long At The Fair (Box)	Mar. 29
Badman's Gold (Tonsey)	Apr. 3
The Scarf (Goldsmith-Caspary)	Apr. 6
The Long Dark Hall (Cusick)	Apr. 10
Skipalong Rosenbloom (Kline)	Apr. 20
When I Grow Up (Eagle)	Apr. 20

Oliver Twist (Neame)	Apr. 27
The Man From Planet X (Corwin)	Apr. 27
Try And Get Me (Sound Of Fury) (Stillman)	May 4
The First Legion (Sirk)	May 11
Odette (Wilcox)	May 15
New Mexico (Allen)	May 18
The Prowler (Eagle)	May 25
Fabiola (Levey)	June 1
The Mon With My Face (Gardner)	June 8
Three Steps North (Wilder)	June 15
Queen For A Day (Horsie) (Stillman)	July 7
He Ran All The Way (Roberts)	July 13
Cyrano de Bergeroc (Kramer)	July 20
The Hoodlum (Schwarz)	July 27
Pardon My French (Cusick)	Aug. 10
Four In A Jeep (Wechsler)	Aug. 17
St. Benny The Dip (Danziger)	Aug. 24
Two Gols And A Guy (Arent)	Aug. 31
Obsessed (Gortside)	Sept. 7
The River (Renoir-McEldowney)	Sept. 10
Gold Raiders (Schwarz)	Sept. 14
Mister Droke's Duck (Fairbanks-McDonald)	Sept. 21
The Well (Popkin)	Sept.
The Red Shoes (Pressburger)	Oct. 1
Hotel Sahara (Brown)	Oct. 15
Mr. Peek-A-Boo (Bar)	Oct. 21
Tom Brown's School Days (Minter)	Nov. 2
Fort Defiance (Melford)	Nov. 9
A Christmas Carol (Minter)	Nov. 29
The Big Night (Woxman-Losey)	Dec. 7
The Lady Says No (Ross-Stillman)	Jan. 4
Chicago Colling (Berneis)	Jan. 11
Another Man's Poison (Fairbanks)	Jan. 16

Universal-International

(For 1949-50 listing see Page 2991)

101	Hamlet	Nov.
102	The Milkman	Nov.
103	Deported	Nov.
104	Konos Raiders	Nov.
105	Undercover Girl	Dec.
106	Mystery Submarine	Dec.
107	Harvey	Jan.
108	Frenchie	Jan.
109	Under The Gun	Jan.
110	Tomahawk	Feb.
111	Target Unknown	Feb.
112	Bedtime For Bonzo	Feb.
113	Operation Disaster	Feb.
114	The Groom Wore Spurs	Mar.
115	Air Cadet	Mar.
116	Abbott And Costello Meet The Invisible Man	Mar.
117	Ma And Pa Kettle Bock On The Farm	Apr.
118	Up Front	Apr.
119	Double Crossbones	Apr.
120	The Fat Man	May
122	Kotie Did It	May
121	Smuggler's Island	May

123	Apache Drums	June
124	Hollywood Story	June
125	Francis Goes To The Races	July
126	The Prince Who Was A Thief	July
127	Comin' Round The Mountrain	July
128	Cattle Drive	Aug.
129	Mork Of The Renegode	Aug.
130	Iron Man	Aug.
131	Little Egypt	Sept.
132	You Never Con Tell	Sept.
133	Thunder On The Hill	Sept.
134	The Golden Horde	Oct.
135	Reunion In Reno	Oct.
136	The Lody From Texas	Oct.
181	The Magnet	Feb.
182	Little Ballerina	May
183	Pool Of London	Dec.
281	The Browning Version	Nov.

(1949-50)

5101	Toles Of The West No. 1	July
5102	Toles Of The West No. 2	Aug.
5103	Tales Of The West No. 3	Oct.
5104	Toles Of The West No. 4	Jan.

(1951-52)

201	Cave Of Outlaws	Nov.
202	The Lody Pays Off	Nov.
203	The Roging Tide	Nov.
204	The Strange Door	Dec.
205	Meet Danny Wilson	Feb.
206	Weekend With Fother	Dec.
207	Flome Of Araby	Jan.
208	Bright Victory	Jan.
209	Treasure Of Lost Canyon	Mar.
210	Here Come The Nelsons	Feb.
211	Finders Keepers	Jan.
212	Send Of The River	Feb.
213	The Cimarron Kid	Jan.
214	Hear No Evil	Mar.
215	Steeltown	Mar.
280	The Lavender Hill Mob	Nov.

Warners

(For 1950-51 listing, see page 3142)

(1951-52)

101	Jim Thorpe—All American	Sept.
102	Force Of Arms	Sept.
103	Tomorrow Is Another Doy	Sept.
104	A Streetcar Named Desire	Sept.
105	Pointing The Clouds With Sunshine	Oct.
106	Come Fill The Cup	Oct.
107	Close To My Heart	Nov.
108	The Tanks Are Coming	Nov.
109	Storlift	Dec.
110	Captain Blood (Reissue)	Dec.
111	Distant Drums	Dec.



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ALPHABETICAL GUIDE To 182 Features Reviewed Since The Aug. 29 Issue

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

JUST A REMINDER

• • These PINK "SERVISECTIONS" are the industry's oldest and most reliable means of establishing a file of reference data that becomes more valuable with each passing month and year. . . . Published every-second-week (26 forms each year) they are compiled and indexed by the Film Season starting with the first issue of September and ending with the last issue of August. . . . Separately bound and separately numbered, the last page of each form always indexes all Features reviewed since the start of the particular season, and the preceding "SERVISECTION" page on which any review may be found. . . . Reviews of Short Subjects are indexed at regular intervals. . . . At the end of each Film Season you will have accumulated a complete and detailed history of all film distributed in it, for your later use in locating reissuable or replayable product.

COMPLETE BACK SEASONS—are available to Subscribing Theatres at 52c per set!

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...to all who made
postcard request

If you filled in and returned the *Request Card* we sent you,—don't worry, your copy will arrive pretty soon. If you didn't,—*do it now!* For the presses are rolling, and we can't honor late requests after our supply is exhausted.

For the 23rd consecutive season, EXHIBITOR has greeted the new year with a neat, sparkling new CALENDAR designed for BOOKING. A big 18 x 24 inches, its 14 months, all on one sheet, can be seen clearly and legibly at a distance.

1952

BOOKING CALENDAR

ANOTHER "Theatre Wise" Service From the Theatreman's Best Trade Paper

JANUARY

Sun.	Mon.	Tue.	Wed.	Thurs.	Fri.	Sat.
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DECEMBER 1951

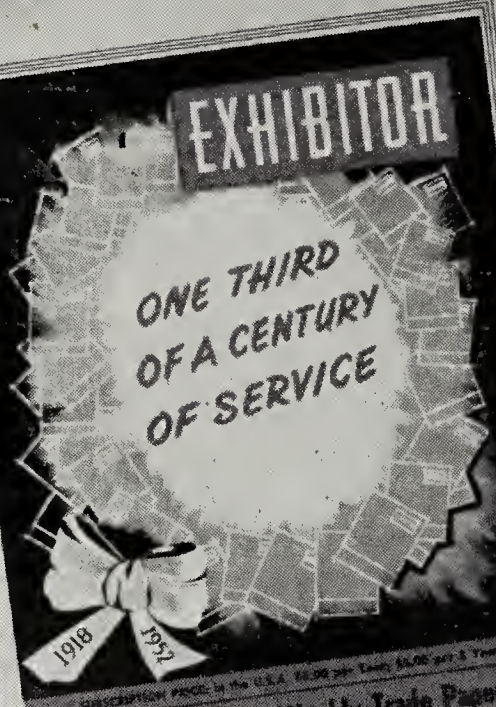
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Directed to the Design, Construction, Maintenance, and Management of the Theatre Building of the Theatre Building. Every 4th Week.
- EXTRA PROFITS**
Directed to the Design, Construction, Maintenance, and Management of the Theatre Building of the Theatre Building. Every 4th Week.
- STUDIO SURVEY**
A Unique Special Department on Current Productions, Artists, and Shows. Directed to the Design, Construction, Maintenance, and Management of the Theatre Building of the Theatre Building. Every 4th Week.
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Books and Stationery for the Theatre. Directed to the Design, Construction, Maintenance, and Management of the Theatre Building of the Theatre Building. Every 4th Week.

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 GENERAL OFFICE: 24-26 N. CLAYTON STREET, PHILADELPHIA 7, PA.
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available
from your —
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TRADE
PAPER!**

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EXHIBITOR



STARTLINGLY DIFFERENT!

THE STORY OF A MISCEGENETIC LOVE...!

"Why did he have to marry someone like you....!"

KING VIDOR'S JAPANESE WAR BRIDE

starring **SHIRLEY YAMAGUCHI · DON TAYLOR**

with CAMERON MITCHELL · MARIE WINDSOR · Sybil Marnitt
Directed by KING VIDOR · Produced by JOSEPH BERNHARD
Co-Producer ANSON BOND
Screenplay by CATHERINE TURNEY · Story by ANSON BOND
A BERNHARD PRODUCTION · Distributed by 20th Century-Fox

A striking newspaper campaign sells all the unusual elements of an unusual motion picture.



Producer Joseph Bernhard meets public demand for new themes with "JAPANESE WAR BRIDE"...a vexing social problem poignantly and thrillingly directed by Master Craftsman KING VIDOR.

Vol. 47 Number 6 **DECEMBER 12, 1951**
Two Sections: Section One

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

Featuring **PHYSICAL THEATRE**

There's No Business Like 20th Century-Fox Business!



Some say that women decide which movie to go to!



Some say that men choose the pictures!



But here's the picture that everybody wants to see!

M-G-M's "WESTWARD THE WOMEN"

FIRST 4 TOWNS

(Rochester, Syracuse, N. Y.,
Norfolk, Richmond, Va.)

SAY: "IT'S TERRIFIC!"

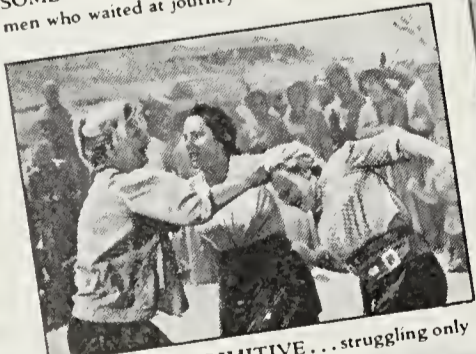
TWO HUNDRED WOMEN ON A PERILOUS TREK
ACROSS INDIAN-RAVAGED WILDERNESS!...



SOME WERE LONESOME... longing for the men who waited at journey's end!



SOME WERE FEARLESS... battling blinding storms and raging floods!



SOME WERE PRIMITIVE... struggling only to stay alive in the wilderness!



SOME WERE HARD... not caring whom they hurt, whom they loved!

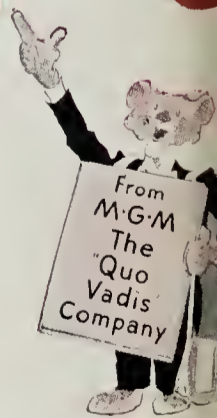
M-G-M presents WESTWARD THE WOMEN

STARRING
ROBERT TAYLOR · DENISE DARCEL
WITH **HOPE EMERSON · JOHN MCINTIRE**
Directed by **WILLIAM A. WELLMAN** · Produced by **DORE SCHARY**

Screen Play by
CHARLES SCHNEE
Story by **FRANK CAPRA**
AN M-G-M PICTURE

Above: One of the newspaper ads

HIT!



"QUO VADIS" FLASH!

Los Angeles now joins the parade of record-breaking cities. M-G-M's Greatest Picture of All Time continues to set new all-time records nationwide!



A PUGILIST has filed suit against broadcasters and others because he claims the showing of a fight film on TV is a violation of his private rights. He also charges that the round in which he showed up best wasn't exhibited on TV, and that this damages his good name and reputation.



A DRIVER on the west coast must have believed those articles about some theatres being turned into garages. A freak accident caused his car to go right through the entrance doors of a theatre, stopping in front of the candy counter. The candy department wasn't operating at the time because the house wasn't officially open. Otherwise it might have made a sale.



A CONSTANT reader insists that this department make mention of a situation in which a woman patron of a theatre in the west complained that a man sitting next to her had removed \$140 from under her bra, and she couldn't figure out how he could have done it.



THE competition among the small fry has been heightened in theatres where the children participate in auctions, with the payment for the winning bids for bicycles, footballs, etc., being made in bottle caps in a tieup with a bottling concern.



TO encourage the sale of ticket books as Christmas gifts, a southwestern circuit is also awarding an automobile. For every \$1 worth of tickets bought, the patron gets an opportunity to win a car.

—H. M. M.

I N D E X

VOL. 47, No. 6 DECEMBER 12, 1951

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THE COVER PHOTO

Among those prominent at the recent conference of the Westrex Corporation in New York City were, left to right, R. O. Strock, recording manager; W. L. Bell, European recording manager, France, and R. J. Engler, the recording manager, Western Electric Company, Limited, England.

EXHIBITOR

VOL. 47, No. 6



DECEMBER 12, 1951

Join The "Christmas Salute"

THERE is still time to aid the industry's "Christmas Salute" for the Will Rogers Memorial Hospital, Saranac Lake, N. Y.

SPONSORED by the Variety Clubs International, the "Salute" is the opportunity afforded all segments of the business and all others to make financial contribution to an institution which has demonstrated its values.

THERE is no need here to sell the Will Rogers Memorial Hospital. Its place within the business is well-known. For a quarter of a century, its benefits have been available to aid everyone within the amusement industry and their families to combat and conquer tuberculosis, at no cost. It cares for those in the business who are afflicted, and returns them to their families and their jobs in good health. It sponsors a tuberculosis educational program throughout the business, and develops research. It continues a search for the hidden cause and source of TB infection, and helps in developing prevention and medication.

How can the theatreman assist?

EACH exhibitor should get every friend or employe to contribute to the fund by joining the "Christmas Salute."

THROUGHOUT the nation, in every exchange center, there are people who have used the facilities of the hospital and who have been brought back to health. Their stories tell why cooperation in the "Christmas Salute" has been forthcoming so quickly.

BUT there are some who have not yet helped. It is to them that this final appeal is directed.

GIVE NOW.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; Max Xavier Cades, business manager; Marguerite Gibson, circulation manager; George Frees Nanomaker and Mel Konecoff, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia-Washington, Southern, Midwest, Midwest-Western): one year, \$2; two years, \$3.50; three years, \$5. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 246-248 North Clarion Street, Philadelphia 7, Pennsylvania.



*Paramount announces the
World Pre-release Engagement of*

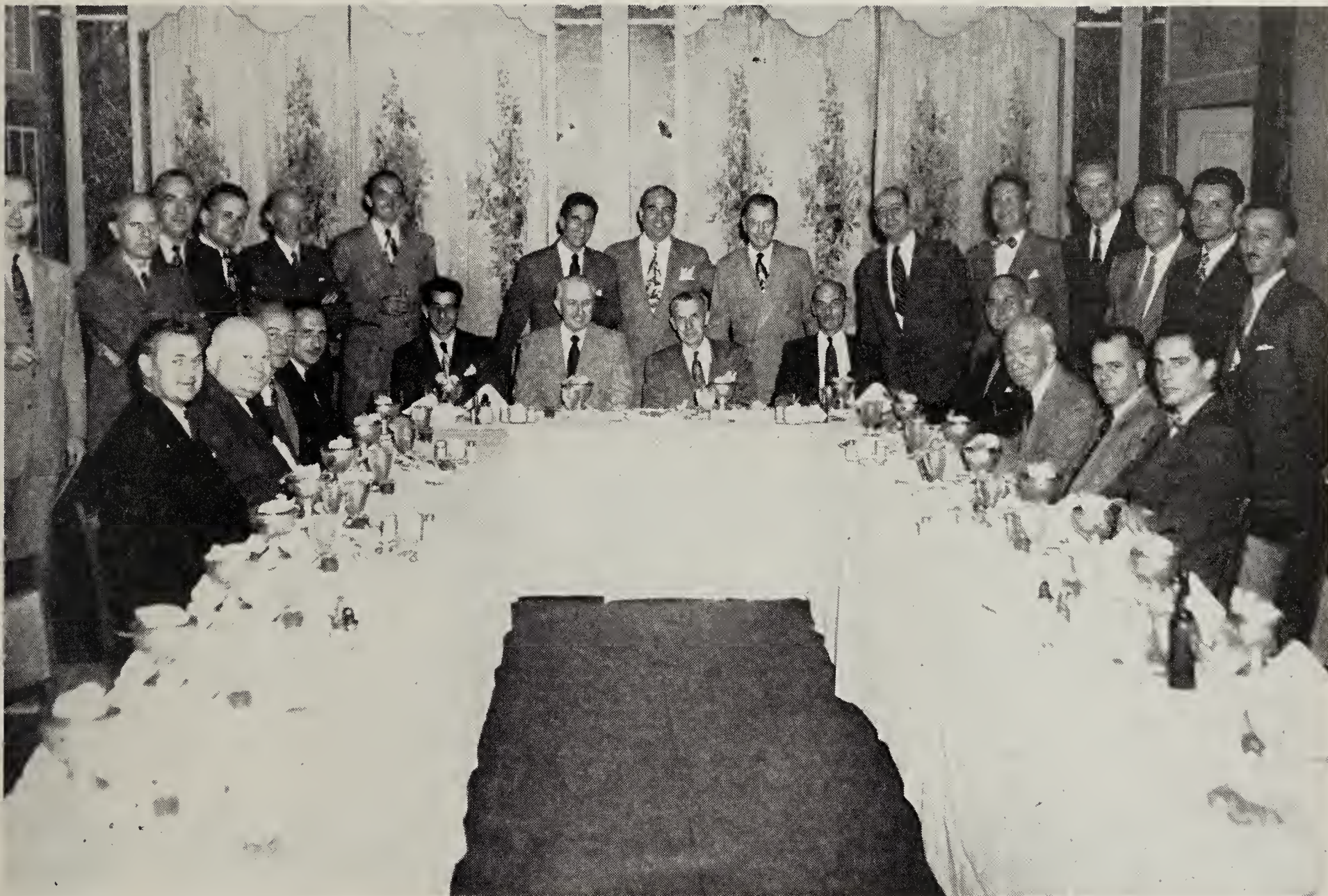
CECIL B. DEMILLE'S

**THE
GREATEST SHOW
ON EARTH**

Color by **TECHNICOLOR**

*at Radio City Music Hall
New York City*

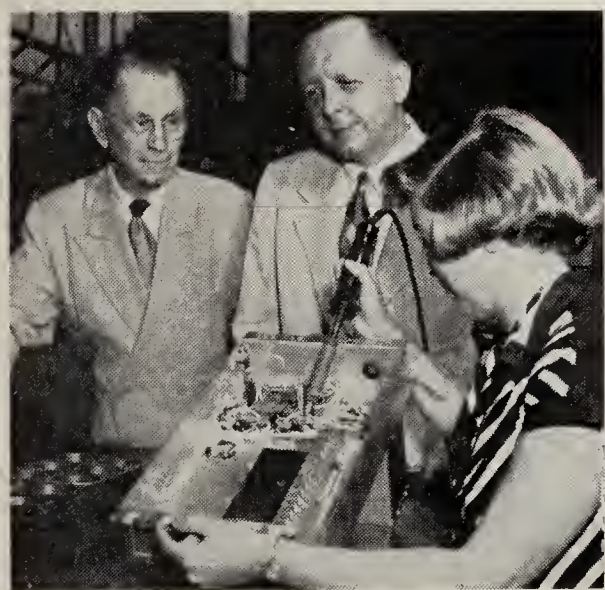




THE WESTREX ORGANIZATION IS FETED AT A LUNCHEON IN NEW YORK GIVEN BY EQUIPMENT MANUFACTURER CLARENCE ASHCRAFT.

Westrex Holds Its Annual Conference

Its Activity Around The World Provides Plenty Of Room For Discussion



R. R. Abarbanell, manager, Western Electric Company of Asia (Manila); M. A. Goldrick, regional manager, Far East, Westrex, and Miss Louisa Vitale, wireman, Westrex shop, discuss a point.

THE importance of the world market was never more effectively demonstrated than in New York recently when Westrex Corporation held its 1951 managers' conference. Those in attendance included subsidiary company managers and recording specialists from 11 Westrex territories in Asia, Africa, South America, and Europe; 26 headquarters representatives, and two representatives from Hollywood.

Highlighting the meeting was the talk by vice-president E. S. Gregg, which opened the conference, pointing out how the world's economic conditions had improved.

Arrangements were made so that the general agenda of the various sessions permitted the visitors to present detailed backgrounds of their operational problems, to outline how a better job might be done in the field, and to point out how headquarters could do a better

job for the overseas branches.

Demonstrations of the new products and developments emphasized how these could be used. They included Westrex Series 1100 standard magnetic recording systems, the M4D re-recording and scoring console, the model 50 A Divatel console, and the model 28 Teletypeprinter.

The conferees also made visits to the Machlett Laboratories, Inc., Whitestone Bridge Drive-In, Reeves Soundcraft Corporation, Century Projector Corporation, C. S. Ashcraft Manufacturing Company, Fairchild Camera and Instrument Company, Teletype Corporation, Teletypesetter Corporation, a telecast at the Center, a broadcast at Radio City, the TOA convention, and the inter-film theatre TV equipment at the Paramount.

The program committee was made up of Fred Hotchkiss, regional manager, chairman; Frank Ungro, treasurer, and Ed Wagner, comptroller.



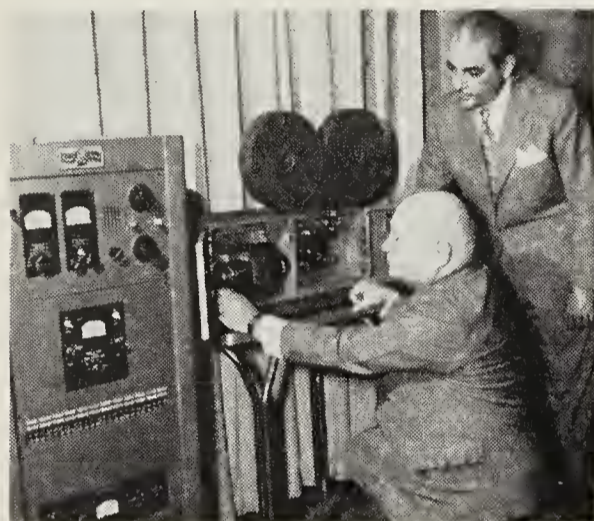
Dora Linares, shop, demonstrates control panel equipment to F. H. Hotchkiss, Westrex European regional manager, and S. Weidemann, who manages Westrex Company, Alpine, Switzerland.



Westrex vice-president E. S. Gregg, A. C. Lenoel, manager, Western Electric Company (France), Algeria, and W. H. Grosselfinger, Westrex radio manager, inspect the Divatel equipment.



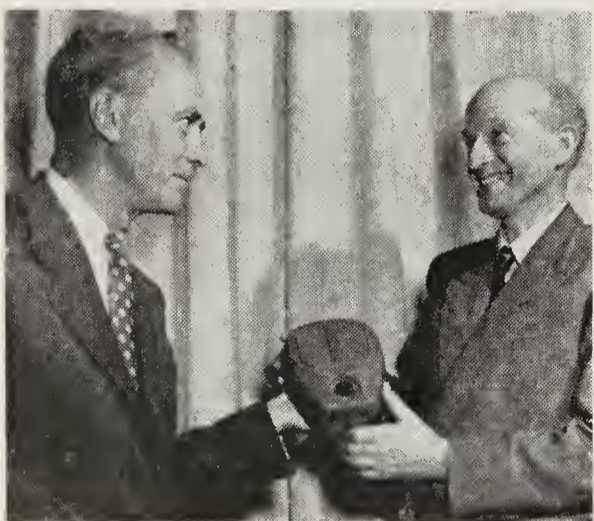
O. J. Forest, manager, Western Electric Company (Caribbean), Trinidad, and Mead Walworth, Westrex sales promotion manager, examine some of the sound powered telephone equipment.



Uda B. Ross, the Latin American regional manager for Westrex Corporation, and J. Cuevas, managing the Westrex Company, Brazil, confer.



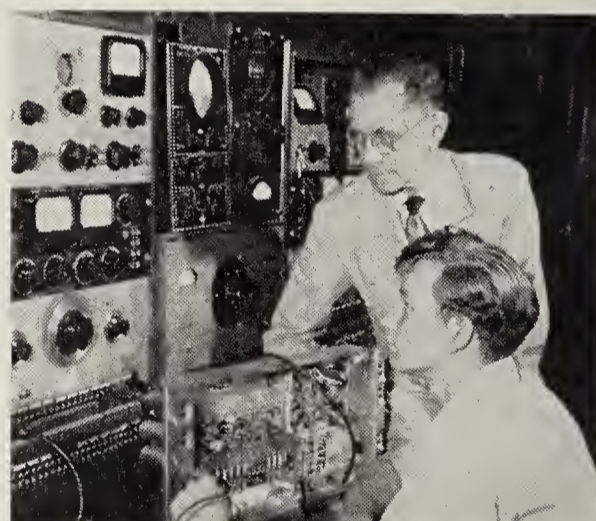
R. O. Strock, Westrex recording manager, demonstrates the RA-1437 recorder to M. Storms, II, manager, Western Electric Company (Caribbean), Panama; Westrex vice-president E. S. Gregg; R. W. Wight, Hollywood division commercial manager, and Ross. The recorder attracted lots of interest.



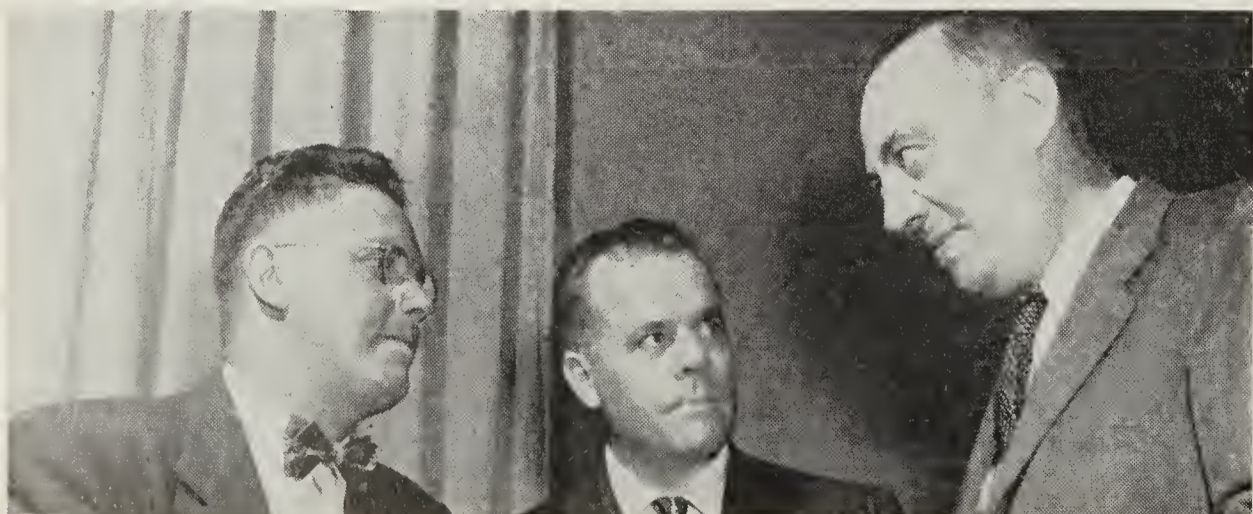
E. W. McClellan, Westrex, products engineering manager, and D. Pollock, manager, Western Electric Company (Near East), South Africa, confer.



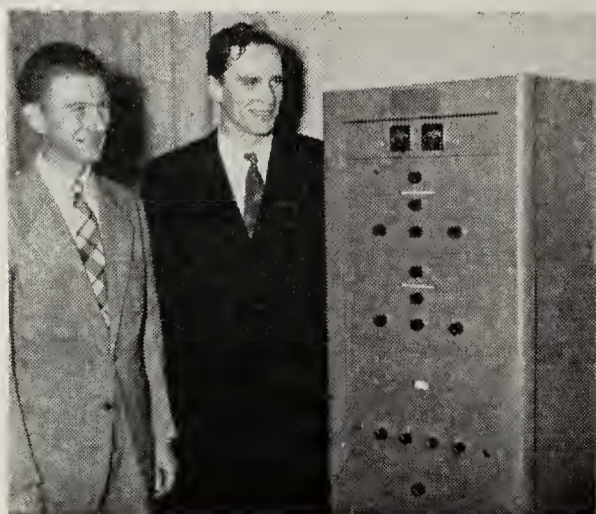
W. DeMello, manager, Western Electric Company (Caribbean) Columbia, and A. H. Schwartz, Westrex equipment manager, inspect the Audograph.



Wireman George Diemer demonstrates testing equipment to Abarbanell during the conference. Demonstrations highlighted the convention.



Storms, Wight, and Lenoel are seen in a conference at the Westrex meeting in New York City. Confidence in the future was one of the points stressed by vice-president Gregg at the annual session.



Radio manager Grosselfinger is seen conferring with W. E. Kollmyer, Westrex India manager.



DROPPING YOU A NOTE

..... to let you know
what you'll be
missing if you
miss out on
Columbia's
full-length
fun feature

THE HARLEM GLOBE- TROTTERS

TWINEX CENTURY THEATRES
CORPORATION LIMITED

175 BLOOR EAST  TORONTO, CANADA

October 22nd, 1951

Mr. Dick Sachsel,
c/o A.M. Saperstein's Harlem Globetrotters,
127 North Dearborn Street,
Chicago, Illinois

Dear Mr. Sachsel:

I thought you would be interested in knowing that we have just completed a six-day engagement in our six day-and-date first-run theatres, Toronto where the Columbia picture, THE HARLEM GLOBETROTTERS, played.

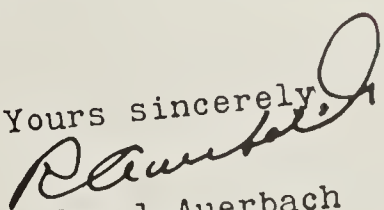
Seeing is believing because I would never have believed the drawing power of THE HARLEM GLOBETROTTERS had we not played the attraction. There is no doubt in my mind but that at least 50% or more of the business done with the double bill was brought in by THE HARLEM GLOBETROTTERS

More important, however, was the reaction of our patrons who went out of their way to praise the picture.

We have changed our sights on this ace attraction, and can assure you that it will now play every theatre in our circuit.

Exhibitors all over the country should grab this attraction for bigger and better receipts.

With kindest regards, I am

Yours sincerely,

Raoul Auerbach
Manager

Mel Konecuff's NEW YORK

THE Associated Motion Picture Advertisers last week saluted Bob Weitman, vice-president, United Paramount Theatres, and managing director, New York and Brooklyn Paramount, on the occasion of the New York theatre's 25th anniversary at a luncheon attended by industryites from all parts of the business. The organization's tribute was paid by Maurice Bergman, U-I director of public relations.



KONECUFF

Weitman, in turn, praised those around and associated with him. He compared the future outlook of the industry with the past when radio seemed to be a big threat, and he thought that the same people who lived through the past and put the industry on the top will continue to do so in the future. Of television, Weitman commented, we'll get used to it, assimilate it, and live with it.

Aboard the dais were: Richard Walsh, Fred Schwartz, Sam Rinzler, Arthur Mayer, Barney Balaban, Bob Weitman, Harry McWilliams, Maurice Bergman, Leonard Goldenson, Si Fabian, Walter Reade, Jr., and Harry Brandt. AMPA prexy McWilliams presided, and announced that the organization hoped to start a school for publicity, advertising, and exploitation with the cooperation of the industry.

WELCOME DEPT.: Another new, modern, streamlined, and intimate type theatre has been added to the overall industry scene, the Normandie, which had its opening on West 75th Street. The 598-seat house, built on the site of the old Lotus Club, is luxurious and modernistic in every detail, even to an escalator to carry patrons from the lounge to the auditorium floor.

David Weinstock, president, Normandie Amusement Corporation, acted as host along with vice-president J. Joshua Goldberg at a preview presentation of the theatre to the press and members of the industry prior to its regular opening and also at a buffet luncheon that followed. Other officers of the corporation are Harry Brandt, vice-president; Emanuel Hertzog, treasurer, and Benjamin Weinstock, secretary.

Here are some of the credits: Architect-engineer, William Hohaus; builder, Ellinger Construction Corporation; seats, Heywood - Wakefield; air-conditioning, Arno Cooling and Ventilating Company; Century Projection and sound equipment, Amusement Supply; glass screen, Nu-Screen Corporation; escalator, Otis Elevator Company; decorator of the lounge, David Z. Leston; hearing aids, Dictograph Company, etc., etc.

STUNT: We like that stunt pulled by UA's H. Woolfe, Vancouver, B.C., of sending out to the company's ad.-pub. head, Max Youngstein, a small pill box



Charles M. Reagan on Jan. 1 succeeds William F. Rodgers as vice-president and general sales manager of Loew's. The announcement came from Nicholas M. Schenck, Loew's president. Reagan, a veteran of more than three decades in the business, joined MGM in 1949 as a sales executive following his resignation from Paramount, where he was vice-president in charge of sales.

with the notation that the contents were "to be taken one per week during UA drive October, November, December, UA's remedy for sick boxoffice". Inside were capsules, the contents of which were picture titles like "The Men", "He Ran All The Way", "New Mexico", "The Prowler", etc. It was a sample of similar pill boxes that went to customers in the area as reminders of what was available during the sales drive.

THE METROPOLITAN SCENE: RKO hosted a reception for the press to meet explorer Lewis Cotlow and view a special screening of "Jungle Headhunters" at the Explorers Club. . . . Our congrats go to Dave Katz, managing director, Roxy, upon his assumption of the position of executive director of the theatre held by A. J. Balaban, whose 10-year contract terminates as of the end of the month. For the next three years, Balaban will be an advisor and consultant to the theatre. . . . The annual dinner-dance of the Motion Picture Bookers Club of New York on April 27 at the Hotel Astor will stress "Movietime, U.S.A." . . . "Two Tickets To Broadway" was singled out for recommendation by the New York Subways System while "A Christmas Carol" will be recommended for holiday viewing during the Christmas period. . . . The Radio City Music Hall in its annual famed Christmas show is presenting "The Nativity" for the 19th consecutive year. . . . Mrs. Robert Flaherty presented the creative memorabilia of her late husband to the Museum of Modern Art Film Library. Included are 10,000 stills. . . . The annual "Know Your Stars" contest is on at the Rivoli as part of "Movietime, U.S.A." celebration. . . . Jerry Pickman, Paramount ad.-pub.-exploitation head, was off for a week's visit to the studio. . . . An okeh pressbook is out on "A Christmas Carol."

Banks Foreclose On Films

LOS ANGELES—In an effort to recoup losses on loans, the Bank of America last fortnight foreclosed mortgages on 20 films valued at \$25,000,000. The bank stated it was considering reissuing the films in theatres or on TV.

The Security-First National Bank recently took over eight pictures which had cost \$8,000,000 to produce.

"Quo Vadis" Strong On Slipping B'way

NEW YORK—With the exception of "Quo Vadis" and Radio City Music Hall, business was down in most Broadway first-runs last weekend. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE TANKS ARE COMING" (WB). Warner opened to a \$27,000 week.

"TWO TICKETS TO BROADWAY" (RKO). Paramount, with stage show, expected the third week to hit \$50,000.

"FIXED BAYONETS" (20th-Fox). Rivoli anticipated the third week at \$12,000.

"I'LL NEVER FORGET YOU" (20th-Fox). Roxy, with stage show, claimed \$38,000 for Friday, Saturday, and Sunday, with the first week heading toward \$60,000.

"I'LL SEE YOU IN MY DREAMS" (WB). Radio City Music Hall, with stage show, took in \$86,000 from Thursday through Sunday, with the opening week sure to tally \$135,000.

"THE STRANGE DOOR" (U-I). Criterion reported \$21,000 for the opening week.

"CROSSWINDS" (Para.). Globe claimed \$10,000 for the first and only week.

"DETECTIVE STORY" (Para.). Mayfair claimed \$34,000 for the fifth week.

"TEN TALL MEN" (Col.). Victoria hit \$10,000 on the seventh week.

"CALLAWAY WENT THATAWAY" (MGM). Loew's State had \$18,000 for the opening week.

"QUO VADIS" (MGM). Astor, with reserved seat policy, announced \$21,000 for the fifth week.

"QUO VADIS" (MGM). Capitol, with unreserved seat policy, claimed \$65,000 for the fifth week.

Simonelli In Ad Post

NEW YORK—The advertising and publicity directors committee of the Motion Picture Association of America last week elected Charles F. Simonelli, manager, U-I's eastern advertising and publicity department, to serve as its chairman for the next six months. He succeeds S. Barret McCormick, advertising director, RKO, who held the post for two successive terms.

The committee unanimously passed a resolution thanking McCormick "for an outstanding job during his double tenure as chairman, thus importantly assisting the committee in its contribution toward the success of the 'Movietime' campaign. Arthur Mayer and Charles McCarthy, who represented COMPO at the meeting, joined in the expression of appreciation to McCormick.

September Collections Up

WASHINGTON—The Internal Revenue Bureau reported last fortnight \$37,302,260 tax collections in October, which reflected September business, compared with \$35,036,535 in 1950. Approximately 75 per cent of general admissions receipts can be attributed to film theatres.

Morgan Named By NCCJ

NEW YORK—Oscar Morgan, general sales manager, short subjects and Paramount News, last week accepted an appointment to the newly formed Commission on Mass Communications of the National Conference of Christians and Jews.

The Drums will be beating Coast-to-Coast starting New Year's Eve!!!

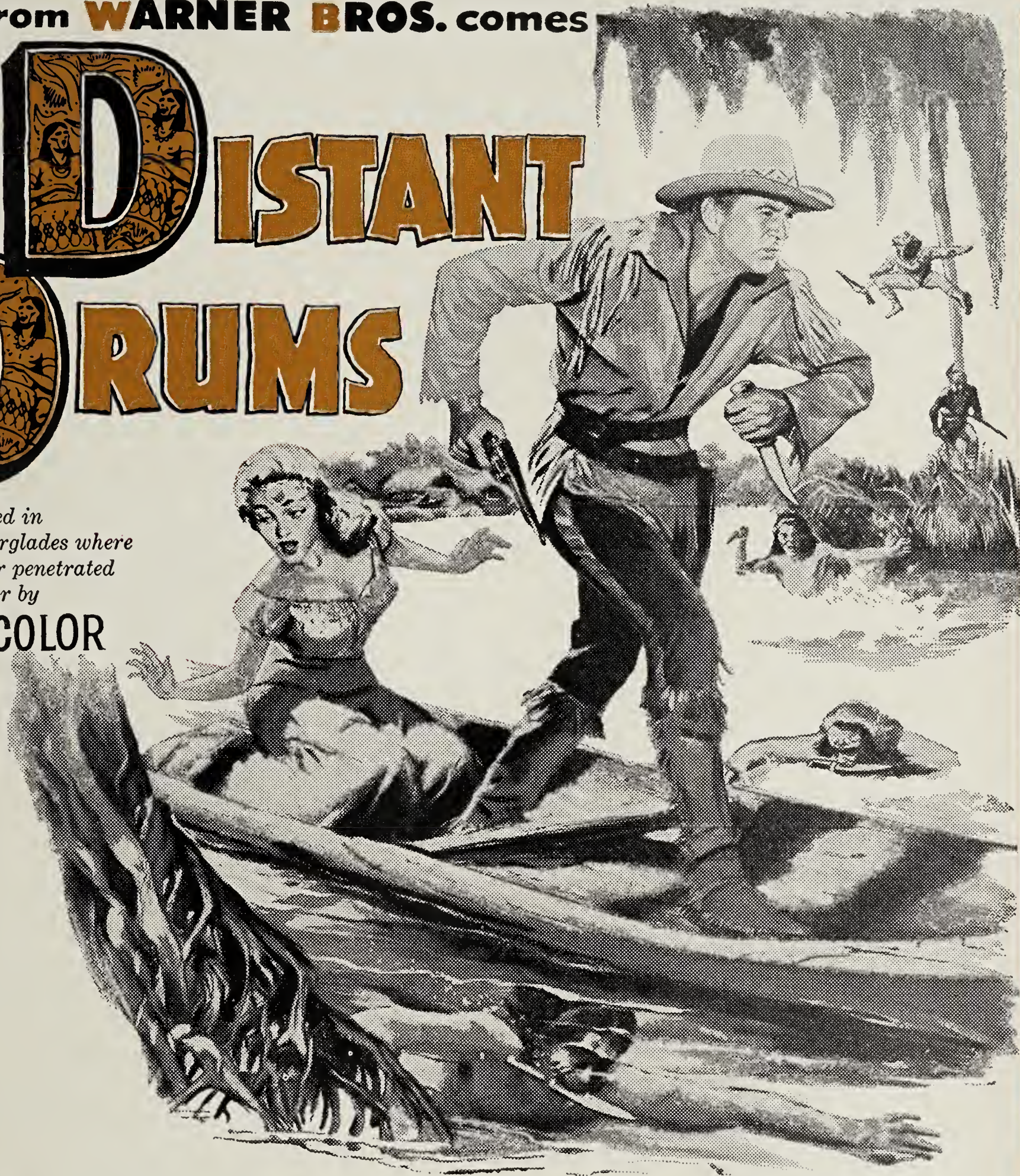


from **WARNER BROS.** comes

DISTANT **D**RUMS

Actually filmed in
Florida's Everglades where
cameras never penetrated
before—in color by

TECHNICOLOR



**The rescue...the throbbing jungle-drums... the steaming
Everglades swamp aflame with wild unseen menace!**



STARRING

GARY COOPER

AS CAPTAIN WYATT, SWAMP-FIGHTER IN THE SAVAGE SEMINOLE INDIAN WAR

WITH **MARI ALDON**
as the captive beauty

SCREEN PLAY BY
NIVEN BUSCH AND MARTIN RACKIN

PRODUCED BY
MILTON SPERUNG

DIRECTED BY
RAOUL WALSH A UNITED STATES PICTURES

PRESENTED BY
WARNER BROS.

MUSIC BY MAX STEINER

THE INTERNATIONAL SCENE

Canadian Comment

In Toronto, with civic elections slated in a few weeks throughout Ontario, a wave of referenda on Sunday movies was being brought to the attention of the electorate.

Philip Barber, chief theatres inspector in Alberta, retired. . . . Passing of Jack Richards, Vancouver projectionist, was mourned. . . . In Victoria, the Tillicum Drive-In will adopt a two-day-a-week program for the winter.

Henry L. Nathanson, president, MGM Films of Canada; Ted Gould, general sales manager, and Garfield Cass, branch manager for Toronto, were in New York for home office conferences in connection with the distribution and premiere of "Quo Vadis" in Canada.

McCarthy Speaks To Spain

NEW YORK—The MPEA board last fortnight directed John G. McCarthy, vice-president in charge of international affairs, to undertake further discussions with the Spanish government in an effort to straighten out differences holding up ratification of a new Spanish film agreement. The further discussions with the Spanish authorities will be conducted by M. A. J. Healy for the association.

The MPEA board also considered financial items in Germany and organizational matters arising in Argentina.

Hoyt's Earnings Up

SYDNEY, AUSTRALIA—It was reported last fortnight that the profit of Hoyt's Theatres in the year ended on June 30 rose to 250,385 pounds, exceeding by 17,979 pounds the earnings for 1949-50. Preference dividends require 55,000 pounds, and 108,876 pounds is added to reserves. Hoyt's capital, except for the preference shares, is held by 20th-Fox, but earnings remain frozen in Australia, and are placed in the firm's reserves.

Mexican Quota Delayed

WASHINGTON—A suit by domestic interests to restrain the government of Mexico from imposing a 50 per cent quota reduction on the entry of American films is expected to delay imposition of the order for at least six months or more, it was said last week.

If the suit is won, the quota cut must be permanently cancelled. The restraining order stayed the effectiveness of the bar against one-half the normal film entry.

London Selects Griffith

LONDON—Variety Clubs International's London tent last week elected Dave Griffith, president, KRS, as its Chief Barker for 1952.

Martinsville Suit Doesn't Involve Martin

ROANOKE, VA.—The Martin, Martinsville, Va., is not involved in any way in the percentage action filed in the United States District Court for the Western District of Virginia against Rives Brown, Bernard Depkin, Franz M. Westfall, and the Martinsville Theatre Management Corporation, alleging underreporting of receipts on percentage pictures. The houses involved are the Ritz, Danville, Va.; the Rex and Rives, Martinsville, Va., and the house which was formerly known as the Bee-Dee, Martinsville.

The present owner of the Martin, Virginia Exhibitors, Incorporated, is not a defendant in the action, and is not connected with the suit. James L. Pritchett now operates the house. The actions against the Bee-Dee preceded his acquiring the theatre, which then became the Martin.

(This is to clarify the item which appeared in the issue of Nov. 28 on page 22.—Ed.)

Skouras Outlines Eidophor Planning

LOS ANGELES—Charles P. Skouras, National Theatres Amusement Company president and head of Fox West Coast, revealed his plans for the use of the Swiss Eidophor TV system.

Skouras told correspondents that his company plans to construct its own sound stages in California to produce numerous types of shows for transmission to between 75 to 100 theatres.

The special Eidophor TV feature will replace the present "B" features, which Skouras holds responsible for much of the public resentment towards motion pictures. Solid "A" pictures, plus the Eidophor show, and some shorts will constitute the new type show.

Skouras is confident that he will be able to outbid broadcasting companies and individual advertisers for big television attractions. Dependent upon the success of this innovation in the theatres is the future vision of a possible 1000 theatre circuit across the country. Using a separate transmission station wherever a time change occurs, this will keep the timing of programs within the realm of reason in each area. Closed wire TV circuits will prevent air pirating of the shows by individual home TV viewers, he says. Skouras stated that, in time, independent theatre owners could avail themselves of this service by installing the Eidophor System, and renting the various programs.

In January, National Theatres plans to hold its New York demonstration. Later, a west coast unveiling will be held. Skouras summed up the entire project by saying "Let's not kid ourselves. TV has killed off a good percentage of our theatre business. With us it reached between 15-20 per cent last year, which is not good. If we are the showmen we claim to be, we can't accept this lying down. Eidophor looks like a good bet to us so we are willing to gamble with it. The rest is up to us. Time, our efforts, and public reaction will be the only judge."

"Movietime" Tours Click In Three Areas

NEW YORK—Enthusiastic reports on "Movietime" personality tours in Western Pennsylvania and the Salt Lake City exchange territory were made last week to COMPO headquarters.

A third holdover tour got under way in Louisiana and Mississippi, with 16 Hollywood personalities participating.

Ralph L. Trathen, Salt Lake City, chairman of the tour in Utah and Idaho, wired Arthur L. Mayer, executive vice-president of COMPO, that the visit of the Hollywood personalities was "the most successful goodwill campaign in the history of this area." Those making the Salt Lake tour were Keenan Wynn, Dean Jagger, Keefe Brasselle, Marshall Thompson, Marilyn Nash, Noreen Michaels, Paula Raymond, Anson Bond, and Dane Lussier.

Wally Allen, director of the "Movietime" campaign in Western Pennsylvania, to which five personalities were sent, said both exhibitors and public were highly pleased with the results of the personalities' visit. Those making the Western Pennsylvania tour were Mr. and Mrs. James Craig, Frank Lovejoy, Mel Ferrer, and Jody Lawrance.

The Hollywood delegation touring Louisiana and Mississippi included Margaret Sheridan, Julia Adams, Leonard Stern, Maxwell Shane, Robert Stack, Bruce Bennett, Helen Deutsch, Fred DeCordova, Bob Fellows, Irving Asher, Dorothy Hughes, Mr. and Mrs. Preston Foster, Joe Lewis, George Murphy, and Jess White.

"Movietime" Ad Plans Set By Committee

NEW YORK—Plans prepared by COMPO for a continuation of the public relations phase of the "Movietime, U.S.A." campaign through a series of newspaper ads were taken under consideration last week by the advertising committee of the MPAA.

The plans were outlined by Arthur L. Mayer, COMPO executive vice-president. Members of the committee agreed to prepare a series of sample ads and a space schedule.

RKO Pictures Elects

DOVER, DEL.—The first annual meeting of stockholders of RKO Pictures Corporation was held last week when stockholders reelected the present directors to hold office until the next annual meeting of stockholders, Ned E. Depinet, Noah Dietrich, Howard R. Hughes, Francis J. O'Hara, Jr., and J. Miller Walker. Stockholders also appointed Messrs. Price, Waterhouse and Company as independent auditors of the corporation and subsidiaries for 1951.

Wolfson Offers New Plan

MIAMI, FLA.—A plan for promoting and pre-selling the new, fresh faces among the Hollywood personalities as a major objective of all branches of the industry was proposed by Mitchell Wolfson, president, Theatre Owners of America, last week.

Pointing out that "stars are made, not born," Wolfson said: "From this group of young people will come our stars of tomorrow."

THE HILARIOUS TALE OF
THE KID WHO TODDLED
HOME WITH \$100,000...

but he couldn't tell
where he got it!

There's a fortune in
his little red wagon...
and half the guns in the
underworld on his trail!



"Finders' Keepers"

MOMMY'S gonna leave home...

DADDY'S gonna get in a jam!

GRANNY'S gonna be on the spot!

STARRING

TOM EWELL
JULIA ADAMS
EVELYN VARDEN

It's that Wonderful
"WILLIE" of "UP FRONT" fame!

with **"DUSTY" HENLEY**
Small Fry - but oh my, what he
does to your laughter!

Story and Screenplay by RICHARD MORRIS

Directed by FREDERICK de CORDOVA • Produced by LEONARD GOLDSTEIN • A Universal-International Picture



from **U-I**... MAKER OF THE **MONEY-MAKERS!**...

Rembusch, Fabian Heard At NE Meet

BOSTON—Addresses by leaders in exhibition and distribution last week highlighted the annual convention of Independent Exhibitors, Inc., Allied unit.

Trueman Rembusch, National Allied president, pulled no punches, with his speech creating quite a stir among the listeners.

He said in part:

"Today, exhibition is faced with a new distributor grab. That grab is the illegal fixing of admission prices through the subterfuge of the so-called free-releasing of pictures. This distributor gimmick saw the light of day with Paramount's pre-release of 'Samson And Delilah'. 20th-Fox then brought out its 'David And Bathsheba', using the same gimmick. Now Metro not only is using this device to illegally fix admission prices on its forthcoming release, 'Quo Vadis', but has added to it a sales policy that will create nationwide bidding on this picture, which bidding will result in new clearances and zones being created. I don't know how many of this body have studied the advertised policy in 'Quo Vadis', and understand just what it means, but there is one portion of it that is designed to turn this industry upside-down. I quote from Metro's advertised sales policy on this picture:

"In the larger situations, a city will be divided into a number of areas. Theatres located within each area will have an opportunity to bid for this particular run. The theatre winning the bid will have clearance against all other theatres in that particular area. Subsequently, similar provisions will be made for the next run in each of these areas, so that eventually every theatre which is interested will have an opportunity to present this picture."

"If you don't understand what this sales policy means, I warn you that if Metro is allowed to get away with it, it will wreck exhibition nationally. I have already seen a similar policy in effect in Memphis, where Paramount arbitrarily divided the city into a series of zones, placing the lines making up the zones in such a manner as to situate one former affiliate theatre in each one, then requiring bidding by all theatres in the zone on the 28-day, 35-day, 42-day, etc., runs, and allowing only one successful bidder to win a run. In other words, an exhibitor bids first for the 28-day run. If he is successful, he then bids for the 35-day. If successful, he then bids for the 42-day, etc. This is truly bidding wholesale, and is a scheme devised to drive all exhibitors crazy. The Memphis situation is now in the hands of the Allied Film Committee, and I can tell you has top priority."

Following a short address by Abram F. Myers, who outlined the arbitration setup as proposed by National Allied to the rest of the industry when the committee appointed by Rembusch is assembled, with the plan expected to be formalized early in the year, Mike Simons, MGM, took over the mike for rebuttal of Rembusch's charges. Short, and to the point, he quipped, "I work for a small company that's been in business for a couple of years, during which time they've never taken

Lippert, Famous Set Package Production Deal

HOLLYWOOD—Robert L. Lippert, president, Lippert, announced last fortnight that he will make no further pictures on his own, nor will he handle any further low-budget "B" productions, but that Famous Artists Corporation will package talent and production deals for independently-made features to be released by Lippert in the future.

Talent will receive from 50 to 80 per cent ownership in a production in lieu of salary, with Lippert arranging for financing, and retaining a percentage.

advantage of an exhibitor in film rentals, and if they remain in business for another 25 or 30 years, they never will, and who the hell am I to change that."

In a short but succinct speech, Jack Jackson, National Screen Service, advised exhibitors to take a page from the advertising program of a soft drink company, and increase instead of decrease advertising when things are tough. Pointing out that many exhibitors and producers cut their advertising budget when business is dull, when actually they should increase it, he also bemoaned the fact that many in the industry have lost their flair for exploitation.

Speaking on "Concession Merchandising In Your Theatre", Wade Jones, New England Confectionery's advertising manager, dropped a few helpful hints aimed at increasing this profitable adjunct to exhibitors' business. Announced as a recipe for taking full advantage of concession business, he advised exhibitors to be sure a candy stand was advantageously placed, adequate to handle the business, and well lighted in order to attract the largest potential customers.

Claiming that theatre outlets constitute more than 10 per cent of his company's business, "which makes them very important to us", he also warned against selling "offbrand" merchandise, remarking that customers can only be fooled once, being especially particular where their stomachs are concerned. As a final bit of advice, he urged operators to take a good look at their concession stand, and attempt to visualize the impact on the eyes of patrons.

Rembusch gave credit for the preservation of COMPO to Nate Yamins, National Allied director, in a message to the convention.

Myers, in his convention message, compared the closely knit relationship of production and distribution companies with the divergent status of those engaged in exhibition. "If it is proper that the film salesmen be bombarded with home office propaganda, urging him to get higher film rentals, more percentage engagements, more preferred playing time, etc.", he said, "it seems to me proper and necessary that the exhibitor associations should lay down a counter barrage."

S. H. Fabian, TOA executive committee chairman, warned that distributors will not talk arbitration until all segments of exhibition are represented, and that TOA will not be drawn into the middle or at the end of any arbitration discussions. In effect, he called upon National Allied to

This Was The Week When . . .

American Seating Company declared a dividend of 50 cents per share on the common stock and a five per cent stock dividend as well. . . . UA set a two picture deal with John Huston and Romulus Films, Ltd. . . . Radio and TV sound-effect technicians of the American Broadcasting Company chose the IATSE as their bargaining agent.

WB announced a special premiere of "I'll See You In My Dreams" at the Chicago, Chicago, on Dec. 27, with proceeds going to the Sr. Jude Hospital Fund. . . . The national campaign on Samuel Goldwyn's "I Want You" got under way under the direction of Terry Turner, with the RKO field forces hard at work.

Paramount signed Frank Braden, famed circus advance man, for exploitation duties on "The Greatest Show On Earth." . . . U-I set the world premiere of "Week-End With Father" at the Warner, Milwaukee, on Dec. 19, launching more than 50 holiday dates around the country.

Paramount started an intensive pre-selling campaign for "Hong Kong", with A. C. Lyles, press representative for producers William Pine and William Thomas, beginning a 25-city tour. . . . RKO revealed that RKO Pathe's "Lady Marines", short, was spearheading the industry's reply to the Woman-Manpower Commission's request for aid in recruiting women for the armed forces.

reconsider its "go it alone" policy on the drafting of arbitration proposals.

Pointing to the unified moves of the industry in the past, Fabian cited the War Activities Committee, government bond sales, cooperation with national health and welfare campaigns, the federal admission tax fight, and the drive for exclusive television channels. Fabian added, "Why do we part company on the most vital issues of our internal security and progress? Why do we turn away from each other when the need is greatest for working together?"

Fabian outlined TOA's viewpoints on the picture of industry-wide arbitration.

The TOA executive cited "Movietime, U.S.A." as proof that a unified approach will be successful.

In connection with the forthcoming hearings before the Federal Communications Commission in which a united industry will seek exclusive channels for theatre TV, Fabian said this provides the "greatest opportunity in the whole half century of the business to tell a government agency who we are and what we can do in advancing the science of communications for our nation."

Leon J. Bamberger, RKO sales promotion manager, observed that there is no standing still in the industry, that someone is always seeking something new. He said he believes that the next logical development will be third dimension.

Pointing to other adverse factors, such as higher taxes, increasing living costs, (Continued on page 16)

Bright in the corner

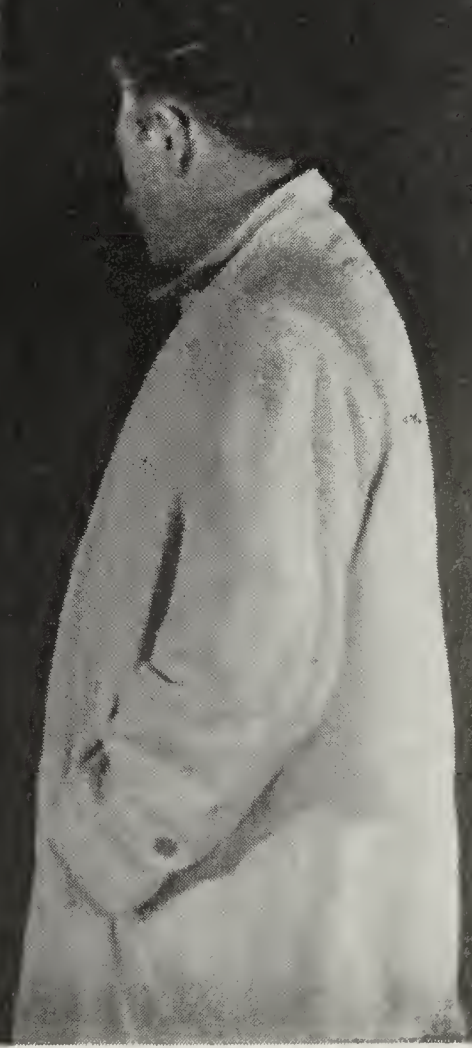
● The finger of light that suddenly shows the phantom figure in brief, bright prominence is a tribute to imagination—to the inspired use of techniques, equipment, and materials—often a result of close collaboration between industry technicians.

To help, the Eastman Kodak Company provides a highly specialized staff of motion picture engineers and technicians to advise in selecting film, help solve processing problems, make sure prints and theater equipment are right for efficient projection.

In order to maintain this service, the Eastman Kodak Company operates branches at strategic centers . . . invites inquiry from all members of the industry. Address
**Motion Picture Film Department,
Eastman Kodak Company,
Rochester 4, N. Y.;**
East Coast Division,
342 Madison Avenue,
New York 17, N. Y.;

Midwest Division,
137 North Wabash Avenue,
Chicago 2, Illinois;

West Coast Division,
6706 Santa Monica Blvd.,
Hollywood 38, California.



Allied Of Michigan In Annual Meeting

DETROIT—Some form of arbitration of film rentals was advocated last week by Ed Johnson, president, Allied Theatres of Michigan, in opening the annual convention of the organization.

The 32nd annual meeting of Allied Theatres of Michigan attracted more than 300 exhibitors from all parts of the state.

It was the first time in the organization's history that convention invitations had been extended to all of the state's exhibitors, including those not members of ATM. Ernest T. Conlon is executive secretary.

Johnson told the assembled distributors, salesmen, and bookers present of the difficulties which some theatres have in waiting for weeks or even months for a picture which a nearby theatre has shown.

"Some form of arbitration will be necessary," he said, "to give everyone a break."

An outstate exhibitor, Allen Johnson, spoke on relations between the ATM and COMPO. A film clinic and meeting of drive-in operators followed a luncheon. Women guests were treated to a "Home Highlighting Show" presented by J. L. Hudson's Bruce Bradshaw.

During the film clinic, Max Gealer, Associated Theatres, advocated closer relationships between merchants and exhibitors. More cooperation was urged in promotion, window displays, and mutual merchandising efforts. Harold Bernstein, Bay City, urged greater care in booking so that good pictures might be teamed. Speaking from the viewpoint of a booking agent, Floyd Chrysler said exhibitors should analyze pictures on a basis of the requirements of their own community or neighborhood.

"The best picture in the world for one area can draw a near blank in a different district," he said. "It is up to the exhibitor to know his audience and their desires as reflected at the boxoffice. He must know their likes, their prejudices and their taboos."

The subject of admission prices was discussed by Jim Sharkey, Cooperative Theatres of Michigan. He counselled against price cuts and equally against price increases. "Admission prices have been determined over a long period of trial and error, through consideration of all the factors that enter into good theatre management," he said.

"This scientifically based conclusion should not be thrown overboard hastily on the basis of some momentary fad for slashing or boosting prices."

Exhibitor-merchant cooperation was discussed also by Tom Allen, United Film, who said the interests of good business demanded cordial relations.

The drive-in operators discussed the problem of high property tax assessments. No solution to the problem was discovered, however.

Carrying out an optimistic viewpoint, Lew Wisper, head, W and W Theatres, said "a lot of good new product is coming through."

Ray Branch supported arbitration, with reservations, as an improved way of getting quicker settlement of many distribu-

20th-Fox Expands "Project Assignments"

NEW YORK—Twentieth Century-Fox last week announced the expansion of its "project assignment" system for pre-selling motion pictures to the public.

Coordinated by 20th's vice-president Charles Einfeld and his department head cabinet, Stirling Silliphant, publicity, Rodney Bush, exploitation, and Alex Moss, advertising, the plan calls for extending the technique the company has been using of assigning top men in advance of release to follow through on all promotion facets.

tor-exhibitor problems, especially by distributors being more willing to try innovations in specific situations with delays for legal advice. Branch laid emphasis upon more use of existing grievance machinery to solve such exhibitor problems as the failure to get availabilities or prints.

The practice of distributors pulling pictures already dated was criticized, especially for small towns where people drive distances, relying upon programming advertised weeks ahead.

Sharkey suggested a subtle institutional campaign for the industry as a prime requirement, aiming "to make the public motion picture conscious."

The film clinic also discussed reduced admissions, increased admissions for special pictures, penetration booking problems and promotion ideas.

The members approved a number of resolutions designed for the betterment of the industry.

The convention endorsed the National Allied stand for support of COMPO, and joined in the demand that organization of COMPO be completed, with future progress provided for thorough businesslike and legal procedures. The convention also endorsed National Allied's stand on arbitration and the Allied-initiated 4-P plan, the Participating Partnership Percentage Plan.

This calls for determination of film rentals on a four-point basis, nominal token film rentals on engagements that result in a genuine loss to the exhibitor, guaranteed profit to the exhibitor on all engagements, guarantee to the producer-distributor for a proper share of engagements that result in abnormal boxoffice profits, and elimination of inequities in the present system of determining film rentals.

New members elected to the board are: Al Ackerman, Detroit; Rene Germani, Monroe; Robert Pennell, Bronson; Harry Rubins, Benton Harbor; Allen Johnson, Grand Rapids; Herbert Fox, Mason; Harry Hobolth, Imlay City; C. R. Beechler, Jr., Charlotte; Glenn Wallace, Scottville; Ed Johnson, Bay City; James Olson, Clare; John Schuyler, Marquette; Wisper, Detroit; Irving Goldberg, Detroit; Elliott Cohen, Detroit; John Vlachos, Flat Rock, and Irving Belinsky, Detroit. Conlon remains as executive secretary. Joe Deniston, Monroe; Pearce Parkhurst, Lansing, and Adolph Goldberg, Detroit, were chosen as alternates to the board.

Election of officers and an evening of entertainment brought the curtain down on the convention. John Vlachos was

PEOPLE

NEW YORK—Budd Rogers, executive vice-president, Realart Pictures and Jack Broder Productions announced the appointment of Herbert Brill as art director of both Realart and Jack Broder Productions last week.

NEW YORK—Howard E. Kohn, III, last week joined Pictura to handle public relations for the company.

elected president succeeding Ed Johnson; Robert Pennell, vice-president; Belinsky, reelected secretary-treasurer, and Allen Johnson national director, succeeding Branch.

Abram Myers devoted the bulk of his dinner speech to the subject of arbitration, urging it as the only way for peace and prosperity in industry. Later, he confided that the stand taken in Boston by Si Fabian, Theatre Owners of America, was "ill taken, and not based on appreciation of the industry." He pointed out that Allied's position was made perfectly clear in a report which Myers made at a meeting at the Independent Exhibitors' convention the same week in Boston. Fabian, he added, did not attend that meeting. "It is strange," Myers said, "that TOA, which initiated the arbitration movement at a secret conference with distributors, should suspect Allied of harboring a similar purpose." Any decision as to whether TOA will be included in proposed meetings with distributors on the arbitration plan will rest with the distributors themselves, Myers said.

Wisconsin Suit Filed

SUPERIOR, WIS.—Eight percentage actions were filed last week in the federal court for Wisconsin. 20th Century-Fox, Warners, United Artists, U-I, RKO, Loew's, Paramount, and Columbia each filed a separate action against Frank J. Hahn, Jr., and Frank R. Hahn for damages based on alleged under-reporting of receipts at the Bay and Royal, Ashland, Wis.

Shearer, Byard, Trogner and Peters, Minneapolis, and Crawford and Crawford, Superior, Wis., represent the distributors, with Sargoy and Stein, New York, of counsel.

Schine Deadline Dec. 17

WASHINGTON—Schine Theatrical Enterprises last week were granted an extension to Dec. 17 for compliance with the Department of Justice orders which have been discussed in conferences for several months. The new deadline is an extension from Dec. 3, in turn a postponement of the original Nov. 18 compliance date.

Golden Warns On Materials

WASHINGTON—Nathan D. Golden, director, motion picture-photographic products division, National Production Authority, last fortnight warned manufacturers of motion picture equipment to find substitutes for copper and nickel without delay.

Para. Pictures Pays On Common

NEW YORK—The board of directors of Paramount Pictures Corporation last week voted a quarterly dividend of \$.50 per share on the common stock.

ZOOM your grosses
with
**Monogram's BOXOFFICE
ROCKET!**

Climb aboard with these top circuits!

FOX-WEST COAST • RKO • WARNERS

BUTTERFIELD • SHEA • ROBB & ROWLEY

FLIGHT TO MARS

"CARRIES ON WHERE OTHERS LEAVE OFF" says Showmen's Trade Review

"SOLID ENTERTAINMENT" says Motion Picture Herald

"SPECTACULAR. HIGH POTENTIAL" says Variety

"OUT OF THIS WORLD" says Boxoffice

"FLIGHT TO MARS" starring MARGUERITE CHAPMAN • CAMERON MITCHELL
with Arthur Franz • Virginia Huston • John Litel • Morris Ankrum

Produced by Walter Mirisch • Directed by Lesley Selander • Screenplay by Arthur Strawn

COLOR BY CINECOLOR

A MONOGRAM PICTURE

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Philadelphia: Navy defeats Army.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 98)
Hawaii: "Pearl Harbor Day". Italy: Floods. France: Korean vets see UN in action in Paris. Germany: GI's and Reds both guard Nazis (except Los Angeles, Atlanta, and Memphis). Hollywood: Santa arrives. Football: Tennessee trips Vanderbilt (only Los Angeles, Memphis, and Atlanta).

NEWS OF THE DAY (Vol. XXIII, No. 228)
Korea: Winter comes. France: Korean vets see UN in action in Paris. Thailand: King back on throne. Germany: GI's and Reds both guard Nazis. Key West, Fla.: President Truman lectures press. Quantico Marine Base, Va.: Oldest active marine retires (except New York City). New York: Mayor at ground clearing ceremony to make way for new building for New York Infirmary (New York City only).

PARAMOUNT NEWS (No. 31) Germany: Berchtesgaden. Key West, Fla.: President Truman lectures press. Canada: "Operation Electric" at Niagara Falls, Ontario. France: Big Four tackle arms issues.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 514) Hawaii: Pearl Harbor day. Korea: Buffer zone set. Quantico Marine Base, Va.: Oldest active marine retires. Hollywood: Santa arrives. Los Angeles: Notre Dame upsets USC.

WARNER PATHE NEWS (Vol. 23, No. 33)
Korea: War goes on. Germany: Berchtesgaden. Key West, Fla.: President Truman lectures press. France: Big Four tackle arms issues at Paris meeting. Canada: "Operation Electric" at Niagara Falls, Ontario. USA: Terramycin.

TELENEWS DIGEST (Vol. V, No. 49-A)
Korea: Talks proceed. US: Aliens in the army. Quantico Marine Base, Va.: Oldest active marine retires. Japan: GI, 71, leaves Tokyo. Germany: GI's and Reds both guard Nazis. Canada: "Operation Electric" at Niagara Falls, Ontario. Germany: Ads beamed in sky at Frankfurt. Oakland Park, Cal.: Fairyland. Philadelphia: Navy defeats Army.

Rembusch

(Continued from page 12)

the number of young men in military service, Bamberger said these difficulties must be faced squarely with the use of "all the initiative and resourcefulness at our command to maintain the gain that we have made and expect to make."

Peter G. Levathes, short subject sales manager, 20th-Fox, told the delegates that "Eidophor TV equipment can be easily installed in the booth of any theatre, and it can accommodate any throw, and meet the various conditions that arise in motion picture theatre projection. It can also be installed in drive-ins," he said.

The following resolutions were passed unanimously:

By Edward Lider: That the local unit work in cooperation with the national organization gathering data and information regarding alleged fixing of admission prices by various film companies, and to take such action thereon that may be appropriate and approved by the general counsel; by Arthur Howard: That the showing of a picture at advanced or road-show prices in a regular moderate price theatre is a destructive practice; by Leonard Goldberg: Recognizing the necessity of an all-inclusive arbitration plan, Independent Exhibitors should lend its full support and endorsement to the action taken by the parent organization to bring about such a plan; by Ted Rosenblatt: That film rental grievances which cannot be adjusted locally be forwarded through the regional association to the coordinator of Allied Film Committee in New York for presentation to home offices; that additionally the national board of directors be urged to inaugurate and conduct a vigorous campaign of information and education through use of trade paper advertising, organization bulletins, and Allied Caravan, to alert all exhibitors of dangers lurking in the enforced sales policies of film companies as herein set forth; by Mickey Redstone: Distributors should not discriminate against outdoor theatres because of the nature of their type of operation, and distributors, in selling and negotiating, should give consideration to fact that outdoor theatres have a capital investment covering a period of 12 months per year and a possibility of income over a period of only seven months per year; by Ken Forkey: Continue endorsement of COMPO subject to the following terms and conditions; further participation in COMPO after the next convention board meeting, which will require affirmative action by the board, the renewals of participation is on basis of by-laws promulgated at the New York meeting last January, and if there is any proposal to deviate materially therefrom, the representative must report back to the board for further instructions before casting an affirmative vote; by Meyer Stanzler: The New England unit of National Allied should notify COMPO that it strongly advises all delegates to come prepared to discuss "stay at home entertainment", 16mm. films, radio and TV, aided and abetted by production and distribution segments of the industry, and by Norman Glassman: A local committee of three to be members of a film committee including the executive secretary, two others, and Glassman, as ex-officio, whose work will be to act on all grievances taken by the

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

20TH-FOX

"The Girl On The Bridge"—For the lower half.

national association at the recent national convention as well as projects of the future.

Highlights included the appearance of Denise Darcel as a guest at the banquet; a nice gesture on the part of Fabian, who deviated from his prepared speech to welcome Philip Waxman, producer of "The Big Night," into the industry, with the remark that new faces and ideas are needed and welcomed; the slick luncheon underwritten by Pepsi-Cola Company and the equally slick cocktail party thrown by Schenley; the 36 grand gifts awarded to winners donated by Motion Picture Advertising Service, Inc.; the appearance of Congressional Medal of Honor winner Captain Raymond Harvey and John Barrymore, Jr.; winning of a series of Elizabeth Arden beauty treatments by Rita Johnson, secretary to Frank Wolf, E. M. Loew; Ernie Warren's, Hallmark distributor, cards; souvenir pencil-lighters distributed to all guests by Alexander Films, and corsages presented to women guests by Metro.

Westrex In State Dept. Deal

NEW YORK—The International Broadcasting Division of the State Department last fortnight completed negotiations with Westrex Corporation to acquire 22 Western Electric type RA-1839 disk recording machines. These machines will be used by "Voice Of America" to cut master records from which a number of transcriptions will be made. These transcriptions will be broadcast by transmitters operated by the "Voice" both here and abroad. The recording machines are equipped as complete units with synchronous motors and 33 1/3/78 RPM drives, recorder holder, 2A lateral recorders, lateral recording equalizers, A11 5B amplifiers, and the Davis drive flutter suppressor.

RKO Meeting Delayed

DOVER, DEL.—The stockholders' meeting of RKO Theatres Corporation was adjourned until yesterday (Dec. 11) to permit the inspectors to complete their count of shares voted.

The inspectors continued their work over the weekend in the presence of observers representing the management and the opposition stockholders committee.

CORRECTION

(The large-screen television installation at the Broadway, Denver, was incorrectly described in the Nov. 28 issue of EXHIBITOR as RCA equipment.

The Broadway is equipped with a General Precision Laboratory TV system, distributed by National Theatre Supply.—Ed.)

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BEST

PHYSICAL THEATRE



Recently transformed into a deluxe first-run house from the Liberty, former site of the Harber in Oklahoma City, the Harber has an impressive front which is dominated by a wall of glass and Herculite doors. Kansas City architects Boller and Lusk did the \$225,000 renovation and heavy rock has been used to a good advantage to set off the gleaming glass and Herculite wall of the facade. The Harber is operated by Cooper Foundation Theatre. See inside on page 13.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Cliff Fischenberg, Editor

Vol. 6, No. 13 December 12, 1951

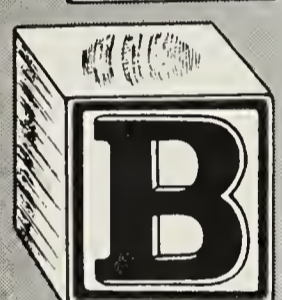
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**IT'S AS
SIMPLE AS**



Abundant light



**Brightest pictures on
biggest screens**



**Costs less to operate
than other types of
big lamps**

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MIGHTY "90"

75 To 130 Ampere Reflector-type

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- Big 16 1/2" reflector, the largest used in any lamp, matches high speed 1/1.9 lens.
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- Bi-Metal Lightronic tube controls both carbon feed motors.
- Air stream arc stabilization. Complete combustion of black soot. White deposit on reflector prevented.
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of projection arc lamps, Strong has a line that includes lamps especially designed for the

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under every condition. Each assures long, dependable service.

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LAYING IT

On The Line

Progress Will Continue

FROM the National Production Authority comes word that the only types of new theatre building likely for several months ahead will be in cases where a theatre is essential in connection with some new defense production or military agency, or where one is needed to replace a showplace destroyed by fire or flood.

SHORTAGES of steel and copper have already virtually called a halt to the construction of new theatres, and supplies of these vital defense materials are expected to be even more limited in the first quarter of next year.

FEATURED in this issue are a new theatre in Fort Lee, N. J., an elaborate remodeling project in Oklahoma City, and a recently constructed drive-in at Daytona Beach, Fla. All three represent what may be the last of such projects for many months to come. And, more important, all embody some excellent new ideas in design and construction.

WHILE the discussion of design and construction will necessarily become of a more academic nature until the building situation eases, progress will not be at a standstill. For the technical advances exemplified by the theatres depicted in this issue will be continued and enlarged upon on the drawing boards, and will emerge in even improved form when the relaxation of restrictions permits construction to go on normally.

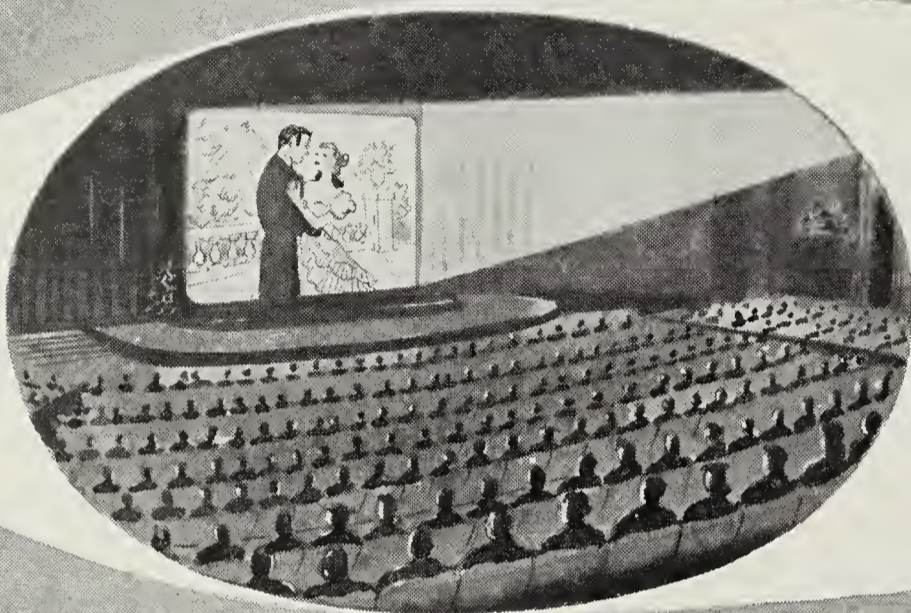
PAST history shows that in the short span of time from the era of the nickelodeon to the day of the ultra modern movie palace the physical development of the motion picture theatre has progressed phenomenally, despite two world wars and a crippling depression. By comparison, the present setback is a minor one.

CERTAINLY, new strides will be made in the improved design of theatres, if only in theory, for the duration of current restrictions. It may be several months' time before they can be put to practical application, but there will be much to look forward to after the situation eases.

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In movie houses...

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BOX OFFICE!**

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CARBON ARCS **BIG 5** Pays off!

The "National" carbon arc offers advantages — in making movies in the studio . . . in projecting movies in theatres — *that no other light source can match:*

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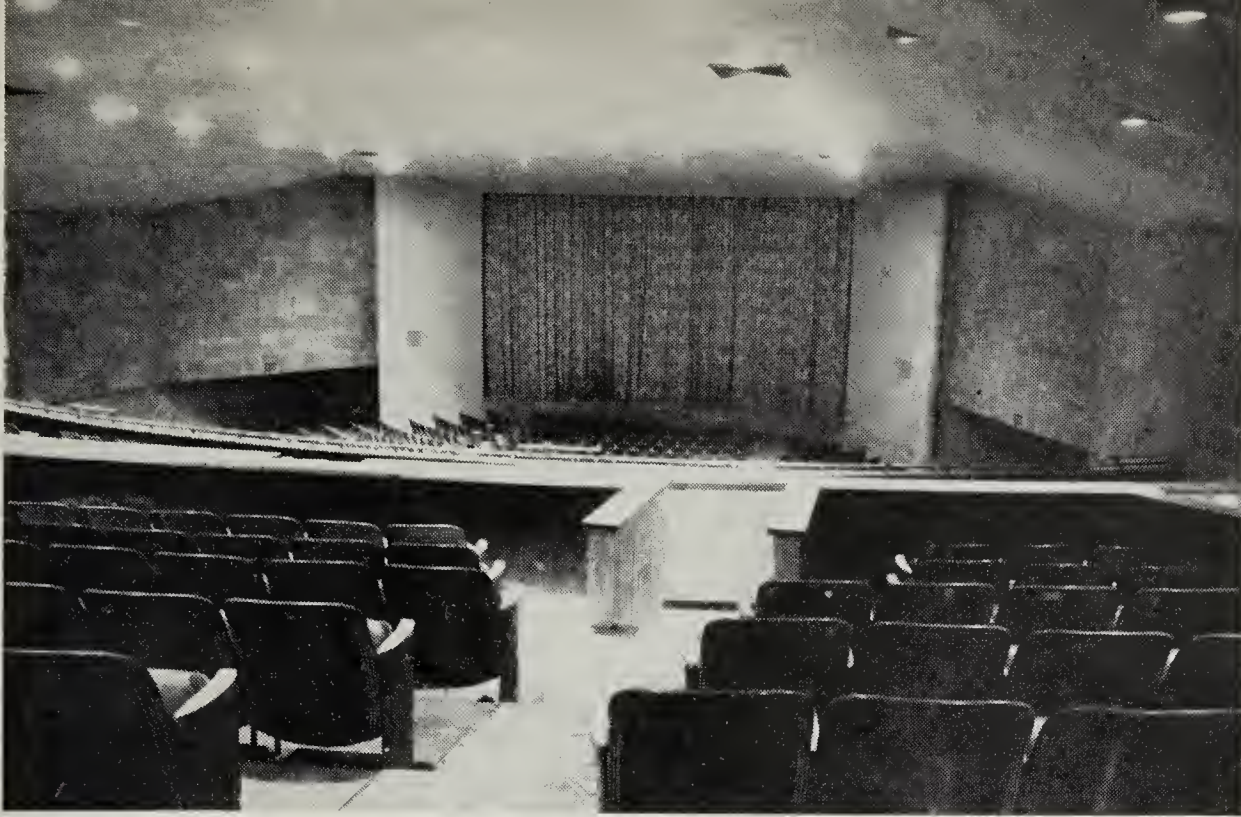
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The Lee's auditorium, as seen from the rear, left, and from the stage, above, has a California stucco ceiling, upper walls of acoustical masonite, and lower walls of oak paneling. The simple lines are reminiscent of modern European design.

The Lee, Fort Lee, N.J.

B.S. Moss' Theatre Is One of the New Ones

While steel and copper shortages now virtually rule out the construction of new theatres for at least a year, the new Lee, built by B. S. Moss in Fort Lee, N. J., represents one of the few bright new houses whose owners were fortunate enough to complete under the wire.

Simplicity is the keynote of the Lee. Its plain auditorium walls, its strictly functional lobby and lounge, and its symmetrical, lightly adorned front typify building trends which have been particularly evident in recent European theatre construction, and which have currently found favor in this country.

Appointments and equipment of the Lee include American Seating chairs, Simplex sound and projection systems, and Wagner marquee letters. Architects Roche and Roche and Schlanger and Hoffberg designed the theatre.



In keeping with the uncluttered design of the Lee, the stainless steel marquee, above, is of plain but attractive lines. California stucco covers the front. At left are the display frames, having perforated masonite inner backgrounds.



Below is the Lee's handsome concession stand, which is directly opposite to the entrance. At right is a view of the main lobby and lounge, enhanced by African mahogany walls, terrazzo floors, and gray carved Karagheusian carpeting.

PHYSICAL THEATRE

Vol. 6, No. 13 December 12, 1951





The old Liberty, above, takes on a glamorous look as the new Harber, right, through artistic use of glass, steel, and coloration ledge rock. Porcelain enamel of delicate pastel shades has been used to lend color to the front. Note the integrated, marquee-like advertising structure.



Remodeling Magic in Oklahoma City

Outdated Liberty Becomes the New Harber

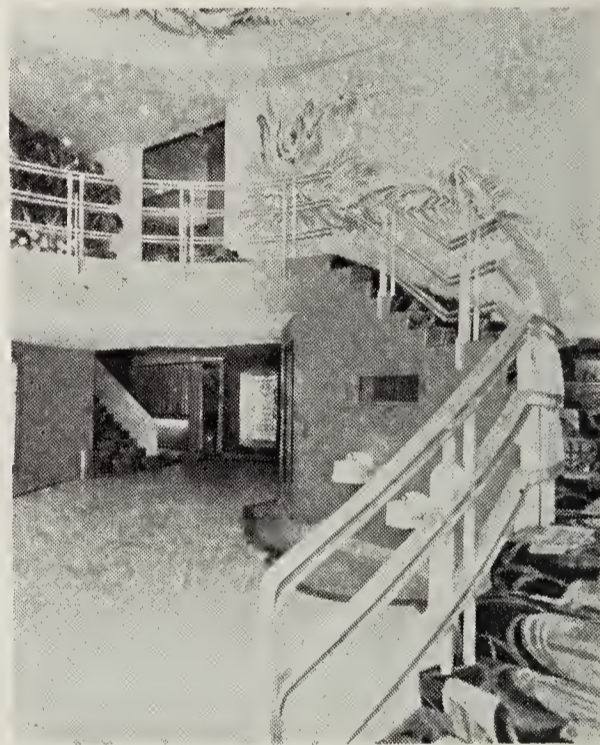
Outstanding among the remodeling projects of recent months is artistic and functionally excellent transformation of Cooper Foundation Theatres' old Liberty, once one of Oklahoma City's finest playhouses, into the sparkling new Harber. Kansas City architects Robert Boller and Dietz Lusk, Jr., did the modernizing, and the results of their efforts are truly remarkable.

The Harber's facade is glass, set in aluminum mountings, and supported by aluminum-covered steel columns above Herculite glass doors. Ledge rock of pink buff is used as the base of the boxoffice, the facing of the integrated jewelry store, and the outside facing of the whole north wall of the outside lobby.

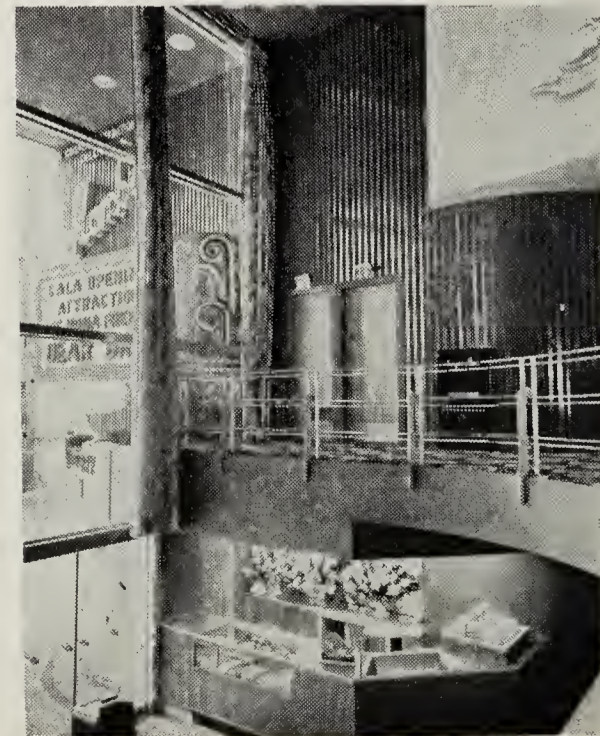
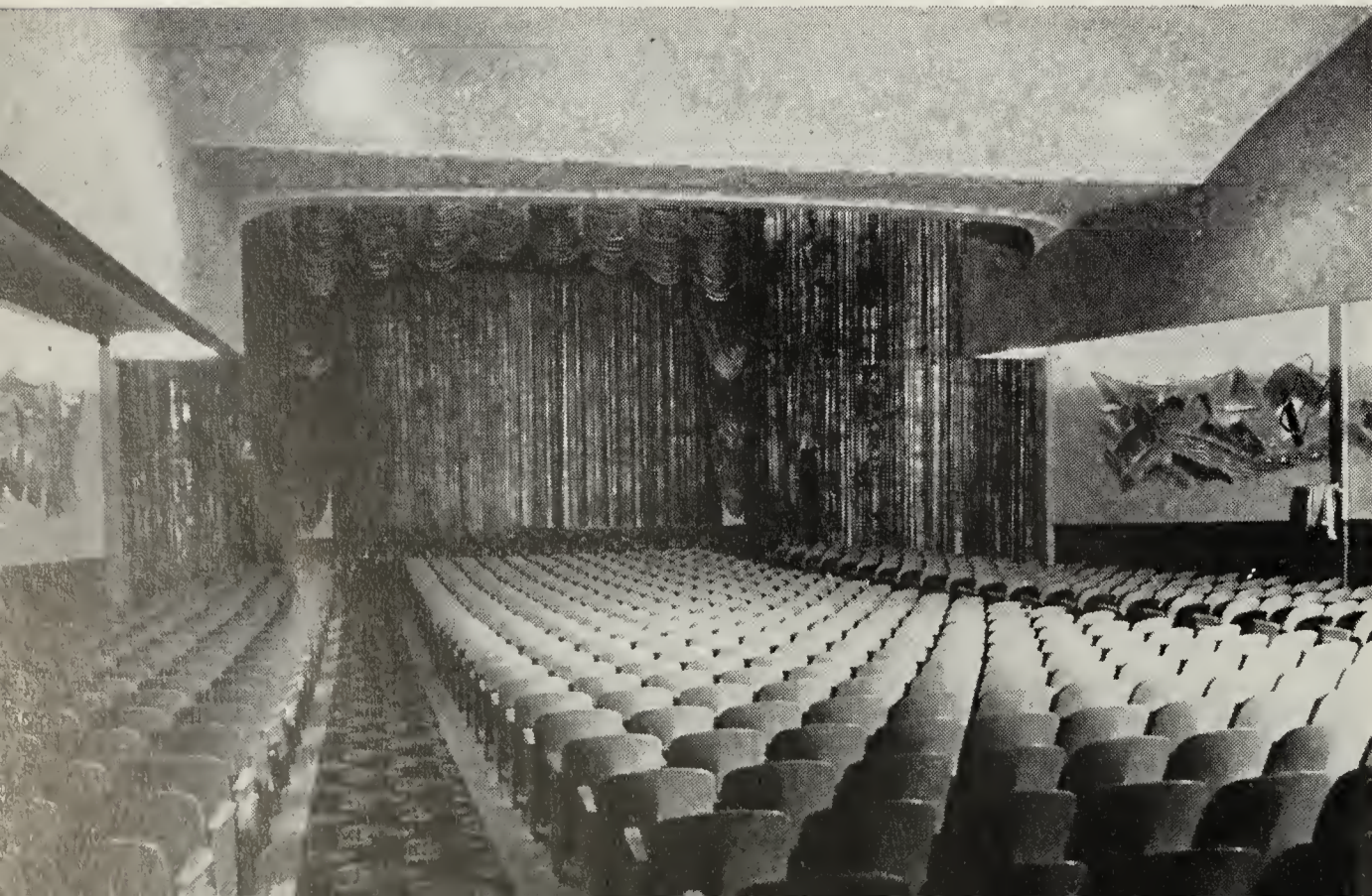
Just inside the entrance doors is the concession stand, which is faced with one-inch flexwood squares. Above the stand is a grid-type solid light ceiling to insure the best possible illumination.

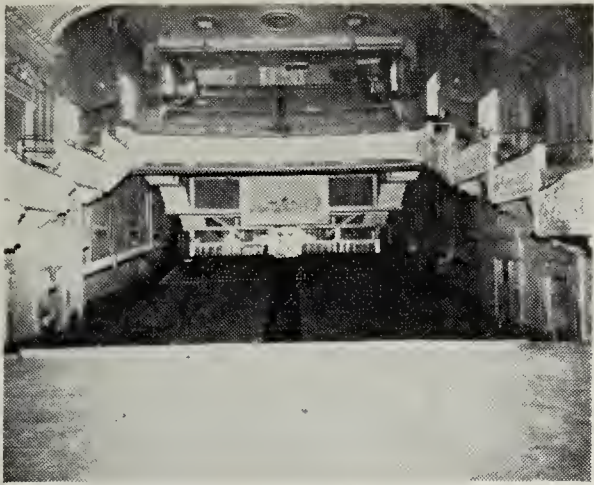
Walls of the auditorium are painted medium blue-green, while the dome ceiling over the front orchestra and in front of the balcony is painted bright red, matching the house's 1200 corduroy-covered seats and main stage draperies.

Along the spandrels are gray-green drapes which assume changing colors under spotlights mounted on the balcony rail. The stage front is stepped all the way to the auditorium floor, and carpeted to the screen. Title curtain, legs, and borders are chartreuse satin.

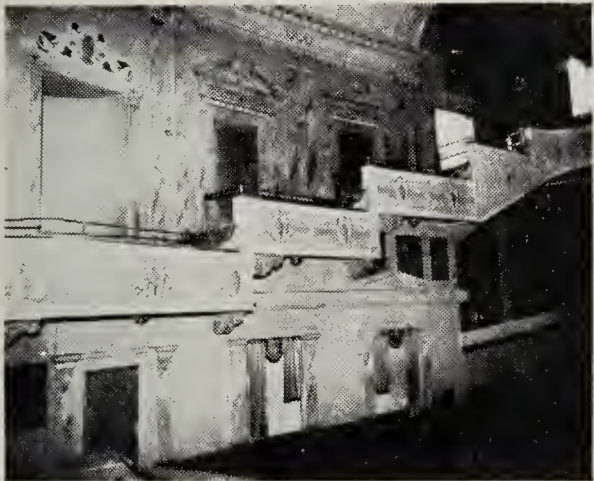


Above is a view of the Harber's lobby, showing the stairs to the mezzanine, while below are the mezzanine stairs from another angle. At the foot of the stairs is an attractive concession counter. At lower left is the new auditorium, which has a cowled ceiling and streamlined overhangs.

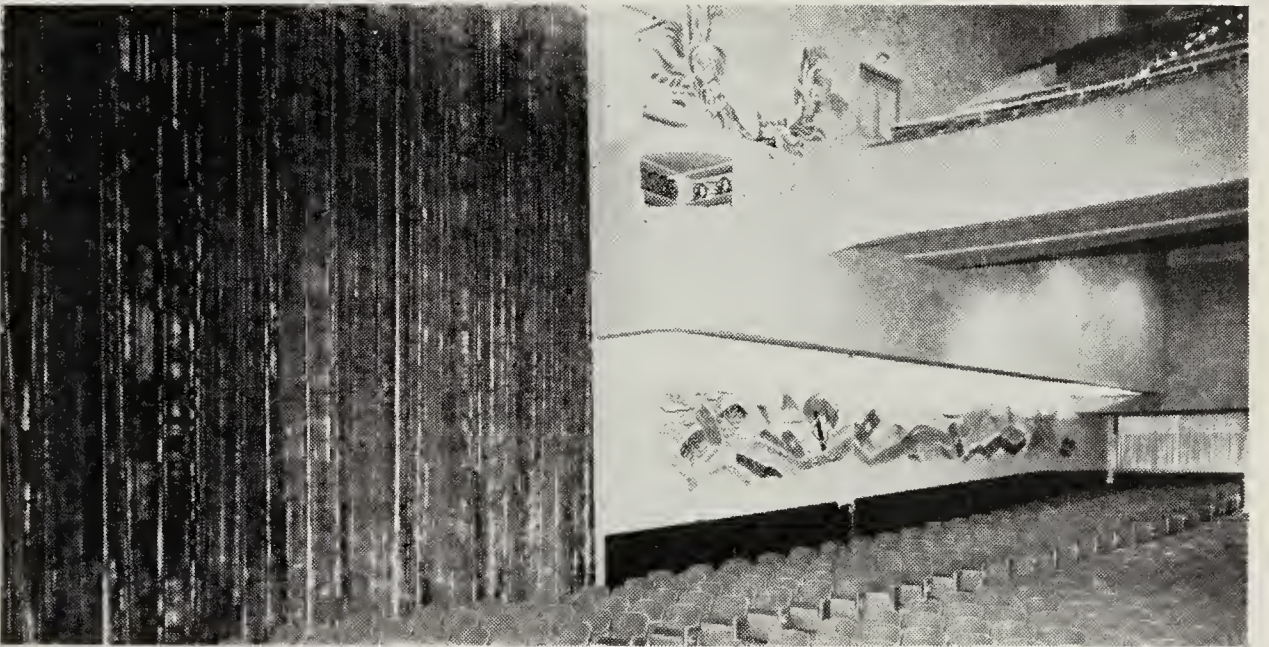




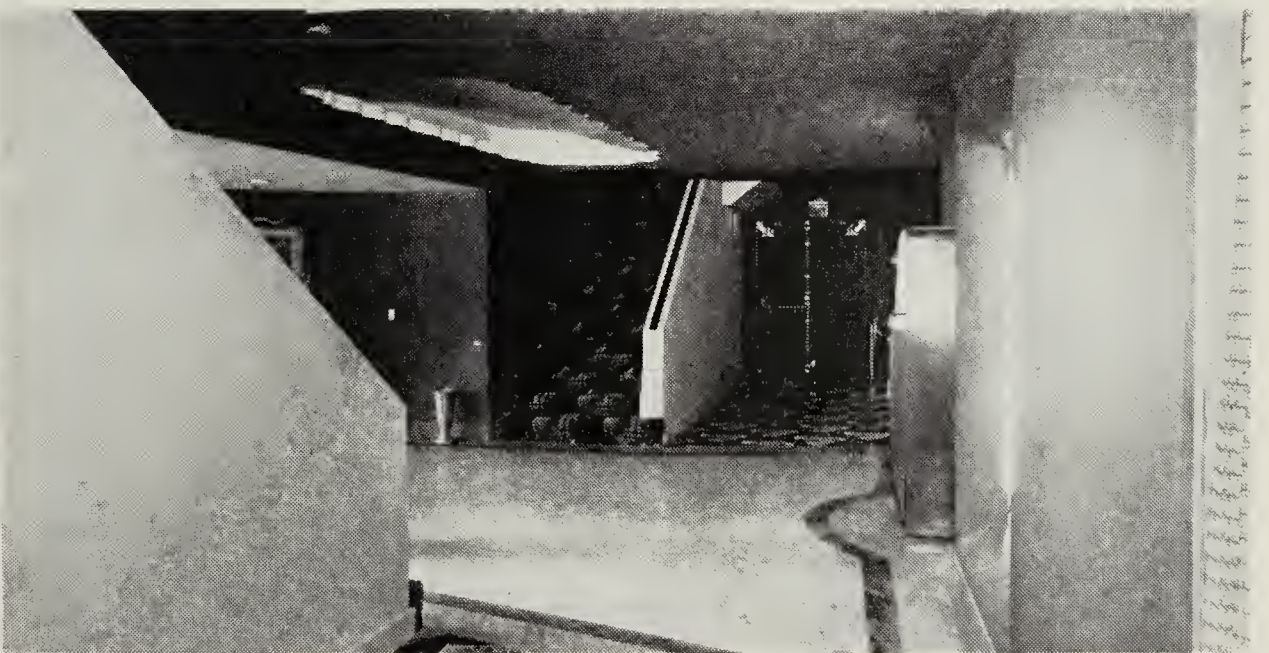
The old auditorium, above, presented a remodeling problem because of the boxes from the balcony to the proscenium on each side. A projecting structure over wall aisles, made of plaster on metal lath, right, solved the problem well.



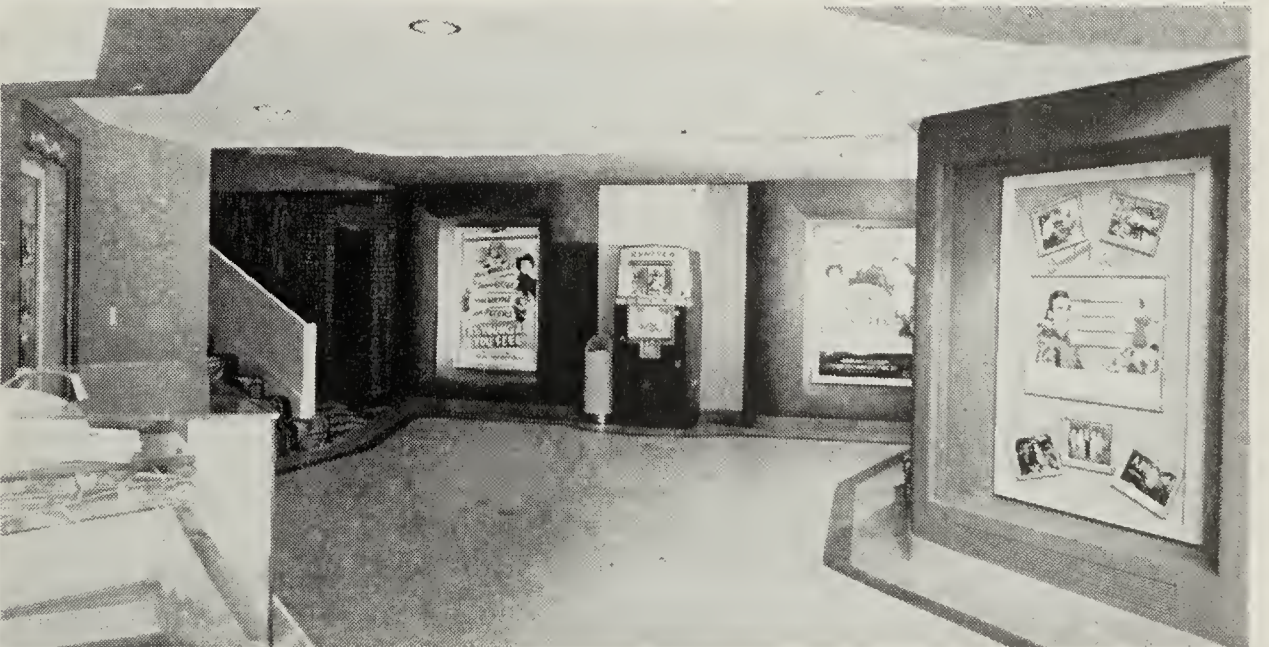
Supplanting the outmoded boxes and gingerbread trim of the old auditorium, above, the streamlined aisle overhangs, beautifully draped spandrels, and modern murals of the new theatre, right, show what magic remodeling can perform.



Looking across the entrance to the theatre, with the auditorium at right, is the old foyer, above, and the remodeled standee area, right, both seen from the same camera angle. The foyer was opened to the lobby for a direct auditorium approach.



Unightly doors were removed from the old lobby, above, and walls were covered with plaster, and painted turquoise. With terrazzo flooring and clean, functional lines, the lobby has been transformed into the well-planned area seen at right.



NEW PRODUCTS

... that have theatre interest



The "Rap-A-Coin" machine made by Henderize, Inc., counts and wraps pennies, nickels, and dimes. The desired tubular wrapping is put into one of three tubes, and the coins are wrapped.

Coin Counter-Wrapper

A new coin counting and wrapping machine that quickly counts and wraps pennies, nickels, and dimes, called the "Rap-A-Coin" recently was announced by Henderize, Inc., Sacramento, Cal.

Measuring six inches long and three inches high, "Rap-A-Coin" is a hand-operated machine which zips coins into tubular paper wrappers of the kind that are supplied by banks.

In operating the machine, the user simply inserts the desired tubular wrapping for pennies, nickels, or dimes into the end of the corresponding tube. Coins are stacked on edge in the tube until it is filled, giving the user the correct count automatically, it is claimed, and the coins are then quickly fitted into a wrapper with a plunger.

"Rap-A-Coin" is made of die-cast aluminum, and is finished in brown baked enamel.

Disinfectant-Cleaner

A powerful new cleaner, disinfectant, deodorizer named "Vip" recently was placed on the market by Hysan Products Company, Chicago.

Said to be a combination of the highest quality soaps for efficient cleaning without injury to polished surfaces, and ortho benzyl chlorophenol for thorough deodorizing and disinfecting, "Vip" can be diluted with water, and used in a one to 40 solution.

"Vip" is efficient on walls, floors, and any surface where germs, dirt, and odors combine, the company claims.

As a shampoo for rugs and carpeting, "Vip" is said to kill mildew, and prevent fungus growth, while bringing out natural colors, and leaving carpeting soft and lustrous. The manufacturer offers a free sample of the new product.



Hysan Products Company is now marketing a powerful new cleaner, disinfectant, deodorizer for use in washrooms as well as in cleaning carpets. It is used in a one to 40-part water solution.

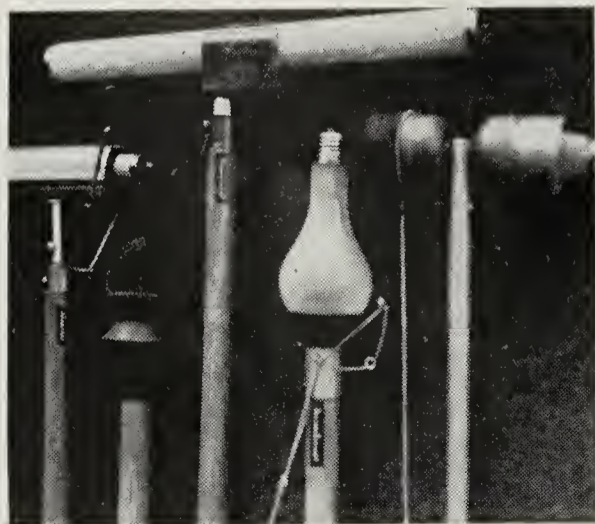
Lamp Changer

Various models of "Lamp Snatchers" are being marketed by Lamp Snatchers, Chicago, as valuable aids in changing both incandescent bulbs and fluorescent tubes, as well as changing starters for fluorescent fixtures, and wet-washing lamps.

Especially adaptable for changing marquee bulbs is the company's Incandescent Lamp Snatcher No. 3, which removes and replaces 10 and 15 watt bulbs in one operation. The changer makes possible the servicing of a marquee 15 feet up without use of a ladder, the firm claims.

Another "Lamp Snatcher" is especially designed for servicing fluorescent tubes.

Five-foot handle extensions are also available for use with the "Lamp Snatchers."



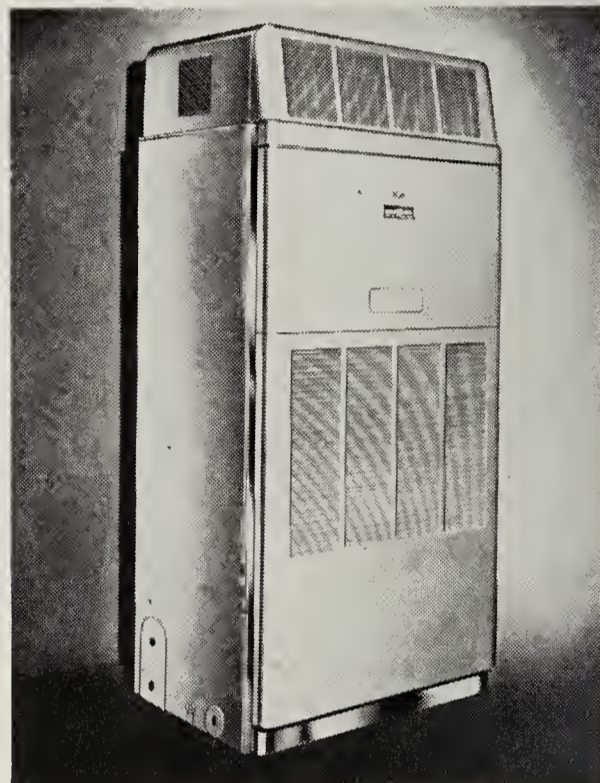
Bulbs and fluorescent tubes may be easily changed with these "Lamp Snatchers", which come in various models for particular uses. Makers of the gadget are Lamp Snatchers, Chicago 14, Ill.

Self-Contained Air Conditioner

A new compact seven-and-a-half-ton capacity self-contained air conditioner for cooling offices as well as small theatres recently was introduced by the Frigidaire Division, General Motors, Dayton, O.

The unit is only 40 inches wide, 28 inches deep, and 87 inches high, and is finished in harmonizing two-tone gray. It is said to deliver 2700 cubic feet of conditioned air per minute, and have an air throw of 75 feet.

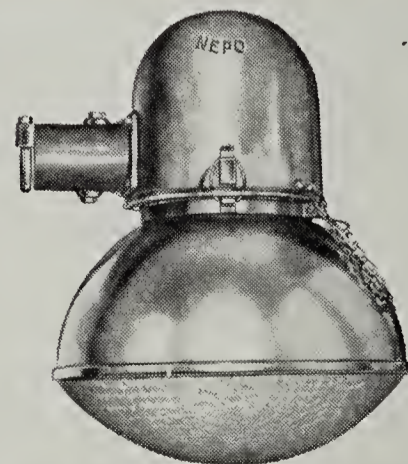
The complete mechanism is located within the cabinet. Electrical, water, and drain connections are all that are necessary, the company states. A simple "on-off" switch allows the user to control the unit, but the air conditioner is designed to provide fully automatic room temperatures by a control knob which is set for the desired temperature.



Frigidaire Division, General Motors, recently introduced this compact seven-and-a-half-ton capacity self-contained air conditioner. It delivers 2700 cubic feet of clean air per minute.

Mercury Vapor Floodlight

A spun aluminum reflector which has a permanent, sealed-in glass lining for safety and protection against dust and moisture is a feature of the Nepo mercury vapor floodlight recently announced by NEPO Manufacturing Company, Chicago. For use with EH1, JH1, and AH1 lamps, the light is said to be permanently rustproof and weatherproof. It weighs 10 pounds.



Nepo Manufacturing Company's recently-introduced mercury floodlight has a spun aluminum reflector and a permanent, sealed-in glass lining that increases safety, and assures cleanliness.

To increase your boxoffice... Re-seat with

AMERICAN Bodiform[®] CHAIRS

Movie-goers like comfort. American BODIFORM Chairs are

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Sharper Picture!

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SCREENS

NATIONAL
THEATRE SUPPLY

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Ask Your
National Man!

* PLASTIC MOLDED



Third Dimension plastic letters on Remova-Panel frames, manufactured by Adler Silhouette Letter Company, Chicago, enhance the sparkling marquee recently put up at the Savannah, Savannah, Ga.

Fire Danger In Old Nitrate Film

Investigations by the National Bureau of Standards have shown that spontaneous ignition of cellulose nitrate motion picture film can occur when such film is in an advanced stage of decomposition. Prior to this work it was generally believed that nitrate film would not ignite spontaneously at temperatures ordinarily encountered in a film vault. Tests have provided the necessary information to prevent recurrence of the severe fire losses to film and storage facilities that have been experienced in recent years.

Sightmaster Gets Color Patents

NEW YORK—Two patents in the field of color television recently were issued to Sightmaster Corporation, the firm has announced.

The patents involve the processing of cathode ray tubes for color to permit "a true and intensified translation of all colors of the spectrum evenly," and for a process of filtering light to increase contrast value of TV pictures, through an evaporation and metal deposition process on glass, the company reports.

New Sales Manager At Kroehler

Harry W. Peterson, Glen Ellyn, Ill., is the new sales manager, public seating division, Kroehler Manufacturing Company, it was announced recently. He replaced Howard V. Williams, who has taken on a new assignment as sales manager, case goods division.

Peterson started with Kroehler out on the coast in 1938.



Lew Francis, widely known Heywood-Wakefield salesman, is pictured in one of his company's "Airflo" chairs at the Roxy, New York City, on the day the theatre recently admitted its millionth patron. When this famous house was re-seated 10 years ago, Francis helped in selecting the seats.



You Can't Buy
A GOOD
Rectifier
for Less!

Strong Rectifiers are the only rectifiers on the market which are especially designed, manufactured and tested in one plant together with and for use with motion picture projection arc lamps. This is highly important, as efficient operation of each type and rating of arc necessitates a rectifier specifically engineered to its particular requirements.

There is a dependable Strong Rectifier for every type projection lamp: 2-Tube • 4-Tube • 6-Tube • Single and Three Phase Models for

- Rotating Feed Angular Trim High Intensity
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NOW MADE EASY



Not a liquid,
Powder, Soap,
Foam or Alkali.
NOTHING to add
or Mix!

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"GLAMORENE"

The Perfect Wall to
Wall Carpet Cleaner

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- BRUSH IN
- VACUUM OFF
- DIRT'S OUT IN A JIFFY

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Cooper Foundation To Remodel

COLORADO SPRINGS, COLO.—A permit to begin remodeling of the Trail to the extent of \$15,000 recently was issued to Cooper Foundation Theatres by the city. The theatre eventually will get a modernistic front and renovation throughout, but initial work is for moving the refreshment stand and installing a new floor.

C. J. Freeman, Cooper Foundation city manager, said that new seats will be installed, and a modern front, new carpeting, and general remodeling are to be projected as far as NPA regulations will allow.

Original plans called for complete rebuilding, but were modified in the light of government restrictions.

Simplex X-L's Aid "Vadis" Runs

NEW YORK—When MGM's "Quo Vadis" was shown at test engagements last month, five of the six Loew's houses where the film was booked were equipped with Simplex X-L projectors with Bausch and Lomb high speed optical systems to enable the production to be shown at its photographic best.

The new equipment was installed at the Grand, Atlanta; State, Memphis; Penn, Pittsburgh; State, St. Louis, and Stillman, Cleveland. Simplex X-L projectors already had been installed earlier in the year at the sixth house, the Warfield, San Francisco.

Drive-In For Soap Lake, Wash.

SOAP LAKE, WASH.—A \$12,000 drive-in is being built by John Lee, Columbia Basin Circuit head, in the Lakeview Park addition of Soap Lake, with opening slated for late next spring.

Present plans call for a 300-car capacity, and possible later expansion of facilities on the eight-acre tract, which is located near the Lakeview Golf and Country Club.

Lee said he has had all the equipment and building materials on hand for more than a year.

National Carbon Offers Catalog

NEW YORK—National Carbon Company recently announced it is offering a new 20-page catalog describing and illustrating National carbon and Karbate impervious carbon and graphite products.

Fully described in the catalog are products made of carbon and graphite in grades from porous to impervious for applications in various fields.



The luxurious appointments of the new Normandie, New York City, were called to the attention of passersby through some eye-catching art work on the front shield, the work of MGM's Si Seadler.

NPA Okehed 75 Projects, Refused 56 in Last Quarter

WASHINGTON, D. C.—Sixty-three per cent of all construction applications filed with the construction controls division, National Production Authority, for the fourth quarter of 1951, were denied, it was recently revealed by the NPA.

In the entertainment and recreation category are theatres and drive-ins, as well as radio and television stations, and miscellaneous social and recreational facilities,

totaling 131 cases. Seventy-five applicants in this general category received permission to start construction or were exempt from the controls order, and 56 were denied.

Some 829 tons of steel were allotted.

NPA pointed out that approvals in the entertainment and recreation category were made only in extreme hardships.

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- NEW DESIGN IN END STANDARDS—more passing room—new, stronger seat pan.
- NEW STEEL BACK PANEL—completely covers the seat—prevents pinching hazards. No protruding nuts, bolts or screws to snag or tear clothes or hose.
- NEW ATTRACTIVE STYLING—closed panel, full length center standards.
- NEW ECONOMY OF MAINTENANCE—new back and pan design for greater upholstery protection.
- NEW EASE IN REUPHOLSTERING— for maximum service, more even usage, seats can be quickly rotated as to location in the theatre. No need to remove screws or bolts. Exceptionally easy to remove and replace upholstered parts.
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Gross Neglect of Screen Maintenance Is Evident in All Too Many Instances

By Ken Caldwell

President, National Theatre Screen Refinishing Company, Buffalo

The apparently universal neglect of the screen in the motion picture theatre, despite the fact that the screen is the final and important step in the motion picture process, is a subject that has been long neglected.

Once a screen has been installed, it is often promptly forgotten, and allowed to deteriorate, accumulate dust, dirt, and in some cases grease and candy marks, and its efficiency is allowed to slowly diminish until it reaches a point of such extreme deficiency that projection is greatly impaired.

Large amounts of money are expended each year by exhibitors in fixing up their theatre fronts. It runs into millions for the entire industry. These efforts are to attract the crowds into the theatre, but comparatively little is expended to appeal to the patrons, once they are inside, in the form of a crisp, bright sparkling picture. While large amounts of money are yearly expended on excellent projection equipment, all this money can be lost on a poor screen.

The writer has personally resurfaced several hundred screens in the past six years, and continues to find screens in horrible condition—holes, tears, and other indentations that are easily detected during projection, along with great discoloration of the screen itself are commonplace. The terrific loss of light alone should be sufficient reason to either replace the screen entirely or at least have it resurfaced.

The trouble is that this deterioration takes place slowly, and is not noticeable to the exhibitor until it usually is so bad that the customers notice it and stay away from the theatre as they have difficulty in viewing the projected picture.

The exhibitor can check this deterioration occasionally by a very simple method. Go on stage and put on the foots or border lights. If the theatre does not possess such lighting, use a 150-watt flood or spot lamp. Take a freshly-laundered handkerchief and hold it against the screen and

the difference in whiteness between the screen and the handkerchief will clearly and vividly show the loss of light present.

It goes without saying that a new screen is the best way of handling the situation, as you will then obtain the maximum in reflected light, but in cases where this replacement is not practical so far as financial reasons are concerned, resurfacing is the answer. This is 90 per cent effective. It is a simple process and can be done satisfactorily by your local painter providing, of course, you use a special paint properly compounded for use as a screen resurfacer. Not any make of white can be used, as it must be a diffusive type paint and possess a highly reflective surface to obtain the maximum of light properly diffused.

The writer has been most successful in his resurfacing work with a product called "Arctic Blanch." This product can be applied successfully by anyone familiar with the operation of a spray gun using 40 pounds pressure to go through the perforations in the sound screen. It will not plug sound holes.

By taking a little time occasionally to inspect your screen, its gradual deterioration will readily become apparent and either through replacement or resurfacing you can keep your picture bright and right.

Neglect of your screen is inexcusable when it can be kept up to par through mere resurfacing. Proper maintenance of a screen will pay dividends as a dull picture always causes eye strain, and if the patrons get a headache from viewing your poorly-illuminated picture they'll give you a headache at the boxoffice.

It is not always the little theatre that neglects proper maintenance of the screen; it is the larger circuits themselves that seem to show the most neglect.

All eyes are focused on the screen. Why not take a look at it once in a while yourself just to make sure you are not an offender in this regard? Use your handkerchief to make the comparison test. Maybe you'll be surprised.

Biggest U.S. Ocean Liner To Have American Seating Co. Chairs

NEW YORK—American Seating Company's Bedford chairs will be installed in the two theatres of the S.S. United States, the largest and fastest ocean liner ever built in this country.

The first class theatre will have 352 special chairs covered in rough-textured green polka-dot pattern. In the 199-seat tourist class theatre, Kelly green gros point will be the covering. All fabric will be flame-proofed.

End standards will be aluminum, and all chairs will be finished in fire-proofed baked enamel, and padded with fire-proofed fill.

The S.S. United States is scheduled to go into transatlantic service in the spring.

New RCA Theatre TV Models Offer Wider Projection Range

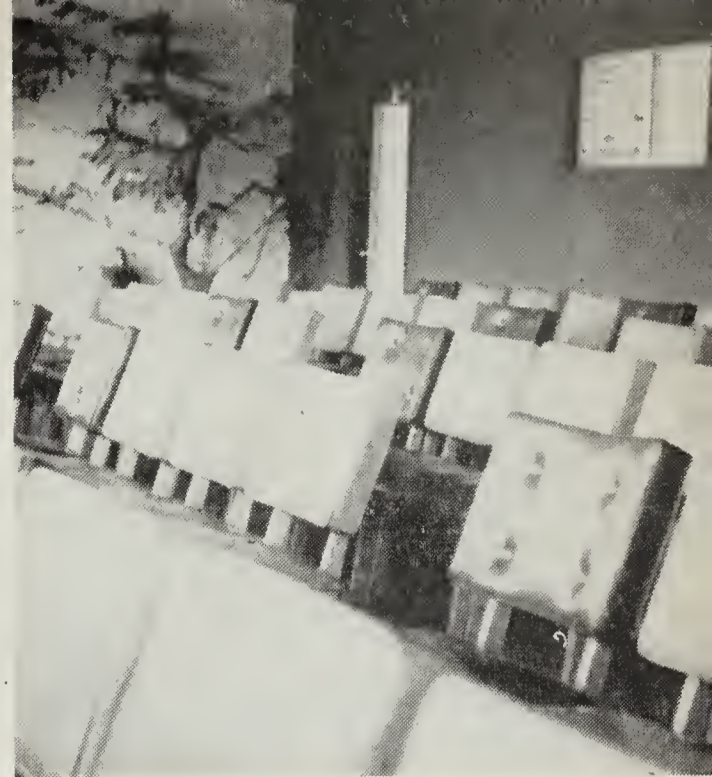
NEW YORK—RCA recently put on the market a new model theatre television projector adapted to projection throws of 30 to 50 feet. Within the next three months, another model with a range of from 75 to 95 feet will be added, the company said.

Previously, RCA direct-projection TV equipment had been limited to throws of between 50 and 75 feet.

The 30-50 foot projector has a new correcting lens and a larger kinescope. The 75-95 foot model will have completely new components.

RCA ultimately hopes to offer TV projectors in sufficient variety to allow all equipment to be grouped in the projection room, regardless of the theatre's size.

DRIVE-IN THEATRES



Main building, left, at the No. 1 Drive-In has lounge, snack bar, rest rooms, and office, while above is a view of the lounge, equipped with 80 seats, speakers, and a one-piece window, which is slanted to avoid reflections from the screen.

Something New Under The Stars

Recently-Built Ozoner In Daytona Beach, Fla., Seats Walk-In Patrons In A Comfortable Lounge

REPRESENTING a \$160,000 experiment in showmanship, the No. 1 Drive-In combines an ultra-modern neighborhood theatre and a spacious drive-in to make the only enterprise of its kind in central Florida.

Work on this theatre-within-a-theatre one mile south of Daytona Beach began last July with the clearing, grading, and macadam surfacing of six and a half acres. The leaning screen constructed of Masonite on a steel framework permits good vision from any part of the field. Its overall dimensions are 62 by 58 feet—it's one of the largest in Florida. Parking spaces and co-op. speakers provide for 651 autos now; when first built, the No. 1 could accommodate an even 500, and was enlarged as business picked up.

Local architects MacDonough, Craig and

Part of the parking area, as seen from the lounge, includes a building which houses the projection booth. At right is the attraction panel at the entrance to the No. 1. Located on one of the state's busiest highways, it draws many tourists.



Snead planned it, and Nathan and Robert Bernstein, Miami circuit operators with David Sattenstein, New York publisher, were the builders.

With its Century projector and amplifiers, and Ashcraft high intensity 100-ampere water-cooled lamps, the No. 1 boasts "the best screen and sound in the city."

Most outstanding feature is the main building which houses offices, store-room, restrooms, snack bar and an attractive lounge seating 80 people in pastel colored, plastic covered upholstered chairs. A one-piece glass window, slanted to dodge reflections, gives a clear view of the screen.

Manager Ray O. Dunn operates the No. 1 as a combination first and subsequent run theatre.

Actually, the two-theatres-in-one angle makes it a country drive-in for city dwellers and a neighborhood theatre for people stopping at nearby tourist courts and trailer parks.

Located on one of Florida's busiest highways, the No. 1 attracts swarms of tourists every evening.

Since the theatre is situated but a scant city block from the ocean, salt air threatened to put the speakers out of commission, until the manufacturer found that sealed volume controls cured the trouble. Other seaboard drive-ins may find this knowledge valuable.

Dunn's key men include two assistants, projectionist, five field boys and the concession manager. Present owners, Mrs. Belle Dow and David Sattenstein, have started an extensive landscaping program which will further beautify the grounds and help screen some outlying buildings and billboards.

Based on the novel idea that you no longer need a car to go to an outdoor movie, Daytona's No. 1 Drive-In, for the first time in central Florida, brings together the walk-in and drive-in theatres. With the spread of population into the suburbs continuing, this combination may well be the forerunner of a nationwide trend.



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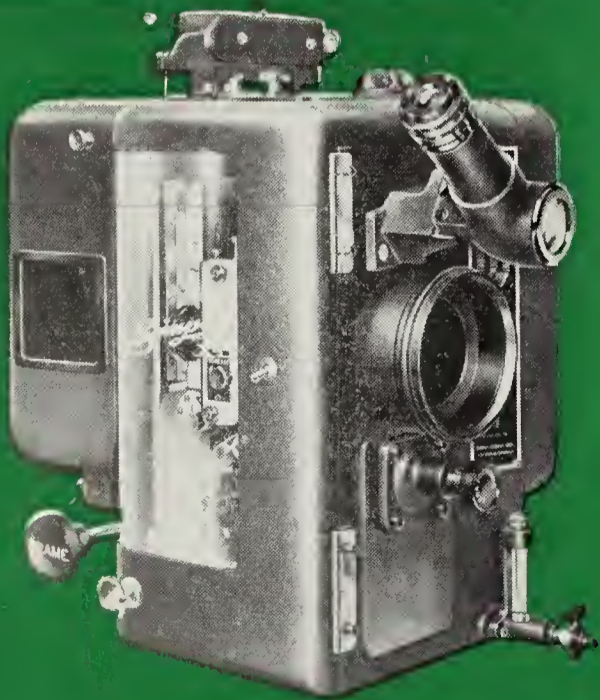
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NEWS OF THE

Territory

BRANCHES

Atlanta

Mrs. Brock, formerly Miss Florence Chamblee, Lippert, is back after a honeymoon in Florida.

David Katz, Kay Exchanges, is back after a trip to the hospital. . . . In booking were: L. J. Duncan and Sidney Laird, West Point Amusement, West Point, Ga.; Ebb Duncan and Clyde Sampler, Duncan Theatres, Georgia; P. L. Taylor, Dixie, Columbus, Ga.; J. H. Thompson, Martin and Thompson Theatres, Georgia; John Thompson, Family, Gainesville, Ga.; Pete Brice, Pal Amusement Company, Vidalia, Ga., and Mel Brown, Art, Sam George, Paramount.

Ted Toddy, president, Toddy Pictures, was in for a visit. . . . J. B. Frew, branch manager, U-I, was off for a visit to the west coast. . . . U-I will open a branch in Jacksonville, Fla., about Feb. 1.

In booking were: Charlie King, Exhibitor Service, Jacksonville, Fla.; M. Lebowitz, Grand Amusement Company, Chattanooga, Tenn., and Jay Solomon, Independent Theatres, Chattanooga, Tenn.

Charlotte

Marsh Funderburk, salesman, Warners, is in local hospital after having suffered a heart attack. . . . Mr. and Mrs. Harry Wayne, Wilkin Supply, moved into their new home. . . . Robert Russell, assistant shipper, Columbia, resigned to join the Army Air Police. . . . A recent visitor on Film Row was P. J. Henn, St. Petersburg, Fla., owner Henn, Andrews, N. C., and Henn and Dickey, Murphy, N. C. . . . J. E. Massie, owner, Ritz, Sylva, N. C., has taken over the operation of the Sylva Drive-In. Exhibitors Service will handle buying and booking. . . . Barney Slaughter replaced E. C. Deberry as city salesman for Paramount. . . . Dewey Fuquay is the new booker for Stewart and Everett Theatres. . . . The Ritz, Salisbury, N. C., was reopened by E. L. Shelton and J. G. Carl. . . . Scott Lett, Screen Guild manager, returned from Memphis. Viola Fender, his secretary, returned from a visit to her twin sister in Texas.

Paramount was host at a screening of "Red Mountain" and "Hong Kong." . . . The Murfree Drive-In, Murfreesboro, N. C., closed for the winter. . . . A. B. Craver, Plaza, is driving a new Lincoln. . . . Tom Little, Consolidated, returned from a business trip to Atlanta. . . . Bobby Jackson, son of R. H. Jackson, Carolina Delivery Service, is home after serving four years with the army. . . . Bill Cutrell, salesman, Paramount, is back after illness. . . . The New Drive-In, Summerton, S. C., is scheduled for an early opening. Owners Leighton

Parker, Parkhill, Manning, S. C. . . . Mrs. Lillie Miller, inspectress, Republic, returned after a leave of absence. . . . The office of Republic, installed new Venetian blinds.

Visiting and booking were: Mr. and Mrs. C. F. Truesdale, Foster Drive-In, Kershaw, S. C.; Rudy Howell, Howell Theatres, Smithfield, N. C.; Earnie House, Marion, N. C., and Hal Jordon, Center-View Drive-In, Dunn, N. C.

Memphis

COLUMBIA—Jimmy Martin returned to Film Row, and joined the local sales force.

MGM—James Moore, Crenshaw, Miss.; J. K. Jamison, Bald Knob, Ark.; M. E. Rice, Brownsville, Tenn., and Emelia Ellis, were in.

20TH-FOX—Paul Wilson, assistant division manager, Atlanta, was visiting. . . . Visiting exhibitors included Mrs. Carlton Thomas, Whiteville, Tenn.; Gene Higginbotham, Leachville, Ark.; Walter Lee, Heber Springs, Ark.; Leon Rountree, Holly Springs, Miss.; John Landers, Harrisburg, Ark.; J. A. Watson, Tunica, Miss., and Tom Ford, Rector, Ark.

RKO—E. C. Freeman, Manila, Ark., was noted chatting with Fred Curd, booker. Others seen included Roy Bolick, Kaiser, Ark.; Roy Hutchins, Corning, Ark.; Mrs. J. C. Noble, Leland, Miss., and Roy Dillard, Wardell, Mo.

PARAMOUNT—Roy Carter, office manager-booker, was on vacation. . . . Miss Louise Stankoff, assistant cashier, was married to John Novell. The bride returned to her desk after a brief honeymoon.

WARNERS—Booker Robert Pedretty was passing out cigars with the announcement that he was the father of a seven-pound daughter. She has been named Cherry Leigh, and she and her mother are just fine. . . . Joe Reis, head shipper, off due to an eye operation, is back much improved.

Meet Your Neighbor

(EXHIBITOR continues with its series of brief sketches of prominent personalities in the southern territory.—Ed.)

J. T. Howell, who on Nov. 5 was appointed buyer-booker for Paramount Gulf Theatres, Inc., by his predecessor and president-elect, Gaston J. Dureau,



was born in Montgomery, Ala., on Dec. 29, 1913. His advent into the business was at the Paramount in his home town in 1932. His keen interest soon found him in the house manager's position in that theatre. In 1937, he was transferred to Knoxville, Tenn., as manager, Strand, and the following year he took over the management of the Riviera, remaining at its helm until 1941, when he was called to Atlanta to assist J. H. Harrison in the Wilby booking office. With a chance to broaden his knowledge of the different phases of the industry he joined MPA as field representative in Florida, remaining with it until his recent new appointment, which assignment he takes over on Jan 1. He is married and the father of one son, Tommy.

New Orleans

T. E. "Tommy" Dunn, U-I; Joseph Fahbacher and George Nungesser, Monogram Southern, and Roy Nicaud and Larry Dufour, Lippert, left on extended treks after spending the holiday at home.

William "Wee Willy Fisherman" Cobb and Milton White, Exhibitors Poster Exchange, returned from a fishing trip at Montague, La. . . . S. D. Gailino, owner-operator, Kenner, Kenner, La., was in. . . . Mrs. Rodney D. Toups, wife of the Loew's State manager, was named "First Lady Of The Year" by the

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New Orleans City Council of Beta Sigma Phi Sorority. . . J. P. Guitreau, owner-operator, Gonzales Drive-In, Gonzales, La., was a caller at Associated Theatres. . . Dixie Theatres Corporation closed the Yazoo, Yazoo City, Miss.

Mrs. B. Theriot closed the Iberia Drive-In, New Iberia, La., for the winter. . . Charles Phillips, Palace and Delta, Jonesville, La., made the rounds.

Ira Olroyd and family visited. His first stop was his old camping grounds, Warners, to greet his ex-fellow workers. He now manages the Teche and Opera House for Tanos Joseph in Franklin, La.

Mrs. Henry Lazarus and son, Isadore, visited with Mrs. Schulman in Bryan, Tex. Enroute, they stopped at Beaumont, Tex., to confab with their attorney. Isadore Lazarus attended the Kentucky-Tennessee game in Lexington, Ky.

P. T. Corte, Garden; Roy Pfeiffer, Istrouma, Baton Rouge, La.; F. W. Corbett, Dixie Drive-In, Columbia, Miss., and J. M. Gauthier, White Castle, La., were seen.

Leroy Adams, Joy Theatres, Inc., and Dot Pellerin, Republic, were ill.

Changes in Joy Theatres, Inc., personnel following the departure of Joyce Quave, who joined her Army Air Force pilot husband in Montgomery, Ala., saw Pat Downs taking her place as secretary to general manager Willis Houck, Vienna Belillo moving up from gross clerk to short subjects booker, and Pat Wagner, PBX operator taking over the clerk position. Mrs. Faye Lococo, is the new telephone operator.

Visitors from Atlanta were J. B. Dumesthe, president-general manager, Southeastern Theatre Equipment Company, and Hap Barnes, now owner of a buying and booking exchange in Atlanta and theatre owner-operator of drive-ins and conventional houses in eastern Tennessee cities.

Henry Glover, Monogram Southern Exchange, checked in after covering several cities and towns in Alabama and Florida. . . Floyd Murphy made better time than usual motoring in from Vicksburg, Miss. . . Robert Molzon, Norco, La., after arranging his bookings, stopped to gabfest. . . C. H. "Preacher," Crosley, Laurel, Miss., was a caller at Theatre Service Booking Company. So was M. A. Berenson, Bogalusa, La. . . E. G. Perry, Pittman Theatres managing director, made the rounds.

Henry Smith, cashier-bookkeeper, National Theatre Supply, was out on a road trip. . . Fred Houck winged in from Shreveport, La., for a visit at the home office of Joy Theatres, Inc. . . Robert L. Long and C. Edward Jenner, Bayou Theatres, Inc., Baton Rouge, La., joined the bandwagon of EXHIBITOR readers. . . Allied Gulf members calling at headquarters were Mr. and Mrs. Claude Darce, Morgan City, La.; F. G. Pratt, Jr., Vacherie, La., and B. V. Sheffield, Poplarville, Miss.

Mississippi exhibitors visiting were Ed Ortte, Clermont Harbor, and G. R. Moody, Meridian. . . W. R. and George Younger turned over their buying and booking to Joel Blustone.

The Civic, the city's only commercial, combination legitimate and motion picture playhouse, will become a nonprofit organization. It has been operated the past several years by stockholders of Poche Enterprises, Inc. Under the new plan, the theatre proper will be leased by Poche Enterprises, Inc., to a newly formed nonprofit organization known as the Civic Theatre.

The new owner of the Harvard, is Leon Bolden, Wisner, La., who leased it from B. T. Lanier. . . The Athens, Athens, La., reopened. New owner is Louis Wilson. . . Mrs. H. A. Everett closed the 49 Drive-In, Magee, Miss., for the winter.

Film Row callers were Milton Guidey, Lafayette, La.; Lew Langlois and John Elzy, New Roads, La., and Mrs. O. J. Barre, Luling, La.

Mrs. Henry Lazarus and Jack Dicharry are donating the use of the Carver on Dec. 15 for the presentation of a show to raise funds for a nursery for Negro children whose mothers must work. A building for the work is projected by a group of lay Catholics under the guidance of Sister Mary Thaddeus S.S.F. The new group is known as the Auxiliary of St. Jude Thaddeus Day Nursery.

November 30 was scrap house cleaning time in all exchanges. Leo Seichsnaydre, manager, Republic reported that the collection garnered more than 9000 pounds, which included metal reels, shipping cases, and film cans. He is chairman of the drive.

A. W. Orkin announced that B. Overstreet, architect, is drawing plans for complete remodeling and renovation of his Amite, for Negro patronage, in Jackson, Miss.

Reports are that Mr. and Mrs. George Harris received \$40,000 for the Skyvue property, which includes 11 acres of land near Jackson, Miss. This was revealed in a deed filed with the Hinds County Chancery Clerk. The purchasers were M. A. Lewis, Jr., Richard Parker, and unnamed associates of the Skyvue Corporation, which owns and operates the 51 Drive-In. Richard Parker also owns and operates the Starlite, Canton, Miss.

Mrs. Bertha Foster, owner-operator, Foster, Violet and Port Sulphur, La., has added another Foster in Pointe a la Hache, La. Blackie Marsalone, her maintenance man, renovated an old building which has been closed for many years.

Bob Chronister, has again taken up space on Film Row. He had been on an extended trip in the rural regions. Delighted are his fellow anglers, Joe Silvers, Ralph Reid, Milton White, and other enthusiastic fishermen.

Masterpiece is undergoing extensive remodeling. A private office is being erected for general manager Milton Dureau and the north and south side walls are bedecked with one-sheet frames.

Ed Thomasie, Royal, Marero, La., is feeling somewhat chipper again after a siege in the hospital. He accompanied his brother, Clarence, Gay, Harvey, La., on the round of exchanges. Chances stand ace high that Clarence Thomasie will be one of the state's lawmakers for the next four years as State Senator from 10th Senatorial District.

J. B. Dumestre, Jr., president and general manager, Southeastern Theatre Equipment, announced that he will head a new enterprise, the manufacture of film cement which will bear the trade name of Steco. Experiments have proven its intrinsic value for both nitrate and acetate film, he says.

Personalities scheduled to have been on hand for the "Movietime" tours included the following: Unit 1, George Murphy, Fred De Cordova, Robert Fellows, Leonard Stern, and Julie Adams, with Doyle Maynard and Abe Berenson as tour captains; Unit 2, Mr. and Mrs. Preston Foster, Maxwell Shane, Joe Lewis, David Brian, and Adrian Booth, with C. J. Briant and Eldon Briva as captains, and Unit 3, Robert Stack, Bruce Bennett, Charlton Heston, Lydia Clark, Irving Asherm and Dorothy Hughes, with Henry Plitt and George Nugesser as captains. At this writing, the week looked like a terrific success.

Arkansas Batesville

Lawrence Landers, Landers, took full page newspaper ads to herald "Movietime, U.S.A." and "20th Century-Fox Month."

Florida St. Augustine

The gala pre-Christmas world premiere for "Distant Drums," at Florida State Theatres' Matanzas will take place on Dec. 22. One of the most elaborate special events and exploitation campaigns is now under way to highlight the St. Augustine world premiere and subsequent Christmas-New Year's engagements. Keynote of the exploitation plans is a billboard campaign, prepared by Silver Springs, Ocala, Fla., where underwater sequences of "Distant Drums" were filmed. The campaign will include 400 24-sheets, plus billboard posting throughout east and west coasts of Florida to Louisiana. The New York City area will include 28 large billboard displays, half of them illuminated in the busiest sections of Metropolitan New York. Reproductions of 24-sheets will also be placed in 300 New York City taxicabs, and midtown Manhattan bus lines will carry poster strips on "Distant Drums." Additional exploitation posting includes posters in all Florida and New York Western Union offices and mailing of desk blotters.

North Carolina Fayetteville

Exhibitor Leon Gibson, has been appointed a member of the newly-formed Urban Redevelopment Commission.

NEWS OF THE

Territory

Chicago

Gilben Ogden, who bought the Gallatin from Roy Prill, renamed it the Town. . . . The Bel-Aire Outdoor, between here and Joliet, Ill., cautions motorists to drive carefully on these icy days. Its marquee emblazons "Blood," and beneath it the warning "Don't spill it on the highways. Give it to the Red Cross."

Jimmy Edler, high schooler, was named to the Rhodes force. . . . Danny Scheer, assigned by B and K for training at the Gateway, was made Congress assistant manager.

Dan Carmell, projectionists' union attorney, has a charming new assistant in his office, his daughter Shirley Jean, a law graduate. . . . Six houses in Evansville, Ind., strike-bound for several weeks, were reopened after an agreement with the local projectionists' union.

Barney McCarvel was named to the Roosevelt staff. . . . Henry Sears was appointed assistant manager, State-Lake. . . . Tom Baker, Bunker Hill, Ill., exhibitor, was in the hospital for a checkup.

Election of a new crew to head the Variety Club of Illinois for 1952 will be held in the club's headquarters on Dec. 15. A record turnout is expected for the annual election.

Harry Edelman joined Realart as booker. . . . Ralph Morse, Galva, Galva, Ill., observed his 36th year as a projectionist. Manager Robert W. Carlson saw to it that the event got a front page story.

The ban against disturbers by the Naper, Naperville, Ill., was explained by the manager, who said "It is ridiculous to believe that we will allow a few score of rowdies to jeopardize our \$125,000 investment, and alienate patrons who come to be entertained."

Tom Gilliam, 20th-Fox branch manager, is better after surgery following a checkup at Mayo Clinic. . . . Advance sales for the world premiere of Danny Thomas' "I'll See You In My Dreams" were so successful that B and K switched the picture to the Chicago for presentation on Dec. 27.

Bill Balaban, son of John, theatre head, made a surprise visit on his way from Fort Riley, Kans., to Ft. Monmouth, N. J. He had just been commissioned an army lieutenant. . . . Ed Griesheim opened his new Illiopolis, Illiopolis, Ill., after weather handicaps.

Jim Gorman was promoted to manager, Carnegie. . . . The wife of Jim Booth, Starlite, is better after a heart attack.

Captain Harry T. Fulmer, head of the film censor board for the past three-and-a-half years, went under compulsory retirement, having reached age 63. He will be missed by film producers and exchange heads, who admired him for his fairness.

Dallas

The Star Drive-In on Highway 77 near Brownsville, Tex., will reopen under new ownership. Sale of the spot by Howard Metzger at undisclosed terms to Dave Young, Sr., and C. C. Ezell and associates was announced. Marshall Nichols, manager, Charro Drive-In, will serve in the same capacity at the Star. The new owners also own the Charro in partnership, while Young is the owner of the Mexico and Iris, Brownsville.

William O'Donnell, division director, Interstate Theatres, announced several changes in managerial personnel in the Valley. With the sale of the Plaza, Donna, Tex., Mrs. Kathryn Verser, manager, was transferred to Weslaco, Tex., to manage the Gem and Ritz. Jack Verser, formerly of Harlingen, Tex., was transferred from the Weslaco houses to Harlingen, Tex., as manager, Strand and Rialto, temporarily managed by Bette Hicks, since M. L. Agnew was transferred to Pharr, Tex., as manager, Cactus.

Seen on Film Row were: E. W. Capps, Hi-Ho Drive-In, Gainesville, Tex.; C. O. Simmons, Plaza, Denton, Tex.; Maurice Easterling, Mexia, Mexia, Tex.; Mr. and Mrs. L. O. Wallace, Miller's, Navasota, Tex.; Miss Dorothy Matson, Dixie, Rockdale, Tex.; Leon Glasscock, Glasscock, San Antonio, Tex.; Mrs. C. W. Matson, Dixie, Rockdale, Tex.; I. B. Walker, Dixie Drive-In, Olden, Tex.; Mrs. George Franklin, Colonial Drive-In, Denton, Tex.; Sonny Martini, Martini, Galveston, Tex.; H. H. Stroud, Strand, Hamilton, Tex.; J. Beeson, Fiesta Drive-In, El Paso, Tex.; I. W. Speckels, Cozy, Schulenburg, Tex.; Gerard J. Ebeier, King Drive-In, San Marcos, Tex.; Jake Webb, Sunset Drive-In, Temple, Tex.; M. Hust, Liberty, Fort Worth, Tex.; Charles Tigner, Hy-Y Drive-In, Conroe, Tex., and R. L. Bostick, manager, Dallas and Memphis branches, National Theatre Supply.

Tom Srother, National Theatre Supply, was married in San Antonio, Tex., to Joan Ryan.

Claude Ezell, Ezell and Associates, and Harold B. Robb, Jr., were very busy men for several weeks after returning from several months in Europe, where they drove over 5,300 miles, taking thousands of feet of film as well as stills. They travelled through England, Ireland, France, Belgium, Holland, Switzerland, Germany, and Italy.

Denver

Saturday matinee yo-yo contests in the Roy Rogers-Dale Evans and The Denver Post Roundup contest at the Paramount are proving a success especially when manager Ralph Batschelet dons his cowboy suit, and gets in there with the young 'uns.

In its issue of Dec. 3, Life magazine gave "Movie Sweepstakes" a full-page spread, describing the theatre attendance boosting game invented by Robert Patrick, partner in the Lakewood, Lakewood, Colo., where the photos were taken. . . . Ward Pennington, Paramount branch manager, was guest on a local radio program put on by a brokerage firm. Pennington told of the rise and scope of Paramount.

According to a report to the police by manager William Hastings, furniture in the lounges of the Orpheum was damaged to the extent of \$500 when someone slashed two lounge chairs, an overstuffed chair, a rug, and scratched a table top. . . . C. U. Yaeger, Atlas Theatres president, returned from an extended eastern trip. . . . Realart will handle "Uncle Tom's Cabin" here and in the Salt Lake City area.

Des Moines

Harold Wirthwein, Monogram and Allied Artists western sales manager, suffered a fracture of his right ankle when he slipped on an icy sidewalk.

The Comet, Hawarden, Ia., was gutted by a fire which broke out at 3 a.m. Harry Lankhorst, Jr., owner of the house, estimated damage at \$10,000. . . . The Humota, Humboldt, Ia., has been closed down due to the \$50,000 fire to an adjoining building. Fred Meyer decided to close the house due to the danger of the wall falling. . . . The Rex, Scranton, Ia., has been sold by Gail Ambrose to Nick Bermel, Ponca, Neb. . . . John Nebben has sold the Orpheum, Rock Valley, Ia., to Waldemar Weverstad, Centerville, S. D. . . . L. J. Meehlhause, Clarksville, Ia., leased the State, Allison, Ia., from J. B. Fairchild. . . . The Princess, Oskaloosa, Ia., is being converted into a bus depot and taxi stand.

Kansas City

Bernie Evans, MGM field man, was assigned to handle advance preparations for the Christmas opening of "Quo Vadis."

Eddie Mansfield, manager, Regent, believes the recent robbery of \$2,300 from the office safe was an "inside job," and police are seeking a missing employee.

The annual meeting of the Motion Picture Association of Kansas City was held. . . . Mark Levy is the new booker at Monogram, coming from Paramount, with Frank Thomas also joining Monogram. . . . The Kansas-Missouri Theatre Association board met. . . . The dinner-meeting of the Colosseum is set for Dec. 26.

Allied Independent Theatre Owners of Kansas and Missouri held a meeting. The program included talks by O. F. Sullivan, on the National Allied session; by insurance representatives in a question and answer period, and by Irving Mack, Filmack, at the luncheon. President Jay Wooten presided. An insurance resolution saw letters sent to the Missouri and Kansas rating bureaus asking for rate credits or abolition of penalty for film use now that most film

is non-inflammable. A fellowship period, which saw coffee and doughnuts eaten at 9 a.m. by exhibitors and distributors before the general meeting started, was a novelty. In the evening, a "Movietime" ball was held.

The salesmen of the seven "Movietime U.S.A." zones in this exchange area who led in sales of "Movietime" shares in their zones were presented with traveling kits engraved with their names by Allied of Kansas and Missouri. These tokens of appreciation went to Harold Case and Dwight Borin, Warners; John Long and George Regan, 20th-Fox; Earl Dyson and Robert Ringler, RKO, and Bud Riley, Republic.

Los Angeles

Bernard Jacon, vice-president in charge of sales, Lux, came in to confer with Alex Cooperman. . . . Bill Wasserman left the Roy Dickson office to check in as salesman with UA. . . . George Ingham, social chairman, Film Row Club, was negotiating to secure a sound stage at Republic studios for the Film Row Club's Christmas party. . . . Cabart Theatres assumed operation of the long closed La Shelle, Long Beach, Cal. . . . James Allen and Duke Stone purchased the Palms from Sam Decker.

Bert Lentz, Columbia salesman on sick leave, paid the Row a surprise visit. . . . Mr. and Mrs. Dave Jarvis, Blythe, Cal., were in. . . . Bobbe Dunnuck rejoined FWC to pinch hit as bookers' stenog during Mae Friedman's absence. . . . Stan Lefcourt is limping around on one foot these days. . . . Jack Drum, UA salesman, is resigning to assume active management of the Big Sky Drive-In, Monrovia, Cal., of which he is a partner.

Bill Walsh, UA office manager, has been upped to salesman. . . . The Film Row Club is making a drive among its members to secure 100 blood donors for wounded GI's in Korea. . . . The entire Republic office force visited the Red Cross Blood Bank, and made a 100 per cent contribution to this worthy cause. . . . Al Olander purchased the Sherman, Sherman Oaks, Cal., from Jack Grossman. . . . "Sonny" Nace and Vince Murphy planed in from Arizona.

Jim Barnes, manager, Warners, Huntington Park, Cal., announced that large screen TV would be soon installed in this house. Other state Warner houses selected to show large screen TV are in Santa Barbara, Hollywood, and Los Angeles.

Nevada Theatres, Inc., announced that Edward F. Nalley had been added as manager, Fremont, Las Vegas, Nev. The house is undergoing minor remodeling.

Construction of a second outdoor theatre near Las Vegas, Nev., was announced by Howard B. Cahoon, owner, Motor Vu, who said he plans the new 500-600-car unit on the Boulder City Highway.

Milwaukee

Howard Pearl, for "The Well," Wisconsin, offered a dinner and free



Newly elected officers of the Warner Club, Los Angeles, seen above in the usual left to right order, are: M. L. Frankel, vice-president; Phyllis Weeks, secretary; Charlene Parkham, vice-president of welfare; Mildred Weber, treasurer; Niki Niederhauser, president, and H. Lithgow, contributions chairman.

admission to anyone in the area who had never seen a motion picture. Planting his stunt with The Milwaukee Journal, Pearl obtained plenty of free space.

The defendants in the Towne, anti-trust suit, Loew's, RKO, Columbia, Paramount, 20th-Fox, Warners, Warner Brothers' Circuit Management, and Warner Theatres, filed a petition for a writ of certiorari to the U. S. Court of Appeals for the Seventh District. The petitioners seek a reversal of the lower court's findings for the plaintiff, Milwaukee Towne Corporation, and contend the court's decision was based mainly on the testimony of an officer and principal stockholder of the plaintiff company as to the extent of damages, and that the Court of Appeals, on the other hand, "failed to understand the defendants' damage evidence, losing the whole point of the theory upon which it was offered."

The Pabst will have a six-day run of legitimate stage play when Fredric March appears in "Autumn Garden" with his wife.

Bernhard Hoffmann, manager, Kino, is attempting to get some German language films that will be in the spirit of the Yuletide holidays. . . . Several South Side theatres were preparing Christmas afternoon programs for the kiddies. . . . John Roche, Granada manager, slated daily afternoon matinees to attract some shoppers now flocking to the Mitchell Street shopping center. Bill Bindel, Juneau headman, has been doing the same thing for quite some time.

Joe Reynolds, Oriental manager, scheduled a meeting of the council for kiddie films.

Organization of a speakers' bureau for the continuation of "Movietime, U. S.A." activities in Wisconsin was announced by Edward J. Weisfeldt, executive director, Wisconsin Movietime campaign. The Wisconsin COMPO office is prepared to accept speaking engagements before civic and service clubs, women's groups, and schools. Speakers will be selected from a panel of six Wisconsin industry

figures, L. F. Gran, William Ainsworth, Fred Reeth, Russell Leddy, H. B. Tollette, and Joe Baisch. At the same time, Weisfeldt made known that his organization has prepared special "Merry Christmas Movietime" ads, mats of which will be available to exhibitors at a nominal cost.

Minneapolis

Trial of the Homewood, vs. six major film companies and Minnesota Amusement Company recessed until Dec. 17. Judge Gunnar H. Nordbye, hearing the case in federal district court, went to hear cases in Duluth, Minn. Prior to recessing S. A. Shirley, MGM representative in Los Angeles, and E. M. Saunders, MGM assistant sales manager, testified.

Young businessmen must "spread the gospel, and urge people to go to their downtown or neighborhood theatres," Ted Mann, president, North Central Allied, told the St. Paul, Minn., Junior Chamber of Commerce. Pointing out that people sitting at home watching television indirectly hurt the merchant, Mann said that it is a "lead pipe cinch that they are not spending money with any of you or any of your customers by staying home."

Members of Variety Club named the new board for 1952. Elected were Ben Berger, Tom Burke, Maitland Frosch, George Branstrom, Sim Heller, Clem Jaunich, Lowell Kaplan, Roy Miller, Gil Nathanson, Charles Rubenstein, and Eddie Ruben. The new board will meet soon after Jan. 1 to name a Chief Barker and other officers.

Jack Collier, Shakopee, Minn., sold the Minneapolis Lippert distribution franchise to the parent company. Collier will continue to operate his North Star exchange, handling independent product. Dick Stahl, Lippert and North Star manager for Collier, will continue as Lippert manager. Clyde Cutter, now with Monogram, will become North Star manager.

Ted Karatz and associates sold the Loeb Arcade building to a Chicago syndicate headed by Julius Epstein. Karatz still retains his interests in a number of theatres including a partnership with Ben Berger in the Gopher, and outdoor stands operated by the Gopher Drive-In Company.

Joe Powers, Golden Valley suburban Minneapolis, is reported OK following a "blackout" while in his car. . . . Herman Olson is the new owner, Baldwin, Baldwin, Wis.

Reid H. Ray Film Industries, St. Paul, Minn., has been awarded a \$32,433 government contract to produce master shooting scripts for navy training films. . . . Charles Winchell, Minnesota Amusement Company executive, got a deer as his car hit one coming out of the woods in northern Minnesota. His son got one the orthodox way. . . . Sale of the Granada, Duluth, Minn., first-run, to Clarence Kaake and Roy McMinn by S. J. Blackmore failed to materialize.

Oklahoma City

Exhibitors seen were: Mr. and Mrs. Earl Rains, Fort Cobb, Okla.; Mr. and Mrs. R. M. Freed, Valliant, Okla.; Paul Campbell, Wynnewood, Okla.; Mr. and Mrs. Henry Simpson, and Mrs. Kathryn Hendricks, Bristow, Okla.; J. Rudolph Smith, Mount View, Okla.; Glen Dalton, Yale, Okla.; W. B. Shuttee, El Reno, Okla.; Eugene Martin, Snyder, Okla.; W. F. Marshall, Wewoka, Okla.; H. D. Cox, Binger, Okla.; Clint Applewhite, Carnegie, Okla.; J. R. Burns, Granite, Okla.; Truman Ellerd, Blanchard, Okla.; L. E. Brewer, Pauls Valley, Okla.; Wesley Hodges, Weatherford, Okla., and J. R. Bradford, Marshall, Okla.

L. E. Brewer has taken over ownership of the Valley, Pauls Valley, Okla. Brewer is also the owner of the Royal, Folly, and Brewer Drive-In, Pauls Valley.

Omaha

M. G. Rogers, veteran of 40 years in the industry and a Variety Club leader many years, died following a long illness. He was a partner with Frank Gartner in the Film Transport Company 23 years.

Joe Jacobs and Iz Weiner, co-chairman of a Variety Club committee to plan an all-industry Christmas party, announced the plan had been tabled until next year because of conflict with several previously scheduled office parties. . . . Mort Ives, Co-Op Booking Service, and Pat Halloran, 20th-Fox salesman, were named Variety Club directors replacing Bill Gaddoni, transferred by MGM to Kansas City, and Norman Nielsen.

Mary Ann Olsen, branch manager Joe Scott's secretary at 20th-Fox, resigned to join her husband's auto firm at Walnut, Ia. Francis Kosiut, former contact clerk, is the new secretary, and Norma Parr moved from booker's stenographer to the contract department. Rose Kaminski is the new booker's secretary. . . . M. E. Cohen, New York, RKO western division sales manager, was in.

Glenn Axtell, Council Bluffs, Ia., who operated the theatre at Persia, Ia., leaped to his death off the Ak-Sar-Ben Bridge into the Missouri River.

Max Rosenblatt, RKO branch manager, and salesman Bob Daley, Paul Back, and Bernie Bornbaum attended a conference in Des Moines. . . . MGM scheduled its office party on Dec. 15, with Frank McCormick, Ruth Schaefer, Janet Brocker, and Lois Schroeder in charge. . . . The Pix, Fairmont, Neb., reopened following a fire.

Portland

In Glasgow, Mont., fire which burned three buildings also destroyed the Roxy, with estimated loss at \$75,000.

Jack Matlack, J. J. Parker Theatres, played Santa in the annual "Fairytale Parade." . . . Heavy winds knocked down the screen at the 99 Super Drive-In. Damage was also suffered by the Sandy Drive-In. . . . Paul Forsythe,

Blue Mouse, is admitting children under 10 free when accompanied by parents.

Robert J. Fiebiger, manager Sprague Drive-In, Spokane, Wash., announces the closing for the season. . . . Albert Lee Riley, 65, house manager, Capitol, Yakima, Wash., died.

A modernization program was inaugurated by Bob McKeivitt at the Lincoln, Taft, Ore.

St. Louis

Edward Calvin Simonin, 23, was arrested by the police shortly after he had held up the Ambassador and Loew's Orpheum.

In Illiopolis, Ill., the New Illiopolis, owned and operated by Edward Griesheim, had its official grand opening.

Members of the St. Louis lodge, Colosseum of Motion Picture Salesmen of America, met to elect officers.

Lippert had the grand opening of its new St. Louis film exchange at 3216 Olive Street. The staff of the exchange includes Bernie McCarthy, manager; Chick Scheufler, office manager; Jack Kane salesman, and Eve Wassem, booker.

Maurice Schweitzer, manager, Monogram, reports that the local bookings for "Monogram Week," have topped last year.

Out-of-town exhibitors along the Film Row included: Dean Davis, West Plains, Mo.; Tom Price, Newton, Ill.; Delbert Wagner, Crossville, Ill.; Herman Tanner, Vandalia, Ill.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; Charley Beninati, Carlyle, Ill.; Frank X. Reller, Wentzville, Mo.; Dick Fischer, Houston, Mo.; Tilden Dickson, Crystal City, Mo.; Bernard Temborius, Breese, Ill.; Paul Schroeder, Lebanon, Ill.; Rani Pedrucci, feature booker, Frisina Amusement Company, Springfield, Ill.; Justus Girard, Carthage, Ill.; Eddie Clarke, Metropolis,

Ill.; A. H. Boemler, Upper Alton, Ill., and Marc Steinberg, East Alton, Ill.

Bob Johnson, manager, Strand and Uptown, Fairfield, Ill., and Mrs. Johnson attended the Army-Navy football game. . . . A Thanksgiving Day wedding took place at Our Lady of Sorrows Catholic Church joining Miss Julia Williams, secretary to Bob Woodley, MGM office manager, and Charles Hlavaty.

Helen Pausch, formerly head booker for United Artists, has been promoted to office manager by F. J. Lee, manager. Dorothy Wetroff, has been made secretary for Lee.

The front office exchange employees are to have their annual Christmas party on Dec. 15 in the Machinists Hall.

Special pictures of Olney, Ill.'s "Center of Population Celebration" were exhibited at the Arcadia, Olney. Manager Frenchie Gallagher secured the film from Don Slape, Olney oil man.


Myra Stroud, managing secretary, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, has taken on some new duties since the city installed parking meters along Film Row. Film folks planning to park longer than original five cent deposit permits drop in to see her, giving her the location of their car and the time that another nickel is needed. Keeping an adequate supply of five cent pieces handy, she makes sure no one gets a ticket.


Salt Lake City

Fox Intermountain Theatres is remodeling both the Egyptian and Ogden, Ogden, Utah. The Ogden closed, but refurbishing of the Egyptian continues without closing.

San Antonio

Representatives of the City Council and Parent Teachers' Associations dis-





Once having Motiographs, a theatreman never buys any other projector . . . actually becomes hostile when anyone suggests that he change. What can you do with people like that? Thinking it over, Motiographs must be quite satisfactory.

B. F. SHEARER CO., 1964 S. Vermont Ave., Los Angeles 7, Cal.
B. F. SHEARER CO., 243 Golden Gate Ave., San Francisco 2, Cal.
W. R. HOWELL, 12 S. Walker Ave., Oklahoma City 4, Okla.
B. F. SHEARER CO., 1947 N.W. Kearney St., Portland 9, Ore.
B. F. SHEARER CO., 2318 - 2nd Ave., Seattle 1, Wash.

cussed narcotics in local schools with juvenile and vice officials. The women spoke to police officials seeking support in cleaning up films being shown at various theatres and drive-ins which concern narcotics combined with sex.

Eph Charninsky, head, Southern Theatres Company, returned from Dallas. . . . The Glasscock Circuit announced the opening of the new Trail Drive-In, Pleasanton, Tex. The circuit operates the Leon there.

A formal opening was held at Port Neches, Tex., for the completely remodeled Center, formerly the Rio, owned and operated by the Jefferson Amusement Company. Nelson Haney has been named manager. . . . J. G. Davis, Capitol, Palacios, Tex., has been turned down on his offer to purchase a tract of land for a possible location for a drive-in. . . . The Cona and Ritz, Nacona, Tex., has been sold by Jerry Stout and the Lutzer brothers, Dave and Jake, to Woody Campbell and Clint Bailey.

John Ed Douglas and Seibert Worley have gone into a partnership agreement whereby an interest in the Palace, Breckenridge, Tex., has been purchased from the Texas Consolidated Theatres. Douglas will manage the Palace and the Buckaroo, which he has operated for the past seven years. . . . Aubrey Van Hoy, representative, Texas Consolidated Theatres, announced that the circuit is closing the National, Breckenridge, Tex., for an indefinite period. . . . James C. Wilburn, 63, owner and operator of theatres in Ladonia, Tex., for many years, died. . . . The Aztec Drive-In, Victoria, Tex., has been opened by Rubin Frels. The new drive-in is located adjacent to the Tejas Drive-In, and has a 350-car capacity. Mrs. Mary Eubank has been named manager.

Houston Dean, salesman, Columbia, Dallas was honeymooning in Corpus Christi, Tex., with his bride, Beth Holding. . . . Joan Caulfield, and her husband Frank Ross, the producer, were guests of the Jefferson Amusement Company, at Beaumont, Tex., while the two stars were enroute from New Orleans to Hollywood. . . . An all-star Christmas safety show is to be held at the Metropolitan, Houston, Tex., on Dec. 15, sponsored by the Houston Police Department.

San Francisco

American Seating Company opened a branch office here.

Columbia executives held a sales meeting, which brought Rube Jackter, general sales manager; George Joseph, assistant general sales manager, and Abe Montague from New York. Exchange managers on hand were James Deale, Portland; Neal Walton, Seattle; Wayne Ball, Los Angeles; Harold Green, Salt Lake, and Robert Hill, Denver. L. E. Tillman, San Francisco manager, was host to the meeting. A luncheon was held in honor of Montague.

Foster Blake, Universal-International western division manager, was here for conferences. . . . Audrey Gunstenson, formerly of the Minneapolis branch

office of U-I, is now secretary to U-I manager Edward Smythe. . . . Another new face at U-I is Norma Collius, general clerk typist in the district office of Barney Rose. . . . George Stribbling, Columbia booker, is back after a short vacation in which he moved into his new home on 24th Avenue.

The industry was saddened by the death of two-month-old Ronald Fratto, son of Ugo Fratto, office manager, 20th-Fox. . . . Harriet English, bookkeeping-machine operator, MGM, is recuperating after surgery. . . . Neal East, manager, Paramount, and Northern California chairman, Will Rogers Hospital "Christmas Salute," was enlisting theatre and exchange personnel for the drive. . . . Frank Harris, sales manager, United Artists, was on an introductory tour of the south coast with salesman Jack Finlay, new to the city and to the country. . . . James Pierson, booker, Paramount, resigned to be booker for Westland Theatres. He has been replaced by John E. Martinez, promoted from head shipper.

The Paramount Employees' Club held its annual Christmas party. . . . Designer Gale Santocono has the contract to decorate Jack Hillman's new 650-seat Morgan Hill, Morgan Hill, Cal. . . . The 400-seat Point, Richmond, Cal., owned by Walter Schwarz, has gone on a weekend only policy. . . . The 655-seat Cerrito, El Cerrito, Cal., shuttered. It was taken over by William Cook from Blumenfeld Theatres. . . . Ansel Longtin, owner, Vista, Pittsburgh, Cal., purchased the 467-seat Oak Park, Sacramento, Cal., from Cy Graves.

The Independent Theatre Owners of Northern California and Nevada will hold its annual meeting in mid-December, at which time the results of the election for 1952 officers will be announced by the election committee composed of Dave Richards, chairman; Lee Dibble, and Ed Rowden.

M. Spencer Love, Northern California division manager, Fox West Coast, has made the following managerial changes: Stanford Link, former manager, Ritz, Stockton, has been transferred to the State, Lodi, replacing William McIntire, temporary manager. McIntire remains as manager, Lodi, Lodi. Timothy O'Brien, former manager Lindsay, Lindsay, is now manager, Ritz, Stockton. Albert Rimoldi, former manager, State, Lodi, is now piloting the Lindsay. Jack West, is manager, State, Richmond, moving over from the Campus, Berkeley, to replace student manager Eddie Howard, now student manager at the Eastmont, Oakland. Charles Menapace, formerly of Eastmont, was named pilot, Parkway, Oakland, replacing Jack Lucy, there temporarily. Lucy continues as manager, Grand Lake, Oakland. James Eldridge, former assistant, Senator, Sacramento, has been named student manager, Campus, Berkeley.

The latest Exhibitors Digest, organ of the Pacific Coast Conference of Independent Theatre Owners, carries an editorial by Rotus Harvey, president, in which he

enlarges upon his "Main Street" theory of distributor advertising, and protests the methods used in "trying to 'buy' off our critics" as well as the raised admission practice.

Seattle

City managers for state Evergreen Theatres were in for a conference with heads of the executive departments called by W. H. Thedford, vice-president. Present were: Jack Hamacker, Spokane; Russell Brown, Portland; William Cooley, Everett, and Murt Makins, Bremerton. . . . Carl Mahne, Evergreen merchandise and purchasing agent, returned from a Portland trip.

L. A. Gillespie was on The Row from Okanogan, Wash., booking and buying for his Chief, Tonasket, Wash., and Orada, Oroville, Wash. He and his wife and two sons are leaving for Peru, where they expect to remain until March 1.

Jerry and Cynthia Miller are the parents of a son, born on Nov. 30 at Tacoma, Wash., General Hospital. Miller is assistant manager, Orpheum. The baby has been named Jerome, Jr. . . . Bill and Joan Breese have a new daughter, Sherry Lee, born at Doctors' Hospital. Breese is assistant manager, Liberty.

The trial of Walter Coy, White Center, Wash., exhibitor, charged with income tax evasion, began in federal court. . . . R. J. Paratovitch was in booking for his Bay View, Klawock, Alaska. . . . Bud Hamilton, Republic salesman, left for a trip through his Yakima Valley territory.

Howard McGhee, booker, Midstate Amusement Company, was here from Walla Walla, Wash. . . . Foster Blake, U-I western division manager, left for New York, and Barney Rose, western district manager, for Los Angeles. . . . Maxine Comstock succeeded Gloria Purvis as receptionist at Paramount. . . . Loren Wahl was on The Row from Bellingham, Wash., accompanied by his manager, Will Hudson. . . . Other state exhibitors on The Row included Emma Abbott Ridgeway, Sedro-Woolley; Elden Pollock and Eddie Snow, Mount Vernon; L. C. Dawley, Redmond; Milburn Kenworthy, Moscow, Idaho; A. G. Peechia, Eatonville; Earl Stierwalt, McCleary; Guy Spencer, Tacoma, and Gus Graf, Shelton.

James Hone was reelected secretary, Independent Theatre Owners of Washington. He has held the post for 29 years. Named to the board were Mildred Wall, Lewiston, Idaho; L. A. Gillespie, Okanogan, Wash.; W. B. McDonald, Olympia, Wash.; Erwin Fey, Renton, Wash.; Chester Nilsson, Tacoma, Wash.; Walter Coy, White Center, Wash.; Mike Barovic, Puyallup, Wash.; Fred Mercy, Jr., Yakima, Wash., and B. F. Shearer, Jack Neville, F. M. Higgins, L. O. Lukan, and Joe Danz, Seattle. Neville was reelected treasurer and auditor, and Lukan was elected delegate to the PCCITO, with Fred Mercy as alternate.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Maurice White, general manager, Mid-States Theatres, Inc., and E. R. Custer, Charleston, W. Va., a director of the West Virginia Theatre Managers' Association, are recovering following surgery.

Walter Titus, Republic district manager, visited. . . Edward Salzberg, Screen Classic president, and Jay Goldbert, Realart branch manager, were in New York City, and Milton Gurian, Monogram branch manager, was in Cleveland.

Seasonal parties have gotten under way. 20th-Fox held a dinner dance in Hotel Alms, the MGM Club staged a party with "Bingo," a screening, and buffet lunch, and the Family Club, 20th-Fox, elected Virginia Meyer, assistant cashier, president, and Jessie Smith, boxoffice clerk, treasurer.

Louis Knostman, owner, Crescent, Minster, O., joined the TOC. . . Mr. and Mrs. Richard Arlen and Laura Elliot, Hollywood, were in for the usual round of interviews and radio and TV appearances. . . Marjorie Tenkotte, MGM boxoffice clerk, was married to Robert McGee.

Phyliss Wagner is a new general clerk at U-I. . . Charles "Red" Sinkhorn, States Film Service truck driver, was shaken up in a traffic accident. . . Marie Klag, Midwest Theatre Supply, vacationed at Miami, Fla.

John "Jack" Ruth, RKO shipper, who, for a couple of years, had battled pluckily against an arthritic illness, died. Survivors include his widow and four children.

Recent visitors included: Charles Scott, Vevay, Ind.; Goode Homes and Donald Keesling, Bramwell, W. Va.; H. R. Robey, Spencer, W. Va.; Paul McKay, Montgomery, W. Va.; George Marshall, Danville, Ky.; Robert Dinkle, Raceland, Ky.; B. W. Wright, Whitesburg, Ky.; Kenneth Williams and William Cain, Paintsville, Ky.; Walter Wyrick, Carlisle, Ky.; Jack Needham, Columbus, O.; Fred Donahue, New Boston, O.; Harry Wheeler, Gallipolis, O.; R. A. Emerick, Germantown, O.; Walter Stewart, West Alexander, O.; Roy Wells and Fred Krimm, Dayton, O.; J. B. Steadman, Marietta, O.; A. D. Curfman, Westerville, O.; C. A. Metro, Portsmouth, O., and Carl Pfister, Troy, O.

Cleveland

Parking facilities on the basis of one space for every six seats will have to be provided in order to get a building permit for a new theatre or to build an addition to an existing theatre if an ordinance submitted by the City Planning Commis-

sion is passed by City Council. This proposed plan covers all buildings where groups of people assemble, and is aimed to make off-street parking compulsory.

When Ralph Bevenington began construction of his new 500-seat Mohawk, Waynesburg, O., he didn't know it would probably be the last new theatre construction in the area for an indefinite period. Opening of the theatre before Thanksgiving was dedicated to the teachers and student body of the Waynesburg School, all of whom attended a matinee as guests of Mr. and Mrs. Bevington. Formal opening was that same evening. The Sandy Valley Press got out a special Mohawk edition for the occasion.

Rufus Young, well-known Maumee, O., owner, closed a deal with the Carl Schwyn Circuit for the sale of his Maumee. This leaves his theatre interests confined to the Shoreway, Point Place, O., and the Palace, Perrysburg, O. The Schwyn Circuit, under the management of Jack Armstrong, now numbers 13 theatres, of which eight are indoor theatres and five are drive-ins. The conventional houses are the Cla-Zel and Lyric, Bowling Green, O.; Paramount, State and Lyric, Toledo, O.; State and World, Napoleon, O., and the Maumee, Maumee. Drive-ins are the Skylite, Portage, O.; Van-Del, Delphos, O.; Springbrook, Lima, O., and Sunset and Wayne, Ind.

The popularity of showing top foreign pictures in mid-week has spread to Hudson, O., where Dave Solether is showing so-called art pictures on Tuesday and Wednesday. Students of Western Reserve Academy, are going strong for the policy.

W. Ward Marsh, The Plain Dealer; Omar Ranney, The Press and Arthur Spaeth, The News, were in Bellaire, O., to attend the private showing of "My Favorite Spy."

Myer Fine, Associated Circuit president, and Mrs. Fine ushered in December with a costume party where all 200 guests were asked to represent a title.

Anne Vickers Pickett, erstwhile secretary to MGM branch manager Jack Sogg, is still pursued by the jinx. Recovering from a year's illness, she broke her wrist. . . Mrs. Minne Stone, veteran United Artists inspectress, is recovering from a traffic accident.

Two local newspapers have announced theatrical advertising rate boosts, The Plain Dealer and The News. The Press is expected to make a similar announcement. It is a two cents a line boost covering weekdays and Sundays.

Leo Greenberger booked "The Emperor's Nightingale" into the Lower Mall Theatre starting on Dec. 22. He will follow it with "Bonnie Prince Charlie." Both pictures are distributed by Imperial, headed by Bernie Rubin. . . Bernard Kranze, United Artist sales manager, spent several days in town but confined to his hotel by a cold and fever.

Terry Callaghan closed his Town, Marblehead, O. . . Another casualty is the Liberty, Akron, O. Edward Raab did not renew his lease on the house. Raab has temporarily reduced playtime at the Vogue, Akron, O., to weekends.

Lee Stacel, Republic booker, now in the army, is stationed at Camp Breckenridge, Ky. . . Max Mink, manager, RKO Palace, had a full house when he offered a stage presentation of "Snow White and the Seven Dwarfs." . . The Orr, Orrville, O., booked the same show.

Milton A. Mooney, head, Co-operative Theatres of Ohio, was laid up with a cold. . . Erwin Lesser, Pacemaker Pictures, was due in.

Sam Barck closed the Ambassador, which he took over on an experimental basis some six weeks ago. It is reported that a church is negotiating for the building.

The National Screen Service girls staged a stork party at Stouffer's Shaker Heights Restaurant for Eleanor Gulas, who is resigning after being with the company seven years.

Detroit

Earl J. Hudson, president, United Detroit Theatres, was named to the post of commissioner for the new Department of Streets and Traffic. He is a well-known former Street Railway Commissioner.

Few theatres were following the lead of Joseph Adelman's Hollywood in cutting admission prices, and few were expected to do so. Adelman said, "With a 3,500 seat house, I can handle the necessary volume to make money at a reduced rate." He cut his flat 70-cent admission to 60 cents or two admissions for \$1. Children are admitted free if accompanied by an adult. He said "Business has been up about 20 per cent. The boxoffice isn't taking in much more money than before, but with a lot more people in the theatre, candy and popcorn sales are up, and the crowds are good for morale."

Indianapolis

William Carroll, executive secretary, Allied Theatres of Indiana, Inc., was the guest speaker at the gathering of a civic group of ladies in Sullivan, Ind. . . James R. Glover, new assistant shipper at Columbia, succeeds Charles Crawford. . . Monogram is now settled in new quarters at 438-40 North Illinois Street. . . Mrs. Harry Douglas, wife of the owner of the Dana, Dana, Ind., who has been hospitalized because of a broken ankle, is recuperating at home.

Margaret Cummings succeeded Jarry Haugk, as manager, Royal, Danville,

USED THEATRE CHAIRS

- Refinished or as they are
- Large selection to choose from

JOHN P. MORGAN CO., INC.
317 N. 13th ST., PHILA. 7, PA. LO 4-0226

Ind. Haugk, is now manager, Irving, Indianapolis. Both theatres are operated by the Rosenthal Circuit. . . . James Ackron succeeds C. P. Jackson, as manager, Riley, Greenfield, Ind. . . . The large RCA TV at the Indiana is nearing completion. . . . Mrs. Alzutta Stansbury is the new inspectress at U-I. She succeeds Hester Coburn, resigned.

Mid-West Theatre Supply received an order from Larue D. Carter Memorial Hospital, for complete sound and projector equipment in the new hospital auditorium, including lamps, new screen, magazines, and complete booth equipment. The company previously sold the theatre seats for the auditorium. . . . Alex Kalafat, Garrett, Ind., drive-in, is visiting in Houston, Tex. . . . Nick Mallers, manager, Lake and Centennial, Warsaw, Ind., was a visitor at the Fort Wayne, Ind., office of the Mallers Circuit.

William Mallers, Bluffton Drive-In, Bluffton, Ind., is now a member of the Fort Wayne, Ind., Shriners. . . . Pete Mallers and Larry Shubnell, booker, Mallers Circuit, were in. . . . Sam Grilsman, manager, Jefferson, Fort Wayne, Ind., was a business visitor. . . . Maurice White, Mary Anderson, Louisville, Ky., was confined to the Jewish Hospital, Cincinnati, by an emergency appendectomy.

Warner salesmen will vacation from Dec. 22-Jan. 5. . . . Barbara Apple, Warners, was vacationing in Florida. . . . Robert Anderson, booker, Warners, reports the birth of a baby boy, Eric, seven-pounds, three-ounces, born at Collman Hospital. . . . Kenneth Law, Cozy, Argus, Ind., who accompanied his mother to the Mayo Clinic, Rochester, Minn., returned after a seven-week stay. . . . Neil Wylde, booker, Lippert, was confined by a cold. . . . Mrs. Helen Gauker, formerly contract clerk, 20th-Fox, is the mother of a baby boy, David, born at the Coleman Hospital. . . . Mrs. Donna Elliott, 20th-Fox office staff, resigned to join her husband, now in the armed service, stationed in Wisconsin.

Exhibitors seen on Film Row were: Homer Wirth, Crane, Crane, Ind.; George Lindsay, Lindsay, Ky.; Mrs. Hilda Long, Hippodrome Sheridan, Ind.; Al Blankenbaker, Pastime, Richmond, Ind., and Dora Blankenbaker, Vee, Veedersburg, Ind.

Pittsburgh

Jack Ellstrom, former 20th-Fox booker and salesman, who left to join Republic as West Virginia salesman, resigned that position.

A group of stage stars attended a rally at the William Penn Hotel in a gigantic effort to put life back into the legitimate theatre.

Henderson Richey, MGM head of exhibitor relations, flew in from New York to attend the Allied banquet.

C. W. Dickinson, formerly of Dickenson-Moody Enterprises, retired from the business to concentrate on his restaurant, The Ranch, on Route 19, near Canons-

burg, Pa. He sold his Bison, Brownsville, Pa., to the Fayette Amusement Company, which operates two other theatres in that city.

Ebensburg, Pa., was another town where a recount of votes for Sunday movies showed an affirmative answer by six votes. South Fork, Pa., also won by a recount of 15 votes.

The Allied Theatre Owners of Western Pennsylvania office is distributing the Christmas seal trailers to all theatres in Allegheny County.

Abe Rothenstein, West Alliquippa, Pa., exhibitor, had his car stolen over a month ago from a public parking lot, and the police recovered it near Film Row.

Marv Samuelson, Warner Theatres booker, is still a proud papa, talking about his new daughter to everyone who listens. . . . WB Theatres is redecorating the Manos, and has switched the first-run policy in that section to the Squirrel Hill.

Atlas Theatre Supply has taken on the distribution of the Trad theatre television line, distributed nationally by Motiograph. Fred Solomon, salesman, has been busy. . . . Gigi Perreau was in on behalf of several Universal-International films. . . . Francis Guehl, U-I branch manager, is chairman of the Will Rogers Memorial Hospital campaign for Film Row.

Peter Dana, U-I eastern sales manager, was in spending a few days at his home.

Fred A. Beedle, reelected president of Allied of Western Pennsylvania, was also reelected president, Screen Guild Corporation. Other officers renamed were William Fox, Carnegie, Pa., secretary, and Harry Rachiele, Sharpsburg, Pa., treasurer. Bert Stearn, head, Cooperative Theatre Service, remains as general manager. Milt Brauman is branch manager.

Jack Kahn, publicity director, Warner Theatres, got up a replica of a subpoena that looked like the real thing for "Detective Story." . . . The Manos Circuit booked Andy Battiston's attractions "Cocaine, The Thrill That Kills" and "Call of the Blood." . . . George W. Davis, owner of theatres in Ohio and in Freedom and Beaver in Pennsylvania, is confined to the Allegheny General Hospital. . . . Mae Shively, general manager, Mid-States Circuit, is busy supervising a remodeling job at the ace Ritz, Clearfield, Pa.

The second "Movietime, U.S.A." star tour to cover Western Pennsylvania, finished a successful tour, with front page stories in every city, radio interviews, and numerous appearances in high school auditoriums the high spots of the campaign. The stars who made the tour were Frank Lovejoy, Mel Ferrer, Mr. and Mrs. James Craig, and Jody Lawrence. Appearing in 20 towns, they attended a dinner commemorating the opening of the western extension of the Pennsylvania Turnpike; were honored

guests at the 31st annual banquet at the Allied Motion Picture Theatre Owners of Western Pennsylvania convention; celebrated the first birthday of the Shenango Hotel, Sharon, Pa., and were paraded in many towns led by high school bands. Irving Tombach, Warners exploitation man, conducted part of the tour with Wally Allen, "Movietime" coordinator, taking over for the last half. Co-chairmen M. A. Silver, Fred Beedle, and John Harris were well pleased with the overall result.

Kentucky Louisville

The Dixie Drive-In, Shively, Ky., closed for the season. It is putting its marquee to good use by inserting the slogan, "Whatever The Need, It's Foolish To Speed." The Louisville Safety Council provided the slogan. There appears to be a good possibility the balance of the closed drive-in theatres in the state may be contacted for similar use of their marquees in a safety program drive.

Seen on the Row were: M. H. Sparks, Tompkinsville, Ky.; Tom Givehan, Shepherd, Shepherdsville, Ky.; Shirley Chism, New Ace, Brandenburg, Ky.; Mr. and Mrs. Clyde Marshall, Columbian, Columbia, Ky.; A. O. Perkins, Lynn, Woodbine, Ky.; George Lindsay, Lindsay, Brownsville, Ky.; Erwin W. Rau, Alice, Leitchfield, Ky.; E. L. Ornstein, Rialto, Marengo, Ind.; C. K. Arnold, Arco and Melody, Bardstown, Ky., and J. E. Elliott, Jr., Cardinal, Hodgenville, Ky.

Ohio Columbus

Appointment of Robert Wile as secretary, Independent Theatre Owners of Ohio, was announced by Martin G. Smith, president of the organization. Smith said the new secretary would assume his post on Jan. 7, making his office at the organization's headquarters here. Wile has been associated with U-I for the past nine years in various advertising, publicity, and promotion posts. In his new undertaking, he succeeds the late P. J. Wood, who was Ohio ITO secretary for 27 years until his death earlier this year. Wile entered the industry in 1932 after working on several newspapers including the old New York American. He has had extensive exhibition and trade paper experience.

Pennsylvania Brookville

The recount on the votes for Sunday movies shows that there were 34 votes instead of 35 votes majority against opening theatres on the Sabbath.

Coudersport

John Ragus, new owner of the local theatre, renovated and painted the house, and installed new frames.

Saxton

Tom Hickes, Aldine, took time off from his theatre duties for a hunting trip.

NEWS OF THE

Territory

Boston Crosstown

MGM's "Quo Vadis" had its trade screening at Mutual Hall on Dec. 11. Floyd Fitzsimmons, MGM field man, is in charge of the advance preparations for the local Christmas opening, and Arthur Canton, handling special exploitation, was in on the show.

One elimination was reported by the Bureau of Sunday Censorship as follows: "The Hideout," parts 1 to 9. (Deletions: Dialogue, "I can remember that I was as sore as hell," in part 7). Regal.

Joe Liss, Warner Theatres circuit manager, worked like mad to convince army brass that it would be a slick gesture if they'd OK a trip of an army tank from Wakefield, Mass., to Lynn, Mass., as ballyhoo for "The Tanks Are Coming." After all arrangements were set, the tank conked out.

Bob McNulty, Warwick, Marblehead, Mass., reports his clients are leaning toward the more arty films so he's booked "The Emperor's Nightingale," first-run for the north shore, for his Christmas film.

The Boxboro Enterprises, Inc., West Acton, Mass., signed with Massachusetts Theatre Equipment Company for installation of Century water-cooled projector, Ashcraft water-cooled arc-lamps, and in-car speakers for the 600-car ozoner it is constructing near Boxboro, Mass. A feature of the drive-in is the double service concession building situated at the side of the main road, enabling service for both roadside customers and theatre patrons.

American Theatres Corporation recently featured "The Cisco Kid" films in suburban houses at a special Saturday kiddie matinee. Moppets were presented with "Cisco Kid" souvenirs, with the gimmick reportedly very successful, theatres pulling satisfactory business. Al Bevan and Sam Feinstein promoted the event.

Congratulations go to Mr. and Mrs. Lawrence Laskey, E. M. Loew, on the birth of a daughter, at Beth Israel Hospital. . . . With the seasonal closing of ozoners, ATC transferred several managers to indoor situations. Managers in the shuffle were: Hibbard Henderson, to Egleston Square, Dorchester, Mass.; Clayton Hazelwood, to State, East Milton, Mass.; Sam Feldman, to Franklin Park, and Howard Parker, to the Hancock Village.

WBZ-TV has clamped down on future guest appearances of touring motion picture stars on the station's local interview shows, figuring the industry is getting too much free publicity via a rival entertainment medium. Station

officials claim the station is in business to make money, and while stars traveling in interests of Red Cross or bond drives will be welcomed, only those whose companies spend a few bucks on TV advertising will find time "available" for guest shots. On the other hand, Linus Travers, general manager of Boston's only other TV outlet, WNAC-TV, recently issued a statement that the extensive radio and TV campaign for Disney's "Snow White" revival will be carried over his stations. Travers also declared his network, Yankee, does considerable business with the film industry over the year, and contemplates no such drastic action as its rival. Only drawback is that WNAC-TV has only one noontime show available for guests while WBZ-TV has several.

Philip Waxman, producer of "The Big Night," and Lige Buien, UA director of special events, were in working on the premiere at the RKO Boston. Joe Mansfield, UA fieldman, set up personal appearance of John Barrymore, Jr.

Frances Davis, switchboard operator, New England Theatres office, set her wedding date to Arnold Bain for Jan. 5 at the Cathedral of Holy Cross. . . . Terry Turner, RKO exploitation chief, was in for a couple of days working on "Snow White" and "I Want You."

David Golding, Samuel Goldwyn publicity director, was in for a day of confabs with Terry Turner and B and Q's Dan Finn, Max Hoffman and Al Margolian, regarding "I Want You," Astor.

Don Walker, Olympia, Woonsocket, R. I., arranged for weekly talent nights to be broadcast over a local radio station from the stage of the theatre. A radio pickup is sponsored by a local automobile dealer, with winning contestants expected to get a chance to strut their stuff on the Community Opticians TV show over Boston's WBZ-TV.

Bill Henry, general manager, Park, Woonsocket, R. I., closed the situation. It had reopened on Sept. 1. . . . Corey Richmond closed the State, Fisherville, R. I., and opened the Somerset, Somerset, R. I.

New England Theatres' Olympia, Lynn, Mass., is now operating on a weekend schedule. . . . Maine and New Hampshire Circuit's Star, Concord, N. H., closed.

Warners' Waldorf, Lynn, Mass., closed. Ben Grisher, former manager, has been transferred to the Broadway, Lawrence, Mass. . . . Ed Lachman, Lorraine carbons, and George Walter, company field engineer, were in. . . . Jack McCarthy, Warner salesman, was making arrangements for his son, Jack, Jr., to enter Dartmouth next fall. The junior Mac is an all round athlete, at present attending Central Catholic. . . . Harry Welch, theatre broker from Gorham, Me., recently recovered from a throat infection, was in.

An invitational preview of "Snow White" was held at the Saxon, Fitchburg, Mass., for members of the school

New England Bowling

Theatre Bowling League

NE	3	Legion	4
Harry's	1	MGM	0
Kenmore	3	Affiliated	4
RKO	1	Independents	0

Standings	Won	Lost
MacAulay Post	29	15
Kenmore Theatres	28	16
Harry's Snack Bar	26	18
MGM	17	19
Independents	20	24
RKO	17	23
Affiliated Theatres	17	23
NE Theatres	14	30

TEAM AVERAGES

Harry's	455	RKO	424
Independents	435	Affiliated	416
NE	433	Legion	414
Kenmore	432	MGM	412

High single scores: Freeman—108; Rathgeb—107; Sandler—106-101; Cooney—101-119. High Three strings: Cooney—302. High single—season: Serra—134. High three single—season: Freeman—326. Team single—season: Kenmore—508. Team three—season: Independents—1417.

INDIVIDUAL AVERAGES

Freeman, HSB ...	97.1	McGerigle, RKO .	87.3
Plunkett, NE ...	94.0	Jennings, NE ...	87.3
Cooney, HSB ...	93.9	Leahy, Ken. ...	86.8
Kelly, Leg.	93.7	Vieira, Leg.	86.5
Hill, Ind.	92.3	McGowan, MGM .	86.1
Serra, Ind.	92.2	Rathgeb, MGM ..	85.4
Levin, Ind.	92.1	Young, Ind.	85.2
Morton, HSB ...	91.9	Goldman, Aff. ...	85.2
Chase, HSB	90.9	Larson, HSB	84.9
Grover, RKO ...	90.8	Fahlbusch, NE ...	83.4
Abramo, Ken. ...	89.3	Owens, Ind.	82.8
Burlone, NE ...	89.3	O'Hara, RKO ...	82.0
Smythe, RKO ...	89.2	Rahilly, Ken. ...	81.7
Arsenault, NE ...	88.9	Hochberg, Aff. ...	81.6
Field, Aff.	88.7	Dooley, Leg.	79.3
Farrington, Aff.	88.1	Lynde, Leg.	78.4
Sandler, Ken. ...	87.4	Rowe, Aff.	76.4
Heher, Ken.	87.3		

committee, civic officials, and officers of various women's clubs. . . . Arthur Silverstone, 20th-Fox eastern division sales manager, and several other company bigwigs were expected in soon for consultations regarding forthcoming releases with Boston exchange toppers. . . . Bud Scully, 20th-Fox salesman, was back on the job, having returned from his honeymoon trip. . . . Ray Feeley did his darndest to arrange for a personal appearance of Joan Crawford at the Independent Exhibitors' convention, but failed.

Bill Horan, WB division manager, was plenty brought down when his alma mater, Holy Cross, lost its annual football clash with Boston College. . . . Cinema Club elections were to be held on Dec. 10 at Steuben's Vienna Room.

Congressional Medal of Honor holder Captain Raymond Harvey, who acted as technical director of 20th-Fox's "Fixed Bayonets," was slated to spend a couple of busy days here. Greeted at the airport by army and city officials, the welcoming ceremony was to be taped for later radio transmission over several Boston stations, with Harvey scheduled to guest on interview shows over WEEI, WCOP, and WHDH. During the day, he was to visit vet's hospitals and the Red Cross Blood center, winding as an honored guest at the Independent Exhibitors banquet. The following day, he was to appear at the premiere at the Met, highlighted by a detachment of infantrymen escorted by an army band. 20th's Phil Engel and NET publicist Jack Saef arranged the stunts.

Film District

Clayton C. Eastman, assistant branch manager, WB, has been appointed branch manager, Buffalo exchange.

Winners of the first month of Warner Theatres' "All-Out Sweepstakes" publicity contest were: Murray Howard, Warner, Worcester, Mass.; Jack Sanson, State, Manchester, Conn., and Julius Smith, State, Waterbury, Conn. Honorable mention went to Tom Kilcoyne, Strand, Clinton, Mass.; Steve Barbette, Palace, Lawrence, Mass.; Jack Harvey, Palace, Danbury, Conn., and Ben Beckman, Commodore Hull, Derby, Conn. In order to compete for a slice of the \$3,100 to be awarded over the year, managers must submit campaign books, tearsheets, photos, etc., of their monthly ballyhoo stunts, (merits of which) are judged by company district and zone managers.

Film Rowites were hepped up about the prospective visit by filmstar Doris Day only to have the bubble burst when the gal appeared here, and was discovered to be a representative of a New York fashion house. It seems there's more than one Doris Day.

New Haven Crosstown

Theatres have been discussing the feasibility of closing on Christmas Eve this year because of it being on a Monday night. . . . Phil Saslau, Fishman Theatres, was recently reelected president, Camp Laurelwood Association. . . . Abel Jacocks will be host again to East Haven kiddies at his Capitol on Dec. 24 for the annual Christmas party. . . . "Tales of Hoffmann" received ballyhoo for its engagement at the Crown. School tie-ups and music shop angles were used, according to manager Herb Platcow. . . . Humphrey Grant, assistant manager, Grand, has been ill. . . . Sid Kleper's exploiters at the College arranged for some nice promotional ideas for "Fort Defiance" and "Hotel Sahara." . . . Dan D. Cummings, Paramount, handled the electrical wiring and lighting for the religious "Nativity" display at the Center Green. . . . Whitney had the AAUW scholarship benefit show. . . . Mildred Delaware, Whitney, is recuperating from an operation. . . . Truman Ferguson, Whitney manager, gets mail regularly from various past employees. . . . Manager Morris Rosenthal, Poli, was busy with plans for his sponsored Christmas kiddie show. . . . Ed Lynch, former Roger Sherman manager, has been postcarding friends that he is enjoying sun, golf, and bathing in Florida.

Meadow Street

Various exchanges, arranged for Christmas parties, Columbia plans having its get-together at the Baybrook, on Dec. 13. . . . Among those present at the Connecticut Labor Commissioner's theatre hearing in Hartford were: James Darby, Harry F. Shaw, Morris Mendlesohn, James Brackin, Ray McNamara, Ted Jacocks, Herman Levy, and others.

Among theatres giving the youngsters Christmas shows will be the Colonial, Walnut Beach; Cheshire, Cheshire; East End Community Club party, Hamilton, Waterbury; Capitol, East Haven; White

Way, and others. . . . Bridgeport stage employees and projectionists held their annual dinner.

Variety Club Tent 31, New Haven

A fine social program was arranged for the installation of officers party. Activities were to begin with a cocktail hour at 6 p.m., and later the members and guests were to have enjoyed a smorgasboard. . . . International officers were expected to attend. Galen Willis, FBI chief, New Haven area, was to be one of the main speakers. He is an honorary member. . . . The new club-rooms are an ideal place for social functions. They include a reception room, lounge, and main meeting hall, while the card room and other recreation area are in the rear of the building.

Monday is a popular social night at the tent, although the club is open to members every night in the week. In keeping with the holiday spirit, a large Santa Claus is in the reception room with the friendly quotation, "Holiday greetings from your international officers." Exhibitors and other folks interested in visiting the club may contact any of the members on a Monday night, and see the tent and also get particulars on joining.

Connecticut Bridgeport

The Colonial is now on a Saturday and Sunday operation policy.

Hartford

Mike Piccirillo, manager, Rialto, resigned.

Frank B. Ramsey, ex-manager, Lenox and Rialto, is now managing Fox West Coast's Stadium, Los Angeles.

Ray McNamara, Allyn, had two models walking through downtown traffic, plugging Paramount's "When Worlds Collide."

Private First Class John F. Sullivan, Jr., ex-Bushnell stagehand, and son of the Palace stagehand, is now stationed at Fort Bragg, N. C. . . . Sergeant Patrick J. Bucherri, formerly manager, Rialto, is now with the entertainment section of the 43rd Infantry Division in Germany.

The marquee at the E. M. Loew's was redecorated. . . . Earl Sidney was promoted at the Colonial. Thomas Guinan, Rene Pelleiter, joined the Farmington Avenue house. . . . Lee Feigin, Palace assistant, and Mrs. Feigin, observed their first wedding anniversary. . . . Mrs. Fred R. Greenway, wife of the Palace manager, is convalescing at home.

Middletown

Mr. and Mrs. Sal Adorno, Sr., Adorno-Middletown Theatres, was honored at a family dinner marking their 51st wedding anniversary.

Torrington

Jack Scanlan, Sr., Warner, gave away free comic books.

Waterbury

Frank McWeeney, manager, closed down the Pine Drive-In, on the Waterbury-Bristol Road.

Maine Bangor

Leon P. Gorman, retired theatre and ballroom operator, died at Fort Lauderdale, Fla., while playing golf. Gorman came to Portland, Me., in 1920, and became one of the leading theatre men in the east.

Portland

On a whirlwind tour, Broderick Crawford packed in a full day arranged by Nat Silve, manager, Strand. Coming to Portland in connection with "The Mob," he was accompanied by Milton Young, and George Atkinson. Arriving at the airport, Crawford was escorted by police to the Eastland Hotel, where he made his headquarters. He attended a meeting for the volunteer workers in the City Hall, made several wire recordings for radio interviews, met members of the press and radio in his suite, and was made honorary police chief at the local police headquarters. He wound up his afternoon visiting the local newspapers. He also was entertained at a lobster dinner in the Columbia Hotel before his appearance on the stage of the Strand.

Matinee prices have been extended to 7 p.m., and free checking has been added for Monday and Tuesday evenings through December at the Strand. . . . A wide vision screen has been added to the State.

New Hampshire Concord

The Capitol announced that it is changing its program on Sundays, Tuesdays, and Fridays, instead of on Sundays and Thursdays.

Keene

Maurice N. Wolf, Boston, Metro, was guest speaker at a meeting of the Lions Club.

Manchester

Edward James Fahey, manager, State, was married to Miss Esther M. McTiernan. Miss McTiernan was formerly office manager, Arrow Needle Company, and Fahey is city manager, State Operating Company.

Nashua

City officials and the clergy were given a special showing of "Because of Eve." They attended a public hearing later on whether the film should be banned and whether a censorship board should be organized to preview all pictures. It was voted at the meeting to consider a proposal that the city establish machinery to preview motion pictures, and censor them before they are shown in the city. It was also voted that only adults be allowed to see "Because of Eve," which was agreed to by Arthur M. Rosenbush, manager, Park.

NEWS OF THE

Territory

New York City
Crosstown

The Tompkins and Comet, Brooklyn, are being booked by the Island Theatre Circuit. . . . The Windsor, West Orange, N. J., has been reopened by the JEMD Amusement Corporation. . . . Brandt closed the Embassy, Mount Vernon. . . . Lou Fischler, Cinema Circuit, is now doing the booking for the Astor, Poughkeepsie. . . . Island Theatre Circuit will do the buying and booking for the Plaza, South Jamaica, L. I. . . . The Meta Theatre Corporation reopened the Metro, Brooklyn.

Ray Mitchell, Prudential booker, handed in his resignation, replaced by Tom Pozin, once associated with the Island Theatre Circuit. . . . Yona Freedman, a producer-exhibitor from Jerusalem, was in on business.

Robert Newton arrived to participate in activities for the American premiere at the Park Avenue of "Tom Brown's School Days," United Artists release.

Alva E. Smith, radio installation supervisor, Westrex Corporation, a subsidiary of Western Electric Company, Inc., returned from Latin America where he had discussed general communication problems with the staffs of Westrex Corporation's subsidiaries and representatives in Mexico, Colombia, Brazil, El Salvador, and Curacao.

With the release of 20th-Fox's "Decision Before Dawn" scheduled for the Rivoli, Pocket Books, Inc., reprint publishers of the George Howe novel on which the film is based, is gearing its thousands of citywide and national outlets for a hardest-hitting coordinated book-motion picture promotion.

Reporting on the results of the industry's efforts during the first month of the current campaign for the Federation of Jewish Philanthropies of New York, Emanuel Frisch, chairman, amusement division of the Federation, noted that vendors, exhibitors, executives, and corporate gifts committees were in the full swing of the campaign. . . . Barney Balaban and Si Fabian are the co-chairmen. Chairman Frisch also reported that formation of the other committees have now been completed. William J. German is chairman, laboratory committee; Harold Klein and Seymour Florin are co-chairmen, foreign films committee, and Len Gruenberg is chairman, exchanges committee. Members of the latter group include: David Burkan, V. Flynn, Louis Kutinsky, Howard Levy, Charles Penser, Samuel Rifkin, Saul Trauner, Louis Allenhand, Nathan Furst, Myron E. Sattler, Philip Hodes, William P. Murphy, Tom Feeney, and George J. Waldman.



New Variety Club officers for Tent 9, Albany, were recently sworn in by retiring Chief Barker Leo Rosen, seen administering the oath to incoming Chief Barker Nate Winig, center, and, left to right, Second Assistant Chief Barker Arthur Newman, First Assistant Chief Barker N. Dickman, Dough Guy S. Urbach, and Property Master G. Schenck.

Harry Fellerman, sales head, U-I special films division, accompanied by Jeff Livingston, eastern advertising manager, went to Rochester, Syracuse, and Gloversville in connection with J. Arthur Rank releases.

The Loew's-MGM home office building has been cited by civil defense officials as one of the best organized in the entire metropolitan area. Under the supervision of Benjamin Fielding, Harry Bernstein, and George Maurer, the entire personnel consisting of nearly 1100 employees and executives has emptied into designated shelters in less than two minutes during two recent practice drills. In addition, hundreds of passersby have been directed to the basement shelter, where a three-day supply of food, medicine, water, and other necessities have been stored. In cooperation with the Department of Civil Defense, Loew's Oscar A. Doob and Ernie Emerling prepared a special instructions folder which was placed in the hands of every employee. It illustrates graphically what each employee is to do in the case of an emergency. Commenting upon this pamphlet, Arthur W. Wallander, director of civil defense for New York City, said: "I congratulate you on the thoroughness of your building control program."

AMPA's salute to Robert Weitman and to the Paramount was a sellout affair. The advertisers' association, which is celebrating its 35th anniversary this year, saluted Weitman, managing director, Paramount, on the occasion of the theatre's 25th anniversary. Prominent on the dais to pay tribute to Weitman were Barney Balaban, Sam Rinzler, Fred Schwartz, Leonard Goldenson, Arthur Mayer, Si Fabian, Harry Brandt, Walter Reade, Jr., Maurice Bergman, Ed Sullivan, and Richard Walsh. President Harry McWilliams presided.

Mort Nathanson, eastern publicity and advertising director, Horizon Pictures, left for Los Angeles to take charge of preparations for the special pre-release "Academy Award" world premiere of John Huston's "The African Queen,"

United Artists Technicolor release, at the Fox Wilshire, Los Angeles.

Installation of RCA theatre TV equipment was completed in Loew's State.

Columbia's Jody Lawrence arrived for a short round of publicity, radio, and other promotion activities for "Ten Tall Men," Victoria.

New Jersey
Hoboken

Passing of Arthur S. Barber, 58, projectionist, Fabian, was mourned. He was a member of Local 389.

New York State
Adams

A \$60,000, six-hour fire destroyed the State.

Albany

Tent 9, Variety Club, will be headed by a veteran member of nearly a dozen years, Nate Winig, who was named Chief Barker, with Nate Dickman, Monogram branch manager, First Assistant Chief Barker, and Arthur Newman, Republic, Second Assistant Chief Barker. Other officers elected were: George Schenck, Tri-State Candy Company, Property Master, and Sidney Urbach, Lamont Theatres', Inc., Dough Guy. The following are the remaining members of the crew: Harold Gabilove, Al Kellert, Dr. Sam Kalison, Charles Dortic, Max Friedman, and Jack Olshansky. Winig will devote his attention to the club's principal winter activity to raise funds for a free summer camp for underprivileged boys. He succeeds Leo Rosen, Chief Barker.

Vandals again tried to break into the offices of Loew's. . . . Martin Winter, former Warner Theatres boxoffice auditor and now connected with ABC Vending Corporation, visited the Warner Theatres' offices. . . . Clayton Eastman, former Paramount branch manager and recently sales manager with Warners, Boston, was named Buffalo branch manager, succeeding Matt Sullivan, resigned. . . . Rudy Bach, former Lippert salesman, is selling Realart film for Sylvan Leff. . . . Don Murphy replaced Al Motta, Paramount assistant shipper, recalled into the navy. . . . Pauline Iveson, Fabian's telephone operator, was vacationing. . . . Idester Miller, who formerly worked for Warners, joined the staff again. . . . Eddie Fabian, assistant to Si Fabian, Fabian Theatres, was in town. . . . Mildred Levine is a new addition to Loew's.

The kick-off dinner for the Variety Club campaign for underprivileged boys was postponed from Dec. 3 to Dec. 13.

Fifty friends and exhibitors attended the testimonial dinner for Gene Vogel, former U-I branch manager at Keeler's. Charles A. Smakwitz, Warner Theatres' zone manager, acted as toastmaster, and presented Vogel with a specially inscribed scroll and a set of golf clubs.

Mr. and Mrs. Jack Goldberg, he is Loew's branch manager, received congratulations upon their recent wedding anniversary. . . . Harry Lamont, Charles Smakwitz, and Harry Gabrilove, were interviewed over WPTR in conjunction with the Variety Club campaign. . . . James A. Bracken, Warner Theatres' contact manager from New Haven, conferred with Charles A. Smakwitz, zone manager. . . . Louis Hart, for the past three years associated with the Colonial, is leaving to take up the position of film editor for the Atlas Television Film Corporation in New York City, producer and distributor of film for the television industry. . . . Charles A. Smakwitz, Warner Theatres, zone manager, and Max Friedman, film buyer, attended a meeting in New York.

Jack H. Boyd is the zone manager for Hallmark Productions in the local, Buffalo, and Pittsburgh zones. He was formerly general manager for Sam Rosenblatt's American Theatres, Inc., and also managed Julius Perlmutter's Crane, Schenectady.

The capital city went all out for the opening of 20th-Fox's "Fixed Bayonets!" at the Palace. Support from the 27th Infantry Division, whose headquarters are located in this city, and the presence of top state government officials insured a glittering gathering of personages. Replete with a guard of honor, a color guard, and a contingent of troops from the National Guard Division, a colorful parade kicked-off the theatre ceremonies.

With the "Movietime" committee deciding it had insufficient time to arrange public appearances of stars in the territory, the campaign tour was cancelled, and a new one was tentatively scheduled for the week of Dec. 9.

Harold Kimmell, UA salesman, entered the army. . . . Lou Leiser, Lippert, Buffalo, visited. . . . Mildred E. Belkin returned to the Warner Theatres' office. . . . Frank Marshall, Warner Theatres' home office representative, and Al Kane, Paramount district manager, were in to confer with Charles A. Smakwitz, Warner Theatres' zone manager, and Max Friedman, film buyer.

Film Row was shocked to learn of the sudden death of George Miller, Republic salesman, Albany and Buffalo. He leaves his wife and two daughters. . . . Sol Kravits, Warners' traveling auditor, is spending a few weeks in the exchange. . . . Bob Biemann, 20th-Fox, Philadelphia, has been transferred to the Albany office as booker.

—M. E. B.

Buffalo

Milton Harris and Margaret Janis, Cinema, setting up a student admissions idea, formed a Student Cinema Guild in which memberships were enlisted. Cards identifying student members are issued in cooperation with school officials.

Clayton G. Eastman, sales manager, Warners' Boston branch, took over as branch manager here. He formerly was ELC division manager, and UA district manager. Eastman succeeds Matthew V. Sullivan, resigned.

EYEING THE

Exchanges

NEW YORK CITY—The luncheon held by the New York loge, Colosseum of Motion Picture Salesmen, and the New York Bookers' Club, to celebrate the elevation of Leo Greenfield to U-I Albany branch manager was attended by over 60. Robert Finkel, loge president, presented Greenfield with a scroll signed by all present, and Harry Fellerman, head, U-I special sales division, and Harry Margolies, president, Bookers' Club, were among the speakers. In addition, Greenfield was given luggage by the salesmen and a wallet by the bookers. Other areaites present included Sidney Stockton, MGM; Fred Mayer, U-I; Mike Nuzzola, 20th-Fox; Nat Stern, Paramount; Lou Wolf, Brandt; Jack Graver, Monogram; Charles Penser, RKO; Howard Levy, MGM; Bob Fannon, Republic; Lee Mayer, Warners; Harold Rosen, U-I, and Ben Drexler, Brandt.

MGM—Shirley Gottlieb, head biller, was on a respite. . . . Fred Single, night film inspector, resigned. . . . Kitty Schwartz, film inspectress, helped celebrate her birthday with a cake. . . . Becky Dederian, bookers' clerk, was on her vacation. . . . Agnes Blaisiuis, formerly in the boxoffice department, paid a visit and to show her six-month-old daughter, Eileen. . . . Clarence Gomprecht, night film inspector, was trying to rid himself of the flu. . . . Annette Ginsberg, contract clerk, is still talking about the wedding of Helen Levy.

U-INTERNATIONAL—After spending two years in the home office as a sales auditor, Jimmy Davidson returned as the new head booker, replacing Fred Mayer, now the New York salesman. In addition to his duties as head booker, Davidson will handle the New York territory. . . . Gaspar Campo, has been promoted to a clerical position.

COLUMBIA—Eugene Sichelman, traveling auditor, is temporarily handling the duties of office manager. . . . Gertrude Englander, biller, is over the effects of her operation. . . . Arthur Messinger, boxoffice statement clerk, has been inducted. Taking over is Allen Paul. . . .

Film Folk were shocked at the sudden passing of George Miller, salesman for Republic, who suffered a heart attack while driving. He had been with Republic for 10 years. Condolences are extended to his wife and two young daughters.

Andy Gibson, booker, Dipson Circuit, was confined to the Kenmore Mercy Hospital after suffering a heart attack.

Charlie Baron, United Artists exploiter, was in to work with Bill Brereton, Basil publicity director, on "The Well," Lafayette. . . . Felicia Sorci is the new biller at Republic succeeding Jane Bogart, resigned. . . . Joan Perillo, new booker's stenographer, Republic, succeeds

The latest addition to the booking department is print booker Joseph Cutler.

UNITED ARTISTS—Helen Stern, stenographer, whose hobby is raising dogs, has a new poodle, "14 Carat." . . . The exchange had exceeded its quota by more than one-third for a percentage standing of 133.8 in the sales drive.

RKO—James Montana, cashier, was accepting birthday congratulations. . . . The office canasta group hurled a challenge against all comers. . . . Audrey Hartman Liebowitz, who left to get married, returned to the boxoffice statement department.

SALESMAN'S STORY—(Note: This is the first of a series of biographical sketches of the officers and members of the New York loge, Colosseum of Motion Picture Salesmen.—Ed.) Quiet efficiency is one of the first things that come to mind upon meeting MGM's New York salesman, Howard Levy. The soft-spoken Levy started in the industry as a salesman for Educational in 1921, and then went on to First National, where he rose to sales manager. Branching out, Levy spent a few years in the theatre supply business, but came to MGM in 1933, and has been with the company ever since. A native New Yorker, his early ambition was to become a doctor. He spent three years studying medicine at Columbia University, and answered the call in World War I. His only son, Robert, was a combat lieutenant in the Battle of the Bulge. When time allows, Levy enjoys his collection of stamps and first editions. Having been a reporter and the author of several published stories, Levy still gets the urge to play a typewriter. A charter member of the Colosseum, he has been treasurer since the inception of the organization in 1948.

RAMBLIN' 'ROUND—Sylvia Siedman, biller, Republic, was happy to announce her engagement. . . . Many areaites had a swell time at the Variety Club's charity affair at the Hotel Astor. . . . Etta Segall, head booker, Monogram, is recovering from an emergency appendectomy. . . . Nayfack announced that it is distributing some Israeli films in the Far East. . . . The office staff at NSS exchange voted to remain without union representation as the result of a NLRB-sponsored election.

—ARNOLD FARBER

Ilse Mohr, who moved up to secretary to Leon Herman, branch manager.

Constantine J. Basil, and wife, Mary, left for New York to sail for Cherbourg, France. After spending several weeks in Paris, their itinerary will include visits to Switzerland and Italy before arriving in Athens, Greece, where they will visit relatives and friends, before returning in March or April. He is president, Basil Circuit.

Frank Wyckoff, Economy Poster Service, opened his new poster exchange at 11 West Tupper Street, and extends a hearty welcome to his many exhibitor friends.

—M. G.

NEWS OF THE

*Territory***Philadelphia
Crosstown**

Abraham M. Ellis presented a blood processing unit to the Red Cross of Israel. The gift, a freeze-drying unit, used by the Red Cross of many countries for the purpose of freezing and preserving blood plasma, serums, and antibiotics, will be ready for shipment by the end of the month. The presentation was made by Mr. and Mrs. Ellis in memory of their parents.

Francis Yates, supervisor, Berlo Vending Company, died last fortnight.

It was announced by David Supowitz that an industry dinner for the Deborah Sanatorium, Browns Mills, N. J., honoring Jack Beresin, would be held in Variety Club rooms in the Bellevue-Stratford Hotel on Dec. 13. Meyer Adleman and Leo Posel are co-chairmen.

The trade was sorry to learn that Edward Skyrn, 87, active in the industry for the past 50 years and owner, Temple, Berwick, Pa., and Seaside, Somers Point, N. J., had died after an illness of six months in the Somers Point Hospital. Funeral services were held at Harold B. Milligan's funeral parlor, with burial in Hillside Cemetery.

The Fox held a preview of 20th-Fox's "Fixed Bayonets."

Allen Lewis, manager, Park, recently came through with an institutional idea that could be easily adapted by other theatres. He received a letter from the fourth grade at nearby McIntyre School in which the children said that they attended the Park on Saturdays, and had noticed that children were often noisy. They said they would try to improve the situation by standing patiently at the ticket windows, waiting in turn for seats, rising to permit others through the aisles, finding a seat quickly and quietly, saying "excuse me" when passing through the aisle, avoiding resting their feet on the seat in front, enjoying the pictures quietly, throwing candy wrappers and bags in cans, avoiding throwing things or standing and blocking the view of others, and keeping their voices quiet. The class invited him to visit, and bring along the schedule of future films. Lewis spoke not only to the fourth but to other grades, and discussed the plan for 35 minutes. He commended the class for its attitude, and said he hoped all children would join in. Later, principal Lerner said that the project had become school-wide, and asked Lewis to speak at later dates. In addition, many parents called Lewis to congratulate him.

L. L. Kalish, attorney, Park-In Theatres, Inc., announced that the case against Penn Drive-In Corporation had

**Blumberg Succeeds
Callow In S-W Post**

PHILADELPHIA—Ted Schlanger, zone manager, Stanley-Warner Theatres, announced the appointment of Irving Blumberg to the post of publicity and advertising director for the zone, succeeding Major Everett C. Callow, recalled to the U. S. Marine Corps. Major Callow is now on his way to the Far East area, where he will be in charge of marine public relations.

In keeping with the policy of making promotions from the ranks, Schlanger was very happy to announce Blumberg's promotion. Blumberg had been Callow's assistant for four years, and has been associated with him for many more.

A further promotion brings in Mort Levine, formerly S-W district manager in South Jersey and up-state Pennsylvania, as assistant to Blumberg.

been dismissed, a settlement having been reached before it reached U. S. District Court.

The report of city income for the first 11 months of 1951 showed amusement tax collections of \$2,814,651, against \$3,255,838, in 1950, a drop of \$441,187. Generally, city income was way ahead of 1950.

Vine Street

John Golder was in town. He has been off the job for a month or so with a cataract on his eye.

Charles Amsterdam, Charles Sweets Company, went to the Mayo Clinic for a check-up.

Nat Levy, eastern sales manager, and Bob Folliard, district sales manager, were in at RKO for a sales meeting in connection with the 1952 "Ned Depinet Drive." . . . Mary Zakowski is the new general clerk at U-I. . . . The 20th-Fox exchange had a paint job, and how the paint allergies suffered.

Director Jack Engel, Motion Picture Associates of Philadelphia, was endeavoring to get 100 per cent support for the organization's welfare fund.

A poll indicated that, as usual, most of the exchanges were looking forward to Christmas parties to be held from as early as Dec. 17 on. They are all intended as private affairs. The happy holiday people who will celebrate are Warners, at the exchange; Republic, at the exchange; Paramount, at the Warwick Hotel; 20th-Fox, at the exchange; Columbia, at the exchange; United Artists, at the Latin Casino, and U-I, at the exchange. Most of the others, although plans were indefinite, expect to hold some sort of affairs.

Bill Hopkins, MGM salesman, who has undergone a serious operation, and is faced with another one, has required blood transfusions which Motion Picture Associates is endeavoring to replenish. Members are asked to go to Jewish Hospital for this purpose, Monday through Friday from 9 a.m. to 3 p.m., or from 6 p.m. to 8 p.m.

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It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

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MEMBER NATIONAL FILM CARRIERS, Inc.

District of Columbia Washington

Samuel Bronston's color film, "Christianity Through the Eyes of the Masters," had its world premiere at Georgetown University. The premiere was sponsored by the president of Georgetown, whose guests included top government officials, members of the diplomatic corps, church dignitaries, leaders of the armed services, and prominent figures in education, business and finance. Bronston, producer of "Walk in the Sun" and other films, made his new picture in Rome, where he worked for 22 months in closest cooperation with Vatican officials. The undertaking was financed by William Aberson, New York attorney.

If Washington begins to assume the aspect of a western town, part of the blame can be placed at the door of Warner Theatres. For the opening of "Man in the Saddle," manager Fred McMillan permitted anyone riding up to the Warner on horseback to enter free of charge. He set up a hitching post outside the theatre. This was worked out by McMillan, Warner manager, and Frank LaFalce, advertising and publicity chief, WB Theatres.

In town flacking for "Fixed Bayonets" was Captain Raymond Harvey, winner of the Congressional Medal of Honor. The picture had a topflight military premiere at the Palace.

The official opening of the USO Club at the Belasco took place. At earlier dedication ceremonies the week previous, Audrey Totter participated. Later that day, Miss Totter and comedian Danny Kaye held a press conference.

Also visiting was Hollywood stuntman Donn "Lucky" Tyler, who demonstrated to reporters how to hit a man without touching him. . . . The RKO Keith started its sale of gift ticket books for the Christmas season. Kids' books are selling for \$1. With each sale, Huyler's candy is given to the patron.

Gigi Perreau, 10-year old moppet in Keith's "Week-End with Father," was in. She made appearances at Kann's Department Store, and her school sessions with her traveling teacher got space.

VARIETY CLUB NEWS—The club had a dance and party in the club rooms. . . . The welfare committee and board of governors met. . . . A. H. Levy, United Artists branch manager, transferred from Cincinnati Tent 3 to the local club. . . . The following men were approved for membership in Tent 11: Cy Blumenthal, owner, WARL; Harry A. Gale, president, Tempo, Inc.; Phil Isaacs, branch manager, Paramount; Conrad Siebold, owner, 823 Club, and Henry Wilson, president and general manager, Sunset Drive-In. . . . Tent 11 is happy to learn that Ralph Binns, Highway Express Lines, Inc., has recovered, and is back at the job. . . . Jack Fruchtman,

chairman, house committee, advises that the clubrooms will soon sport new chairs. . . . A welcome visitor is Bob Pruett, retired steward.

Robert Pirosh, MGM director; John Alton, cameraman, and Al Shenberg, unit manager; Dan Cathart, art director, and John Dunning, film editor, were in doing research and spotting locations for Dore Schary's production of "Mr. Congressman." . . . George Maurer, MGM home office statistician, was in. . . . Dan S. Terrell, MGM exploitation head, was in.

MGM—Rose Frank, head bookers' clerk, and Vivian Kelly, division managers' secretary, received their 10-year loyalty emblems. . . . The death of Edith Hislop's father was mourned. . . . Max Stepkin's young son celebrated his fifth birthday. . . . George C. Maurer, home office, visited.

20TH-FOX—Home office auditor Morris Salzbach was in. . . . Inspectress Catherine Cook birthdated. . . . The office is planning a Christmas party for the Fox Family Club on Dec. 15. . . . Caroline Nassau was sick.

PARAMOUNT—The building is to be painted. . . . The Christmas party is set for Dec. 17. . . . Tommy Linkins went back into service after being recalled, leaving his wife and three children at home.

NATIONAL SCREEN SERVICE—Aaron Seidler, Jack Levine, Henry Sauberand, and Abel Caplan all of Baltimore, Md., were in. . . . Robert Diamond reported for a physical.

EQUITY—Bob Marhenke, Essex, Md., was in.

KAY—Mrs. Mac Woodson resigned. . . . Mrs. Dorothy Bond is the new office manager and booker. . . . L. Carlson, Lee, Chrisfield, Md., paid a visit.

U-I—Eileen Poe remarried her former husband, Russell Poe. . . . Dorothy Farina is now in the cashiers' department.

THEATRE ADVERTISING—Ray Cook was spending his vacation at home with the new baby.

WARNERS—Peter DeFazio was married in Pittsburg to the former Nancy Cultenone. . . . Clifford Reed, booker, became the father of a son, six pounds, 13 ounces, at Prince George Hospital.

LIPPERT—Ethel Michaelson is dividing her stenographic duties between Rose Roadshow Attractions and the Wheeler Film Company. . . . Sam Jenkins, office manager, completed his new home.

WARNER THEATRES—George Larkin, chief payroll auditor, celebrated his 76th birthday. He has served over 30 years.

Keith's used a gimmick in tying up with a photographer to have a family portrait given free to every mother attending "The Blue Veil." A special screening was also held at the MPAA for the heads of the womens' organizations.

—RICK LAFALCE

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Delaware Wilmington

Both the S-W Warner and S-W Queen will be open for children only on the morning before Christmas, Dec. 24, and the S-W Arcadia will be held in reserve in case these two houses can't accommodate the youngsters. A special program of novelty films and other features is being arranged by Lewis S. Black, manager, S-W Warner.

G. Earl Smith, manager, S-W Queen, is the father of a baby boy, Gary Edmund, his third son. . . . Bob Eisler, motion picture editor, The Sunday Star, resigned, and was succeeded by Dick Tyson. . . . Joe Barker, Local 284, was in from Washington spending 30 days working the Robin Hood winter stock shows at the Playhouse. . . . Earle G. Finney, manager, S-W Ritz, was requested by James E. Chaddock, president, University of Michigan Club of Wilmington, Del., to book RKO's "Here Comes the Band." Postcards from Finney to the Michigan alumni announced the presentation would be an added attraction. Manager Finney also made a tieup with the Huber Baking Company to distribute the "Sunbeam bank" to all children at the S-W Ritz for a Saturday matinee. . . . The Vassar Club of Delaware renewed its sponsorship of Saturday morning children's shows at the S-W Ritz for the benefit of the club's scholarship fund.

Samuel Armstrong, former aide, S-W Warner, joined Loew's Aldine. . . . Harry J. Dunbar, Jr., rejoined the S-W Ritz. . . . Eugene D. Haley, S-W Ritz, resigned. . . . James D. Fontello is a new aide at the S-W Ritz. . . . William H. Doerflinger, relief manager, S-W Ritz, is understudy to Francis E. Cavanaugh, manager, Playhouse, which the DuPont Company operates.

—HENRY L. SHOLLY

Maryland Baltimore

The 13th annual banquet and dance of the Variety Club, Tent 19, turned out to be something of a testimonial honoring Rodney Collier, who has been on the board of directors for 14 years, since the tent was organized, and who has served twice as Chief Barker. He was presented with a television set. . . . William Myers closes his Echo and DeLuxe on Tuesday, Wednesday, and Thursday of each week.

Stanley Baker, general manager, Hicks Circuit, enjoyed the Army-Navy game. . . . Fred William Fadum, projectionist, Patapsco, started on a five-week vacation to take him as far as Colorado. . . . Three delegates from Local 181, named to the Baltimore Federation of Labor, central body, are Sam Isaacson, Louis Seiber, and Thomas P. Finn, Sr.

Adrienne Corri and Kenneth McEldowney, producer, "The River," were guests of honor at a screening which was followed by a dinner for the critics. Bob Rappaport, Town, was host. . . .

Allied Meeting Hits Higher Prices

PHILADELPHIA—A mass meeting of independent exhibitors called by Allied Theatre Owners of Eastern Pennsylvania, New Jersey, and Delaware, held last week at the Broadwood Hotel, and attended by approximately 50 exhibitors, representing about 200 theatres, was highlighted by a discussion of the spread of the double feature policy in the area and alleged forced increased admission prices by distributors. An unpopularity contest which would have named the most unpopular distributor was postponed due to lack of time.

The meeting authorized the Allied board to condemn higher admissions in the case of Warners, 20th-Fox, Samuel Goldwyn, and RKO. Pictures on which higher admissions were said to have been forced were "David and Bathsheba," "A Streetcar Named Desire," and "I Want You." "Quo Vadis" was also mentioned, but it was felt that this MGM spectacle was worthy of increased admissions. It was charged that increased admissions tend to decrease grosses.

Sidney Samuelson, general manager, said, "independents cannot buy as cheaply as the circuits on split deals," naming S-W's 69th Street, Logan, Broadway, Colonial, Uptown, and Ogontz as examples of S-W's weight of buying power being used "to get better terms than any independent could get." This Samuelson said, was "discrimination against the independents" by the distributors on double bill film rentals. He termed the situation "the double feature whirlpool," and added that product must be sold without discrimination, but cautioned that Allied cannot sue as a body. He said that before any individual suits were instituted, an attempt be made to negotiate with New York sales heads before going to the Department of Justice. A resolution was passed to see what could be done with the New York officials.

The Jackson Park, Chicago, case was cited. Exhibitors were urged to try to catch a distributor "fixing prices," but the consensus of opinion was that this was practically an impossibility, as all distributors were now decree-conscious.

Adam Goelz, Hippodrome manager, traveled the downtown districts carrying an appropriately protected \$10,000 bill, and he, too, was protected by accompanying guards. It was ballyhoo for "The Magic Face." . . . Stanley Stern, Hippodrome assistant manager, celebrated his 25th birthday.

Jack Sinnott, assistant, Little, is being moved to the same capacity at the Town, where Wilson Lang has become the new manager. . . . Frederick Schanberger, Jr., one of Keith's owners, spent several days in New York on business.

—G. B.

Leonardtwn

Bob Wentworth, New, announced that the theatre has started an "incentive program." Each picture is given a quota,

and each staff member is permitted to try a stunt or some type of promotion to attract patronage. . . . For "Come Fill The Cup," John Candela, aide, had a large cup filled with kernels of corn. Patrons were asked to guess the number of pieces it contained. . . . In cooperation with the businessmen, the New held its annual Christmas party. . . . John Candela and his twin sister, New, celebrated their 17th birthdays. . . . Roland Hill, aide, Plaza, Lexington Park, Md., is spending the next three weeks with the navy, and Charles Wright is pinch-hitting. . . . The football trophy to be presented to the most outstanding player of the "Golden Bombers" football team of the Patuxent River U. S. Naval Air Base took place at the Park, Lexington Park, Md., in a co-op. venture of the theatre and a neighborhood pharmacy. . . . Free Christmas turkeys are being awarded at the Park.

New Jersey Trenton

Ward Farrar, publicity director, area RKO houses, secured attention for "Detective Story" at the Lincoln, by having Deputy Police Chief James DeLouie and members of the Trenton detective bureau as guests.

Pennsylvania Gettysburg

Mrs. Erma D. Poppay, wife of Sidney Poppay, manager, Capitol and Strand, and the only woman member of the local

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WASHINGTON EXCHANGE LISTING

(The following list represents addresses and pertinent information concerning film exchanges serving the Washington area. Cooperation in keeping this list accurate is requested. All companies listed may be addressed at Washington 1, D. C., with the exception of Paramount and 20th-Fox, whose postoffice box zone number is 13.—Ed.)

COLUMBIA

928 New Jersey Ave., N.W.—NA 4035
Division manager—Samuel A. Galanty
Branch manager—Ben Caplon
Office manager—Jack J. Hollischer
Salesmen—Ben Caplon, circuit key situations; Charles A. Wingfield, Baltimore, Maryland; Martin Kutner, Clinch Valley; Norman Jackter, eastern Virginia.
Bookers—William R. Fisher, head booker, circuits and Baltimore; Max Rutledge and Fred Sapperstein, Maryland and Virginia. Elmer Moore.
Cashier—Alice Sauber
Exploiteer—Sid Zins

EQUITY

1001 New Jersey Ave., N.W.—RE 0776
Branch manager—B. H. Mills
Office manager-booker—Mrs. Thelma Powell
Salesmen—Sampson Pike, Charles Mendelson
Cashier—Ann Sknerski

FRED SANDY

1013 New Jersey Ave., N.W.—EX 4613-4614
Manager—Fred Sandy
Salesman—Sylvester Sandy
Office manager-booker—Gertrude O. Epstein
Cashier—Fred Gordon

KAY

203 Eye St., N.W.—NA 3356
Office manager-booker—Camilla Woodson
Special representative—C. J. DeMaio

LIPPERT

203 Eye St., N.W.—ST 1652
Branch manager—Elmer W. McKinley
Booker—Emelyn Benfer
Salesmen—William Michaelson, Jerry Murphy
Cashier—S. E. Jenkins

METRO

1009 New Jersey Ave., N.W.—DI 6530-1-2
Southern division sales manager—Rudolph Berger
Branch manager—Jerry Adams
Assistant branch manager—Paul Wall
Office manager—Joseph Kronman
Cashier—Mrs. Anna Ridgely
Salesmen—Fred Rippingale, Sid Eckman, Pete Prince, Buddy Sharkey
Bookers—Edward Kushner, head booker; Henry Ajello, Ida Barezofsky, Max Stepkin
Field representative—Tom Wood Baldrige

RKO

932 New Jersey Ave., N.W.—DI 3672
Eastern district manager—R. J. Folliard
Branch manager—J. B. Brecheen

Variety Club Tent 13, Philadelphia

"Submarine Command" was screened through the courtesy of Paramount, and "Fixed Bayonets" was screened through the courtesy of 20th-Fox.



John Russell Young, president, Washington, D. C., board of commissioners, and member Variety Club of Washington, Tent 11, is recently seen helping Jim Gibbons and his drive for the needy.



Captain Raymond Harvey, Congressional Medal of Honor winner, arrived recently in Philadelphia in connection with 20th-Fox's "Fixed Bayonets!", Fox, and was greeted by Edward Case, American Red Cross, and Mrs. Reynolds D. Brown, Jr., American Red Cross Volunteer Services.

TRADE SCREENINGS

PHILADELPHIA

MGM—(1233 Summer) Dec. 14, 11, "The Sellout" (Walter Pidgeon, John Hodiak, Audrey Totter); 17, 11, "Shadow In The Sky" (Ralph Meeker, Nancy Davis, James Whitmore); 18, 11, "Lone Star" (Clark Gable, Ava Gardner, Broderick Crawford, Lionel Barrymore).

WARNERS—(230 ... 13th) Dec. 12, 2.30, "I'll See You In My Dreams" (Doris Day, Patrice Wymore, Danny Thomas, Frank Lovejoy).

school board, was named its vice-president, succeeding a member of the board whose term expired.

Reading

Birk Binnard, manager, Warner, has arranged to take over the lease of the Penn, West Reading, Pa., late this month. The theatre has been operated for almost 10 years by Howard W. Whittle, a brother of Walter Vincent, of the Wilmer and Vincent firm, which built this theatre, later disposing of it to the Fabian interests. Whittle will devote his time to other amusement enterprises in which he is interested, it is reported.

Reading's city budget for 1952, newly prepared, calls for a one-mill cut in the real estate levy. The amusements tax estimate for 1952 has been pared by \$15,000 below the 1950 estimate for 1951.

Virginia Martinsville

James L. Pritchett, Martin, stated that his house is not involved in the percentage actions filed recently in U. S. District Court at Roanoke. Pritchett explained that the actions of five distributors were brought against the former operators of the house when it was known as the Bee-Dee. A spokesman for Sargoy and Stein, who represent the distributors in the percentage suits, confirmed that Pritchett was not a defendant in the Roanoke action.

Sales manager—Alphonsus P. Folliard
Office manager—Joseph Kushner
Salesmen—Olmsted Knox, eastern Virginia, Eastern Shore, Maryland, Virginia, Delaware; E. W. Grover, Baltimore, northern Maryland; C. T. Hurley, western Maryland, southwestern Virginia, West Virginia
Bookers—Jesse Smith, head booker; George Sullivan, Baltimore; Don Bransfield, country accounts; Herb Doherty, army-navy, non-theatrical
Cashier—Agnes Turner
Exploiteer—Hugh MacKenzie

PEERLESS

203 Eye St., N.W.—DI 7571
Branch manager—Harry R. Shull

20th CENTURY-FOX 415 Third St., N.W.—DI 8420

Branch manager—C. Glenn Norris
Salesmen—Charles Krips, Ira Sichelman, Martin Warshauer
Bookers—Mrs. Sara Young, Jack Kohler, Fritz Goldschmidt, Leona Gunsberg
Head shipper—Bob Kuttler

REPUBLIC

203 Eye St., N.W.—RE 0153
Branch manager—Jack Flax
Office manager—Albert Landgraf
Salesmen—Jake Flax, Washington, Baltimore, key Virginia situations; W. Maynard Madden, western Virginia; Sam Tabor, Baltimore, environs; Eastern Shore, eastern Virginia, Shenandoah Valley; Joe Cohan
Booker—Esther Katznell
Cashier—Clare Cunningham
Head shipper—William Wilson
Clerk—Joyce Kriso
Bookkeeper—Ida Leniek

THEATRE ADVERTISING COMPANY

704 New Jersey Ave., N.W.—DI 8160
Owner—Ben Siegel
Office Manager—Frances Siegel

MONOGRAM

922 New Jersey Ave., N.W.—ME 2133
Branch manager—Milton Lipsner
Booker—Al Wheeler
Salesmen—Milton Lipsner, key accounts; Maryland, excepting Eastern Shore; Virginia Eastern Shore of Maryland, Harold Levy, Barry Goldman, Joe L. Young.
Cashier—Blanche Hayre

NATIONAL SCREEN SERVICE

920 New Jersey Ave., N.W.—ME 5016-7
Office manager—Mrs. Ernestine S. Bandel
Salesmen—George Nathan, Virginia, Washington, D. C., and D. C. circuits; Howard C. Savitz, Baltimore, Maryland, Delaware, West Virginia

PARAMOUNT

306 H St., N.W., P.O. Box 1916—NA 7661
Branch manager—Phil Isaacs
Sales manager—Herbert C. Thompson
Special representative—Mike Weiss
Salesmen—Jack Howe, circuit accounts, Virginia; George Kelley, Eastern Shore; Harry Valentine, Maryland, Washington, D. C.; Herbert Thompson, Baltimore
Bookers—Robert Cunningham, Baltimore; Fred Van Langen, Maryland; Jane Harrell, Virginia
Cashier—Ida Green

WARNERS

901 New Jersey Ave., N.W.—NA 1130
District manager—Robert F. Smeltzer
Branch manager—Pete DeFazio
Office manager—Edward M. Phillips
Salesmen—Cliff Jarrett, part of Maryland, part of Virginia, Eastern Shore; Oscar Kantor, Baltimore, part of Maryland; John Garst, Clinch Valley, southern Virginia
Bookers—Ethel Risdon, head booker; Frank Gormley, Mrs. Saide Bowles, Cliff Reed

UNIVERSAL-INTERNATIONAL

913 New Jersey Ave., N.W.—DI 4525
District manager—John J. Scully
Branch manager—Joseph Gins
Office manager—Stanley Taylor
Salesmen—Vince Dougherty, Baltimore; Jack Benson, Clinch Valley, western Virginia; William Friedman, Eastern Shore, Washington; Barney Frank, western Maryland, eastern Virginia
Bookers—John Keegan, Tom Ryan, Ike Ehrlichman, Robert Miller
Cashier—Walter Bangs
Mail Clerk—Myrtle Friess

UNITED ARTISTS

924 New Jersey Ave., N.W.—NA 6316
Branch manager—Arthur Levy
Office manager—L. B. Buchanan
Salesmen—Mike Siegel, Clinch Valley; Harold Rose, Eastern Shore, part of Virginia; J. Edward Fontaine, Baltimore, Washington, D. C.
Booker—Doris Jowett
Cashier—Virginia Greenway

Allied Artists

- DISC JOCKEY—MU—Ginny Simms, Michael O'Shea, Jane Nigh—Exploitation show has the angles for the teen-agers—77m.—see Sept. 12 issue—(AA-21).
 HIGHWAYMAN, THE—COSMD—Charles Coburn, Wanda Hendrix, Philip Friend—Picturization of famous poem has the angles for selling—83m.—see Sept. 12 issue—(Cinecolor)—(AA-20).

Columbia

(1950-51 releases from 301 up)
 (1951-52 releases from 401 up)

- BAREFOOT MAILMAN, THE—MD—Robert Cummings, Terry Moore, Jerome Courtland—Interesting programmer for the duallers—83m.—see Nov. 21 issue—(Supercinecolor)—(404).
 BIG GUSHER, THE—OMD—Wayne Morris, Preston Foster, Dorothy Patrick—For the lower half—68m.—see July 4 issue—(306).
 BONANZA TOWN—W—Charles Starrett, Smiley Burnette, Fred F. Sears—Okeh series entry—56m.—see July 18 issue—(367).
 CHAIN OF CIRCUMSTANCE—MD—Richard Grayson, Margaret Field, Marto Mitrovich—For the lower half—68m.—see Aug. 29 issue—Leg.: B—(309).
 CHINA CORSAIR—ACD—Jon Hall, Liso Ferraday, Ron Randall—Average supporting fare—67m.—see June 6 issue—(316).
 CLOUDED YELLOW, THE—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—87½m.—see Oct. 24 issue—(English-mode).
 CORKY OF GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Patti Brady—Okeh for the lower half—77m.—see Sept. 12 issue—(302).
 CRIMINAL LAWYER—MD—Pat O'Brien, Jone Wyatt, Corl Benton Reid—Okeh programmer for the duallers—74m.—see Aug. 29 issue—(412).
 CYCLONE FURY—W—Charles Starrett, Smiley Burnette, Fred Sears—Average Starrett—54m.—see Aug. 15 issue—(368).
 FAMILY SECRET, THE—D—John Derek, Lee J. Cobb, Jody Lawrence—Dramatic entry will need plenty of push—85m.—see Nov. 7 issue.
 HARLEM GLOBETROTTERS, THE—NOV—Thomas Gomez, Dorothy Dandridge, William Brown—Good sports show for the duallers—80m.—see Nov. 7 issue—(405).
 HILLS OF UTAH—WMU—Gene Autry, Pat Buttram, Elaine Riley—Good Autry—70m.—see Sept. 26 issue—(356).
 HURRICANE ISLAND—AD—Jon Hall, Marie Windsor, Marc Lawrence—Okeh lower half entry—72m.—see July 18 issue—(Supercinecolor)—(349).
 JUNGLE MANHUNT—MD—Johnny Weissmuller, Bob Waterfield, Sheilo Ryan—Average programmer for the lower half—66m.—see Oct. 10 issue—(411).
 KID FROM AMARILLO, THE—W—Charles Starrett, Smiley Burnette, Harry Lauter—Better than average "Durango Kid"—56m.—see Oct. 24 issue—(488).
 LADY AND THE BANDIT, THE—ACD—Louis Hayward, Patricia Medina, Suzanne Dalbert—Okeh action drama for the duallers—79m.—see Aug. 15 issue—(337).
 LORNA DOONE—ACD—Barbara Hale, Richard Greene, Carl Benton Reid—Interesting action drama can be sold—84m.—see June 6 issue—(Technicolor)—(336).
 MAGIC CARPET, THE—AD—Lucille Ball, John Agor, Patricia Medina—Names should help interesting adventure yarn—84m.—see Oct. 10 issue—(Supercinecolor)—(410).
 MAGIC FACE, THE—D—Luther Adler, Patricia Knight, William Shiner—Unusual entry should appeal to class and art spots—89m.—see Aug. 15 issue—Leg.: B—(Made in Vienna)—(402).
 MAN IN THE SADDLE—OD—Randolph Scott, Joan Leslie, Ellen Drew—Outdoor show has names to help—87m.—see Nov. 21 issue—(Technicolor).
 MASK OF THE AVENGER—AD—John Derek, Jody Lawrence, Anthony Quinn—Adventure yarn has the angles—83m.—see July 4 issue—(Technicolor)—(359).
 MOB, THE—MD—Broderick Crawford, Betty Buehler, Richard Kiley—Good melodrama—87m.—see Sept. 12 issue—(407).
 NEVER TRUST A GAMBLER—MD—Dane Clark, Cathy O'Donnell, Tom Drake—Moderate program meller—79m.—see July 18 issue—(326).
 PECOS RIVER—W—Charles Starrett, Smiley Burnette, Dolores Sidener—Standard series offering—55m.—see Dec. 5 issue—(484).
 PICKUP—D—Hugo Haas, Beverly Michaels, Allan Nixon—Interesting offering will have best appeal for class, art spots—78m.—see July 18 issue—Leg.: B—(357).
 PURPLE HEART DIARY—MUCD—Frances Langford, Judd Holdren, Ben Lessy—Okeh entry for the lower half—73m.—see Nov. 21 issue.
 SATURDAY'S HERO—D—John Derek, Donna Reed, Sidney Blackmer—High rating football entry—111m.—see Aug. 29 issue—(401).
 SILVER CANYON—W—Gene Autry, Gail Davis, Jim Davis—Standard Autry—70m.—see June 20 issue—(355).
 SIROCCO—MD—Humphrey Bogart, Marla Toren, Lee J. Cobb—Bogart draw will make the difference—98m.—Leg.: B—see June 6 issue—(348).
 SNAKE RIVER DESPERADOES—W—Charles Starrett, Smiley Burnette, Tommy Ivo—Fair series entry—55m.—see May 23 issue—(336).
 SON OF DR. JEKYLL, THE—MD—Louis Hayward, Jody Lawrence, Alexander Knox—Okey programmer for the duallers—78m.—see Nov. 7 issue—(409).
 SUNNY SIDE OF THE STREET—MU—Frankie Loine, Billy Daniels, Terry Moore—Pleasing programmer for the duallers—72m.—see Sept. 12 issue—(Supercinecolor)—(408).
 TEN TALL MEN—AMD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Good adventure yarn—97m.—see Nov. 7 issue—Leg.: B—(Technicolor).
 TEXAS RANGERS, THE—W—George Montgomery, Gole Storm, Jerome Courtland—Good western—74m.—see June 6 issue—(Supercinecolor)—(325).

EXHIBITOR

SERVISECTION

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SECTION 2
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DECEMBER 12, 1951

- TWO OF A KIND—MD—Edmond O'Brien, Lizbeth Scott, Terry Moore—Names may help fast-moving meller—75m.—see June 20 issue—Leg.: B—(350).
 VALLEY OF FIRE—W—Gene Autry, Gail Davis, Russell Hayden—Below par Autry—70m.—see Nov. 21 issue—(353).
 WHEN THE REDSKINS RODE—MD—Jon Hall, Mary Castle, James Seay—For the duallers—78m.—see May 23 issue—(Supercinecolor)—(339).
 WHISTLE AT EATON FALLS, THE—DOCD—Lloyd Bridges, Dorothy Gish, Corleton Carpenter—Interesting drama has the angles—96m.—see Aug. 1 issue—(322).

TO BE REVIEWED OR IN PRODUCTION

- BLAZING SUN, THE—Gene Autry, Lynne Roberts, Pat Buttram.
 BOOTS MALONE—William Holden, Johnny Stewart, Stanley Clements.
 BRAVE WARRIOR—Jon Hall, Christine Larsen, Jay Silverheels—(Technicolor).
 BRIGAND, THE—Anthony Dexter, Jody Lawrence, Anthony Quinn—(Technicolor).
 CALIFORNIA CONQUEST—Cornel Wilde, Teresa Wright, John Dehner—(Technicolor).
 CAPTAIN BLOOD, FUGITIVE—Louis Hayward, Patricia Medina, John Sutton—(Technicolor).
 CRIPPLE CREEK—George Montgomery, Karin Booth, Jerome Courtland—(Technicolor).
 DARK PAGE, THE—Broderick Crawford, John Derek, Donna Reed.
 DEATH OF A SALESMAN—Fredric March, Mildred Dunoak, Cameron Mitchell.
 FIRST TIME, THE—Robert Cummings, Barbara Hale, Jeff Donnell.
 FOUR POSTER, THE—Rex Harrison, Lilli Palmer.
 GOLDEN HAWK—Rhonda Fleming, Sterling Hayden, John Sutton.
 HAREM GIRL, THE—Joan Davis, Arthur Blake, Peggy Castle.

- HAWK OF WILD RIVER, THE—Charles Starrett, Smiley Burnette, Jack Maloney.
 INDIAN UPRISING—George Montgomery, Audrey Long, Corl Benton Reid—(Supercinecolor).
 JUNGLE JIM IN THE FORBIDDEN LAND—Johnny Weissmuller, Angela Greene.
 LARAMIE MOUNTAINS—Charles Starrett, Smiley Burnette.
 MARRYING KIND, THE—Judy Holliday, John Harrison, Madge Kennedy.
 MONTANA TERRITORY—Lon McCallister, Wanda Hendrix, Preston Foster.
 MY SIX CONVICTS—John Beal, Millard Mitchell, Gilbert Roland.
 OKINAWA—Pat O'Brien, Rhys Williams, Richard Denning.
 OLD WEST, THE—Gene Autry, Gail Davis, Pat Buttram.
 OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
 PAULA—Loretta Young, Kent Smith, Alexander Knox.
 ROUGH, TOUGH WEST—Charles Starrett, Smiley Burnette, Jack Mahoney.
 SABER AND THE ARROW, THE—Broderick Crawford, Barbara Hole, Johnny Stewart.
 SMOKY CANYON—Charles Starrett, Stanley Burnette, Jack Mahoney.
 SNIPER, THE—Adolphe Menjou, Arthur Franz, Marie Windsor.
 STORM OVER TIBET—Rex Reason, Diana Douglas.
 SOUND OFF—Mickey Rooney, Dolores Sidener, Sammy White.
 THIEF OF DAMASCUS, THE—Paul Henreid, John Sutton, Eleno Verdugo—(Technicolor).
 WALK EAST ON BEACON—George Murphy, Virginia Gilmore, Finlay Currie.
 WOMAN IN QUESTION, THE—Jean Kent, John McCallum, Susan Shaw—(English-made).
 YANK IN INDO-CHINA, A—John Archer, Douglas Dick.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion.

- Abbreviations following titles indicate type of picture.
 ACD—Action drama
 AD—Adventure drama
 ACMU—Action musical
 ADM—Adult melodrama
 BID—Biographical drama
 BIDMU—Biographical drama with music
 BUR—Burlesque
 C—Comedy
 CAR—Cartoon feature
 CD—Comedy drama
 CDMU—Comedy drama musical
 CFAN—Comedy fantasy
 CFANMU—Comedy fantasy musical
 CMD—Comedy melodrama
 CMU—Comedy musical
 COMP—Compilation
 COSMD—Costume melodrama
 D—Drama
 DFAN—Drama fantasy
 DMU—Dramatic musical
 DOC—Documentary
 DOCD—Documentary drama
 DOCMD—Documentary melodrama
 ED—Educational feature
 F—Farce
 FAN—Fantasy
 FANMU—Fantasy musical
 FMU—Farce musical
 HISD—Historical drama
 MDMU—Melodrama musical
 MD—Melodrama
 MUC—Musical comedy
 MUCD—Musical comedy drama
 MU—Musical
 MUSAT—Musical satire
 MUW—Musical western
 MY—Mystery
 MYC—Mystery comedy
 MYCM—Mystery comedy musical
 MYD—Mystery drama
 MYMD—Mystery melodrama
 MYMU—Mystery musical
 MYW—Mystery western
 NOV—Novelty
 OPC—Operatic comedy
 OPD—Operatic drama
 OD—Outdoor drama
 OMD—Outdoor melodrama
 PD—Psychological drama
 ROMC—Romantic comedy
 ROMCMU—Romantic comedy musical
 ROMD—Romantic drama
 ROMDMU—Romantic drama with music
 SAT—Satire
 SCD—Sex comedy drama
 TRAV—Travelogue
 W—Western
 WC—Western comedy
 WCMU—Western comedy musical
 WD—Western drama
 WMD—Western melodrama
 WMDMU—Western melodrama musical
 WMU—Western musical

Hallmark

- TO BE REVIEWED OR IN PRODUCTION
 SHE SHOULD SAID NO—Lila Leeds, Alan Boxter, Lyle Talbot—85m.—Leg.: C.
 WHY MEN LEAVE HOME—Julie Bishop, Richard Denning, Ern Westmore.

We "LAY IT ON THE LINE" . . .
 and call a "Stinker" a "Stinker"



There is no bunk or side stepping . . . but just cold honest evaluation in these . . .

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 of all Trade Press REVIEWS

Don't take our word for this.
 Check 'em against your playoff!

Lippert

(1950-51 releases from 5001 up)

- AS YOU WERE—C—Joe Sawyer, William Tracy, Russell Hicks—Service comedy will fit into the lower half—58m.—see Nov. 7 issue—(5023).
- FBI GIRL—MD—Cesar Romero, George Brent, Audrey Tatter—Names should help action-packed melodrama—76m.—see Nov. 7 issue—(5002).
- G.I. JANE—CMU—Jean Parter, Tom Neal, Iris Adrian—Pleasing entry for the lower half—64m.—see July 4 issue—(5012).
- HIGHLY DANGEROUS—MD—Dane Clark, Margaret Lockwood, Marlow Goring—Routine British spy meller for the lower half—80m.—see Nov. 7 issue—(English-made)—(5029).
- KENTUCKY JUBILEE—CMU—Jerry Colonna, Jean Parter, James Ellison—Pleasing entry for the lower half—70m.—see June 20 issue—(5007).
- LEAVE IT TO THE MARINES—C—Sid Melton, Mara Lynn, Gregg Martell—Service comedy will fit into the lower half—66m.—see Nov. 7 issue—(5005).
- LITTLE BIG HORN—OD—Lloyd Bridges, John Ireland, Marte Windsor—Outdoor show has plenty of selling angles—85m.—see June 6 issue—(5003).
- LOST CONTINENT—MD—Cesar Romero, Hillary Brooke, Chick Chandler—Good exploitation entry—86m.—see Aug. 29 issue—(5004).
- PIER 23—MD—Hugh Beaumont, Ann Savage, Edward Brophy—For the lower half—57m.—see May 23 issue—Leg.: B—(5018).
- ROARING CITY—MD—Hugh Beaumont, Edward Brophy, Joan Valerie—For the lower half—61m.—see May 23 issue—Leg.: B—(5016).
- SAVAGE DRUMS—ACD—Sobu, Dita Baron, Sid Melton—For the duellers—72m.—see June 20 issue—(5001).
- SKY HIGH—C—Sid Melton, Mara Lynn, Sam Flint—For the lower half—61m.—see Dec. 5 issue—(5024).
- SUPERMAN AND THE MOLE MEN—FAND—George Reeves, Phyllis Coates, Jeff Corey—Children, neighborhoods, and small towns should like it best—60m.—see Nov. 21 issue—(5030).
- UNKNOWN WORLD—FANMD—Victor Kilian, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duellers—73m.—see Nov. 7 issue—(5101).
- VARIETIES ON PARADE—NOV—Jackie Coogan, Eddie Garr, Iris Adrian—For the lower half—55m.—see Sept. 12 issue—(5020).
- YES SIR, MR. BONES—MU—Cast of minstrel and vaudeville people—Pleasing filler for the lower half—54m.—see Aug. 15 issue—(5019).

TO BE REVIEWED OR IN PRODUCTION

- FOR MEN ONLY—Paul Henreid—(5102).
- GREAT ADVENTURE, THE—Dennis Price, Jock Hawkins—(English-made)—(Made in Africa)—(5021).
- MAN BAIT—George Brent, Marguerite Chapman, Diana Dors—(English-made)—(5103).
- NAVAJO—Navajo Indian cast.
- TALES OF ROBIN HOOD—Robert Clarke, Mary Hatcher, Ben Weldon—(5008).

Metro

(1950-51 releases from 101 up)

(1951-52 releases from 201 up)

- ACROSS THE WIDE MISSOURI—OMD—Clark Gable, Ricardo Montalban, Maria Elena Marques—Name draw should be potent factor in the selling—78m.—see Sept. 26 issue—(Technicolor)—(208).
- AMERICAN IN PARIS, AN—MU—Gene Kelly, Leslie Caron, Oscar Levant—Topnotch entertainment—113m.—see Sept. 12 issue—(Technicolor)—(209).
- ANGELS IN THE OUTFIELD—CFAN—Paul Douglas, Janet Leigh, Keenan Wynn—Good programmer deserves the best selling support—99m.—see Sept. 12 issue—(202).
- BANNERLINE—D—Keefe Brasselle, Sally Forrest, Lionel Barrymore—For the duellers—88m.—see Sept. 26 issue—(206).
- CALLAWAY WENT THATAWAY—C—Fred MacMurray, Dorothy McGuire, Howard Keel—Amusing comedy—80m.—see Nov. 21 issue—(214).
- CALLING BULLDOG DRUMMOND—MD—Walter Pidgeon, Margaret Leighton, Robert Beatty—Routine series effort for the duellers—80m.—(Made in England)—see Oct. 24 issue—(213).
- EXCUSE MY DUST—CMU—Red Skelton, Solly Forrest, Macdonald Carey—Skelton draw should help pleasant musical—82m.—see June 6 issue—(Technicolor)—(133).
- IT'S A BIG COUNTRY—CD—Ethel Barrymore, Gary Cooper, Van Johnson, Nancy Davis—Well-made episodic comedy drama deserves the best selling attention—89m.—see Dec. 5 issue.
- KIND LADY—MD—Ethel Barrymore, Maurice Evans, Angela Lansbury—Suspensive meller has the angles—78m.—see July 4 issue—(134).
- LAW AND THE LADY, THE—CD—Greer Garson, Michael Wilding, Marjorie Main—Pleasing comedy will depend an name draw—104m.—see July 18 issue—(136).
- LIGHT TOUCH, THE—D—Stewart Granger, Pier Angeli, George Sanders—Interesting programmer has the angles—93m.—see Nov. 7 issue—Leg.: B—(Made in Italy)—(212).
- MAN WITH A CLOAK, THE—D—Joseph Cotten, Barbara Stanwyck, Leslie Caron—Program meller will need plenty of help—80m.—see Oct. 10 issue—Leg.: B—(207).
- MR. IMPERIUM—ROMDMU—Lana Turner, Ezio Pinza, Margarie Main—Names will make the difference—87m.—see May 23 issue—(Technicolor)—(203).
- NIGHT INTO MORNING—D—Ray Milland, John Hodiak, Nancy Davis—Interesting programmer has the angles—86m.—see May 23 issue—(130).
- NO QUESTIONS ASKED—MD—Barry Sullivan, Arlene Dahl, George Murphy—Fast moving programmer—81m.—see June 20 issue—Leg.: B—(132).
- PANDORA AND THE FLYING DUTCHMAN—FAN—James Mason, Ava Gardner, Nigel Patrick—Artistic production should appeal to class and art spots—123m.—see Oct. 10 issue—Leg.: B—(Made in Europe)—(Technicolor).

- PEOPLE AGAINST O'HARA, THE—MD—Spencer Tracy, Pat O'Brien, Diana Lynn—Good meller—102m.—see Aug. 29 issue—(201).
- QUO VADIS—HISTD—Robert Taylor, Deborah Kerr, Leo Genn—Topnotch—170m.—see Nov. 21 issue—(Made in Italy)—(Technicolor).
- RED BADGE OF COURAGE, THE—MD—Audie Murphy, Bill Mauldin, John Dierkes—Meritorious film will need plenty of help—68m.—see Aug. 29 issue—(204).
- RICH, YOUNG AND PRETTY—CMU—Jane Powell, Danielle Darrieux, Wendell Corey—Good musical—95m.—see July 18 issue—(Technicolor)—(138).
- SHOW BOAT—MUD—Kathryn Grayson, Ava Gardner, Howard Keel—High rating—107m.—see June 20 issue—(Technicolor)—(135).
- STRICTLY DISHONORABLE—CMU—Ezio Pinza, Janet Leigh, Millard Mitchell—Pleasing comedy has names to help 94m.—see July 4 issue—Leg.: B—(131).
- STRIP, THE—MDMU—Mickey Rooney, Sally Forrest, William Demarest—Interesting programmer has the names and the angles—85m.—see Aug. 15 issue—(140).
- TALL TARGET, THE—MD—Dick Powell, Paula Raymond, Adolphe Menjou—Historical meller has names to help—78m.—see Aug. 15 issue—(139).
- TEXAS CARNIVAL—CMU—Esther Williams, Red Skelton, Howard Keel—Name draw should help pleasing musical—77m.—see Sept. 26 issue—(Technicolor)—(205).
- TOO YOUNG TO KISS—C—June Allyson, Van Johnson, Gig Young—Good comedy—89m.—see Nov. 7 issue—(211).
- UNKNOWN MAN, THE—D—Walter Pigeon, Ann Harding, Barry Sullivan—Interesting drama for the duellers—86m.—see Oct. 24 issue—Leg.: B—(210).
- WESTWARD THE WOMEN—OMD—Robert Taylor, Denise Darcel, Beverly Dennis—High rating—116m.—see Dec. 5 issue.

TO BE REVIEWED OR IN PRODUCTION

- BELLE OF NEW YORK—Fred Astaire, Vera-Ellen, Keenan Wynn—(Technicolor).
- GIRL IN WHITE, THE—June Allyson, Arthur Kennedy, Mildred Dunnock.
- GLORY ALLEY—Leslie Caron, Ralph Meeker, Gilbert Roland.
- HOUSE OF THIRTEEN, THE—Peter Lawford, Dawn Addams—(Made in England).
- INVITATION, THE—Van Johnson, Dorothy McGuire, Louis Calhern.
- IVANHOE—Robert Taylor, Elizabeth Taylor, Joan Fontaine—(Technicolor)—(Made in England).
- JUST THIS ONCE—Janet Leigh, Peter Lawford, Lewis Stone.
- LONE STAR—Clark Gable, Ava Gardner, Broderick Crawford, Lionel Barrymore.
- LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
- LOVELY TO LOOK AT—Kathryn Grayson, Red Skelton, Howard Keel—(Technicolor).
- MERRY WIDOW, THE—Lana Turner, Fernando Lamas, Richard Haydn.
- PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
- SCARAMOUCHE—Stewart Granger, Janet Leigh, Eleanor Parker, Mel Ferrer—(Technicolor).
- SELLOUT, THE—Walter Pidgeon, John Hodiak, Audrey Totter.
- SHADOW IN THE SKY—Ralph Meeker, Nancy Davis, James Whitmore.
- SINGIN' IN THE RAIN—Gene Kelly, Debbie Reynolds, Donald O'Connor—(Technicolor).
- SKIRTS AHOY—Esther Williams, Joan Evans, Vivian Blaine—(Technicolor).
- STRANGER IN THE HOUSE, THE—George Murphy, Nancy Davis, Lewis Stone.
- WHEN IN ROME—Van Johnson, Paul Douglas, Joseph Calleia—(Made in Italy).
- WILD NORTH, THE—Stewart Granger, Wendell Corey, Cyd Charisse—(Anscocolor).
- YOUNG MAN IN A HURRY—Glenn Ford, Ruth Roman, Denise Darcel.

Monogram

(1950-51 releases from 5001 up)

(1951-52 releases 5100 up)

- BLAZING BULLETS—W—Johnny Mack Brown, Lois Hall, House Peters, Jr.—Okeh western—51m.—see June 20 issue—(5142).
- BOMBA AND THE ELEPHANT STAMPEDE—AD—Johnny Sheffield, Donna Martell, Edith Evanson—Okeh series entry—71m.—see Nov. 21 issue—(5110).
- CANYON RAIDERS—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Mediocre series entry—53m.—see June 6 issue—(5151).
- CASA MANANA—MUCD—Virginia Welles, Robert Clarke, Robert Karnes, Eddie Le Baron and orchestra—Pleasing musical for the lower half—73m.—Leg.: B—see July 4 issue—(5116).
- CAVALRY SCOUT—OD—Rod Cameron, Audrey Long, Jim Davis—Western has the angles—78m.—see June 20 issue—(Cinecolor)—(5101).
- CRAZY OVER HORSES—C—Leo Gorcey, Huntz Hall, Gloria Saunders—Standard series entry—65m.—see Dec. 5 issue—(5114).
- FATHER TAKES THE AIR—C—Raymond Walburn, Walter Catlett, Florence Bates—Okeh series entry—61m.—see June 6 issue—(5126).
- FLIGHT TO MARS—D—Marguerite Chapman, Cameron Mitchell, Virginia Huston—Science fiction drama has the angles for selling—72m.—see Nov. 7 issue—(Cinecolor)—(5103).
- GHOST CHASERS—C—Leo Gorcey, Huntz Hall, Lela Bliss—Okeh series entry—69m.—see May 23 issue—(5112).
- JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
- JOE PALOOKA IN TRIPLE CROSS—MD—Joe Kirkwood, James Gleason, Cathy Downs—Okeh series effort—60m.—see Oct. 10 issue—(5118).

- LET'S GO NAVY—F—Leo Gorcey, Huntz Hall, Charlita—Fair "Bowery Boys" entry—68 1/2m.—see Aug. 1 issue—(5113).
- LONGHORN, THE—W—Wild Bill Elliott, Myron Healey, Phyllis Coates—Good western—70m.—see Oct. 24 issue—(5223).
- MONTANA DESPERADO—W—Johnny Mack Brown, Virginia Herrick, Myron Healey—Routine western—51m.—see July 18 issue—(5143).
- NEVADA BADMEN—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Routine western—58m.—see July 18 issue—(5152).
- OKLAHOMA JUSTICE—W—Johnny Mack Brown, Jimmy Ellison, Phyllis Coates—Okeh western—56m.—see Oct. 10 issue—(5144).
- OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57 1/2m.—see May 24 issue—(4952).
- STAGECOACH DRIVER—W—Whip Wilson, Fuzzy Knight, Gloria Winters—Series average—52m.—see Aug. 29 issue—(5153).
- WANTED, DEAD OR ALIVE—W—Whip Wilson, Fuzzy Knight, Christine McIntyre—Fair western—59m.—see Oct. 24 issue—(5154).
- WHISTLING HILLS—W—Johnny Mack Brown, Jimmy Ellison, Noel Neill—Series average—58m.—see Nov. 21 issue—(5145).
- YELLOW FIN—AD—Wayne Morris, Adrian Booth, Damian O'Flynn—Interesting fishing yarn for the lower half—72m.—see Nov. 7 issue—(5108).
- YUKON MANHUNT—OMD—Kirby Grant, Margaret Field, Chinook—For the lower half—63m.—see July 4 issue—(5123).

TO BE REVIEWED OR IN PRODUCTION

- ALADDIN AND HIS LAMP—John Sands, Patricia Medina, Dick Erdman—(Cinecolor)—(5299).
- BRONC RIDER—Whip Wilson, Fuzzy Knight, Pamela Duncan.
- DESERT PURSUIT—Wayne Morris, Virginia Grey, Anthony Caruso.
- FORT OSAGE—Rod Cameron, Jane Nigh—(Cinecolor)—(5102).
- HOLD THAT LINE—Leo Gorcey, Huntz Hall, Mona Knox—(5211).
- LAWLESS COWBOYS—Whip Wilson—58m.—(5155).
- MAN FROM BLACK HILLS, THE—Johnny Mack Brown, Jimmy Ellison, Florence Lake.
- NIGHT RAIDERS—Whip Wilson, Lois Hall, Fuzzy Knight—(5251).
- NORTHWEST TERRITORY—Kirby Grant, Gloria Saunders, Chinook—61m.—(5124).
- OUTLAW TOWN—Johnny Mack Brown, Jimmy Ellison, Lais Hall—(5241).
- RODEO—Jane Nigh, John Archer, Wallace Ford.
- STEEL FIST—Roddy McDonald, Kristine Miller—(5217).
- TEXAS LAWMEN—Johnny Mack Brown—54m.—(5146).
- VENGEANCE TRAIL—Wild Bill Elliott, Peggy Stewart.
- WACO—Wild Bill Elliott, Pamela Blake, Lyle Talbot.
- WAGONS WEST—Rod Cameron, Peggie Castle, Noah Beery, Jr.—(Cinecolor).

Paramount

(1950-51 releases from 5001 up)

(1951-52 releases from 5101 up)

- CROSSWINDS—MD—John Payne, Rhonda Fleming, Forrest Tucker—Moderate programmer—93m.—see Aug. 15 issue—(Technicolor)—(5104).
- DARLING, HOW COULD YOU!—C—Joan Fontaine, John Lund, Mona Freeman—Mild comedy for the class spots—96m.—see Aug. 15 issue—(5108).
- DETECTIVE STORY—MD—Kirk Douglas, Eleanor Parker, William Bendix, Horace McMahon—High rating—103m.—see Oct. 10 issue—(5111).
- HERE COMES THE GROOM—C—Bing Crosby, Jane Wyman, Franchot Tone, Alexis Smith—Very good Crosby—113m.—see July 18 issue—(5101).
- HONG KONG—MD—Ronald Reagan, Rhonda Fleming, Nigel Bruce—Fair meller for the duellers—90m.—see Nov. 21 issue—(Technicolor)—(5109).
- MY FAVORITE SPY—F—Bob Hope, Hedy Lamarr, Francis L. Sullivan—Good Hope—93m.—see Oct. 10 issue—(5110).
- PASSAGE WEST—MD—John Payne, Dennis O'Keefe, Arleen Whelan—Names will help exploitable melodrama—80m.—see June 6 issue—(Technicolor)—(5022).
- PEKING EXPRESS—MD—Joseph Cotten, Corinne Calvet, Edmund Gwenn—Exciting meller—84 1/2m.—see July 4 issue—(5024).
- PLACE IN THE SUN, A—D—Montgomery Clift, Elizabeth Taylor, Shelley Winters—High rating drama—122m.—see July 18 issue—(5102).
- RED MOUNTAIN—MD—Alan Ladd, Elizabeth Scott, Arthur Kennedy—Good Ladd—84m.—see Nov. 21 issue—(Technicolor)—(5113).
- RHUBARB—C—Ray Milland, Gene Lockhart, Jan Sterling—Amusing comedy should land in the better money—94m.—see Aug. 15 issue—(5103).
- SAILOR BEWARE—C—Dean Martin, Jerry Lewis, Corinne Calvet—Martin and Lewis entry should register in the higher grosses—103m.—see Dec. 5 issue—(5114).
- SILVER CITY—OMD—Edmond O'Brien, Yvonne DeCarlo, Barry Fitzgerald—Action-filled outdoor show has names to help—90m.—see Oct. 10 issue—(Technicolor)—(5112).
- SUBMARINE COMMAND—ACD—William Holden, Nancy Olson, William Bendix—Good program—87m.—see Sept. 12 issue—(5107).
- THAT'S MY BOY—C—Dean Martin, Jerry Lewis, Ruth Hussey—High rating comedy—98m.—see June 20 issue—(5026).
- WARPATH—ACD—Edmond O'Brien, Dean Jagger, Forrest Tucker, Polly Bergen—Fast moving action show—95m.—see June 6 issue—(Technicolor)—(5025).

WHEN WORLDS COLLIDE—FAN—Richard Derr, Barbara Rush, Peter Hanson—Well-made science fiction film is packed with selling angles—81m.—see Aug. 29 issue—(Technicolor)—(5106).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill, Adele Jergens—(Technicolor).

ANYTHING CAN HAPPEN—Jose Ferrer, Kim Hunter, Kurt Kasznar—(5117).

CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.

COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.

DENVER AND THE RIO GRANDE, THE—Edmond O'Brien, Sterling Hayden, Dean Jagger, Laura Elliott, Zasu Pitts—(Technicolor)—(5115).

EAGLES OF THE NAVY—Alan Ladd, William Bendix.

FAMOUS—Bing Crosby, Jane Wyman, Ethel Barrymore—(Technicolor).

FLAMING FEATHER—Sterling Hayden, Barbara Rush, Forrest Tucker—(Technicolor).

GIANT TIMBER—John Payne, Susan Morrow, William Demarest—(Technicolor).

GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).

LOS ALAMOS—Gene Barry, Lydia Clark, Michael Moore.

MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.

SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).

SOMEBODY LOVES ME—Betty Hutton, Ralph Meeker, Robert Keith—(Technicolor).

SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine—(5105).

SON OF PALEFACE—Bob Hope, Jane Russell, Roy Rogers—(Technicolor).

STOOGES, THE—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff.

THIS IS DYNAMITE—William Holden, Alexis Smith, Edmond O'Brien.

THUNDER IN THE EAST—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.

WARBONNET—Charlton Heston, Peter Hanson, Joan Taylor, Susan Morrow—(Technicolor).

RKO

(1950-51 releases from 101 up)

(1951-52 releases from 201 up)

ALICE IN WONDERLAND—CAR—Walt Disney cartoon feature—High rating—75m.—see July 4 issue—(Disney)—(Technicolor)—(292).

BEHAVE YOURSELF—C—Farley Granger, Shelley Winters, William Demarest—Star draw should make the difference—81m.—see Sept. 26 issue—(206).

BLUE VEIL, THE—Jane Wyman, Charles Laughton, Joan Blondell—High rating women's show—114m.—see Sept. 26 issue—(263).

DOUBLE DYNAMITE—CMU—Jane Russell, Groucho Marx, Frank Sinatra—Name draw may make the difference—80m.—see Nov. 21 issue.

DRUMS IN THE DEEP SOUTH—MD—James Craig, Guy Madison, Barbara Payton—Civil War meller has plenty of selling angles—86m.—see Oct. 24 issue—(Supercinacolor)—(211).

FLYING LEATHERNECKS—MD—John Wayne, Robert Ryan, Janis Carter—War show should ride into the better money—102m.—see Aug. 1 issue—(Technicolor)—(261).

HAPPY GO LOVELY—CMU—David Niven, Vera-Ellen, Cesar Romero—Entertaining musical has the angles—87m.—see June 20 issue—(English-made)—(Technicolor)—(262).

HARD, FAST AND BEAUTIFUL—D—Claire Trevor, Sally Farrest, Carleton Young—Interesting drama has the angles for selling—78m.—see June 6 issue—(119).

HIS KIND OF WOMAN—MD—Robert Mitchum, Jane Russell, Vincent Price—Meller will depend on name draw for best returns—120m.—see July 18 issue—Leg. B—(201).

HOT LEAD—W—Tim Holt, Joan Dixon, Ross Elliott—Okeh western—60m.—see Oct. 24 issue—(209).

I WANT YOU—D—Dana Andrews, Dorothy McGuire, Farley Granger—Good romantic drama—102m.—see Nov. 7 issue—(Goldwyn)—(251).

JUNGLE HEADHUNTERS—TRAV—Record of Lewis Cotlow's Amazon expedition—Colorful jungle travel compilation will fit into the duallers—65m.—see May 9 issue—(Technicolor)—(177).

JUNGLE OF CHANG—DOCD—PoChai, MeYing, commentary by Leonard Eyre—Interesting documentary—67m.—see Nov. 21 issue—(Swedish-made)—(Made in Siam)—(English titles and narration)—(208).

LILLI MARLENE—MD—Hugh McDermott, Lisa Daniely, John Blythe—British import may have appeal in the art spots—73m.—see Aug. 15 issue—Leg. B.—(English-made)—(203).

ON DANGEROUS GROUND—MD—Ida Lupino, Robert Ryan, Ward Bond—Confused programmer will need plenty of push—82m.—see Dec. 5 issue.

ON THE LOOSE—D—Joan Evans, Melvyn Douglas, Lynn Bari—Teen age drama has the angles—74m.—see Aug. 1 issue—(202).

OVERLAND TELEGRAPH—W—Tim Holt, Richard Martin, Gail Davis—Routine series western—60m.—see Dec. 5 issue.

PISTOL HARVEST—W—Tim Holt, Joan Dixon, Richard Martin—Par for the series—60m.—see Aug. 1 issue—(205).

RACKET, THE—MD—Robert Mitchum, Robert Ryan, Elizabeth Scott—Star draw will help gangster melodrama—89m.—see Oct. 24 issue—(210).

ROADBLOCK—MD—Charles McGraw, Joan Dixon, Lowell Gilmore—Okeh meller for the lower half—73m.—see Aug. 1 issue—(204).

SLAUGHTER TRAIL—WMDMU—Brian Donlevy, Gig Young, Virginia Grey—Western will fit into the duallers—78m.—see Oct. 24 issue—(Cinacolor)—(207).

TWO TICKETS TO BROADWAY—CMU—Tony Martin, Janet Leigh, Gloria DeHaven—Pleasing musical should ride into the better grosses—106m.—see Oct. 24 issue—(Technicolor)—(264).

WHIP HAND, THE—MD—Carla Balenda, Elliott Reid, Edgar Barrier—For the lower half—82m.—see Oct. 24 issue—(212).

TO BE REVIEWED OR IN PRODUCTION

ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders, Elsa Lanchester, Victor Mature.

BIG SKY, THE—Kirk Douglas, Dewey Martin, Elizabeth Thraatt.

BLACKBEARD THE PIRATE—Robert Mitchum, Falth Demergue, Victor Mature.

CHUCK-A-LUCK—Marlene Dietrich, Arthur Kennedy, Mel Ferrer—(Technicolor).

CLASH BY NIGHT—Barbara Stanwyck, Paul Douglas, Marilyn Monroe.

CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.

DESERT PASSAGE—Tim Holt, Richard Martin, Jean Dixon.

GIRL IN EVERY PORT, A—Groucho Marx, Marie Wilson, William Bendix, Don DeFore—87m.

HALF-BREED, THE—Robert Young, Janis Carter, Jack Buetel—(Technicolor).

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).

KOREAN STORY, THE—Robert Mitchum, Charles McGraw, Lala Rias.

LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.

MACAO—Robert Mitchum, Jane Russell, William Bendix.

MONTANA BELLE—George Brent, Jane Russell, Scott Brady—81m.—(Trucolor).

SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).

SWORD OF VENUS—Robert Clarke, Catherine McLeod, Renee DeMarco.

3000 A.D.—Robert Clarke, Margaret Field, Ron Randell.

TARZAN'S SAVAGE FURY—Lex Barker, Dorothy Hart, Tammy Carlton.

TEMBO—Howard Hill documentary—(Anso color).

TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.

Republic

(1950-51 releases from 5001 up)

(1951-52 releases from 5101 up)

ADVENTURES OF CAPTAIN FABIAN—MD—Errol Flynn, Micheline Puelle, Vincent Price—Name draw should make the difference—101m.—see Sept. 26 issue—Leg. B—(Made in France)—(5101).

ARIZONA MANHUNT—W—Michael Chapin, Eilene Janssen, James Bell—Okeh western for the younger set—60m.—see Sept. 26 issue—(5068).

DAKOTA KID, THE—W—Michael Chapin, Eilene Janssen, James Bell—Routine western—60m.—see July 4 issue—(5067).

DESERT OF LOST MEN—W—Allan "Rocky" Lane, Irving Bacon, Mary Ellen Kay—Good series entry—54m.—see Dec. 5 issue—(5063).

FORT DODGE STAMPEDE—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Routine western—60m.—see Sept. 12 issue—(5062).

FUGITIVE LADY—D—Janis Page, Binnie Barnes, Massimo Serato—Routine import for the duallers—78m.—see July 18 issue—Leg. B—(Made in Italy)—(5011).

HAVANA ROSE—CDMU—Estelita, Bill Williams, Hugh Herbert—For the lower half—77m.—see Sept. 26 issue—(5124).

HONEYCHILE—CMU—Judy Canova, Eddie Foy, Jr., Alan Hale, Jr.—Musical will find most strength in small towns and neighborhoods—90m.—see Nov. 21 issue—(Trucolor)—(5121).

IN OLD AMARILLO—MUW—Roy Rogers, Estelita Rodriguez, Penny Edwards—Okeh series entry—67m.—see May 23 issue—(5043).

LOST PLANET AIRMEN—FAN—Tristram Coffin, Mae Clark, Don Haggerty—For the lower half—67m.—see July 18 issue—(Reedited from the serial, "King of the Rocket Men")—(5031).

MILLION DOLLAR PURSUIT—ACD—Penny Edwards, Grant Withers, Norman Budd—Okeh supporting fare—60m.—see June 6 issue—(5028).

RAY ROBINSON-RANDOLPH TURPIN FIGHT, THE—DOC—Narrated by Jimmy Powers—Fight film should have appeal in some areas—53m.—see Aug. 1 issue—(English-made)—(5095).

RODEO KING AND THE SENORITA—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Good western—67m.—see Aug. 1 issue—(5053).

SEA HORNET, THE—ACD—Rod Cameron, Adele Mara, Adrian Booth—Action show will fit into the duallers—85m.—see Oct. 10 issue—(5105).

SECRETS OF MONTE CARLO—MD—Warren Douglas, Lois Hall, June Vincent—For the lower half—60m.—see July 4 issue—(5030).

SOUTH OF CALIENTE—MUW—Roy Rogers, Dale Evans, Pinky Lee—Very good Rogers—67m.—see Nov. 7 issue—(5151).

STREET BANDITS—MD—Penny Edwards, Robert Clarke, Ross Ford—For the lower half—54m.—see Dec. 5 issue—(5130).

THIS IS KOREA!—DOC—U. S. Navy and Marine Corps film supervised by John Ford—Topnotch documentary—51m.—see Aug. 29 issue—(Trucolor)—(5127).

UTAH WAGON TRAIN—W—Rex Allen, Penny Edwards, Buddy Ebsen—Okeh outdoor show—67m.—see Nov. 7 issue—(5054).

WELLS FARGO GUNMASTER—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Standard series offering—60m.—see May 23 issue—(5061).

WILD BLUE YONDER, THE—D—Wendell Corey, Vera Ralston, Forrest Tucker—War film has the angles for the selling—98m.—see Dec. 5 issue—(5103).

TO BE REVIEWED OR IN PRODUCTION

BAL TABARIN—Muriel Lawrence, William Ching—(Made in France).

BORDER SADDLEMATES—Rex Allen, Mary Ellen Kay, Slim Pickens.

CAPTIVE OF BILLY THE KID—Allan "Rocky" Lane, Penny Edwards, Clem Bevans.

COLORADO SUNDOWN—Rex Allen, Mary Ellen Kay, Slim Pickens.

FABULOUS SENORITA, THE—Estelita, Robert Clarke, Nestor Paiva.

GOBS AND GALS—Bernard Brothers, Cathy Downs, Bob Hutton.

HOODLUM EMPIRE—Brian Donlevy, Forrest Tucker, Claire Trevor.

LADY POSSESSED, A—James Masan, June Havoc, Pamela Kellino.

LAST MUSKETEER, THE—Rex Allen, Mary Ellen Kay, Slim Pickens.

LEADVILLE GUNSLINGER—Allan "Rocky" Lane, Eddy Waller.

MINNESOTA—Rod Cameron, Ruth Hussey, J. C. Flippen.

OKLAHOMA ANNIE—Judy Canava, John Russell, Grant Withers.

PALS OF THE GOLDEN WEST—Roy Rogers, Dale Evans, Estelita Rodriguez—67m.—(5152).

QUIET MAN, THE—John Wayne, Maureen O'Hara, Barry Fitzgerald—(Made in Ireland)—(Technicolor).

RANGERS OF THE GOLDEN SAGE—Michael Chapin, Eilene Janssen, Lucille Barkley.

STORMBOUND—Constance Dowling, Andrea Checchi—60m.—(Italian-made)—(5032).

WOMAN IN THE DARK—Ross Elliott, Penny Edwards, Rick Vallin.

20th Century-Fox

(1950 releases from 001 up)

(1951 releases from 101 up)

ANNE OF THE INDIES—MD—Jean Peters, Debra Paget, Louis Jourdan—Colorful pirate story will depend on name draw—81m.—see Oct. 24 issue—(Technicolor)—(134).

AS YOUNG AS YOU FEEL—C—Monty Woolley, Thelma Ritter, David Wayne—Names will make the difference—77m.—see June 6 issue—(120).

BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—Reissue is filled with selling angles—90m.—see July 4 issue—(Technicolor)—(056).

DAVID AND BATHSHEBA—COSD—Gregory Peck, Susan Hayward, Raymond Massey—Impressive film should ride into the higher grosses—116m.—see Aug. 15 issue—Leg. B—(Technicolor)—(128).

DAY THE EARTH STOOD STILL, THE—DFAN—Michael Rennie, Patricia Neal, Hugh Marlowe—Superior science fiction entry is packed with selling angles—92m.—see Sept. 12 issue—(129).

DESERT FOX, THE—MD—James Mason, Sir Cedric Hardwicke, Jessica Tandy—War melodrama will have to depend on the selling—88m.—see Sept. 26 issue—(130).

ELOPEMENT—C—Clifton Webb, Anne Francis, Charles Bickford—Amusing programmer—82m.—see Nov. 21 issue—(141).

FIXED BAYONETS—MD—Ricard Basehart, Gene Evans, Michael O'Shea—War film has the angles for the selling—92m.—see Dec. 5 issue—(140).

FROGMEN, THE—MD—Richard Widmark, Dana Andrews, Gary Merrill—War thriller should ride into the better money—96m.—see June 20 issue—(122).

GOLDEN GIRL—CDMU—Mitzi Gaynor, Dale Robertson, Dennis Day—Entertaining musical—108m.—see Nov. 7 issue—(Technicolor)—(136).

GUY WHO CAME BACK, THE—CD—Paul Douglas, Joan Bennett, Linda Darnell—Mild program—91m.—see June 6 issue—Leg. B—(118).

I'LL NEVER FORGET YOU—FAND—Tyrone Power, Ann Blyth, Michael Rennie—Name draw may be of some help—92m.—see Dec. 5 issue—(Technicolor)—(Made in England)—(142).

JESSE JAMES—OD—Tyrone Power, Nancy Kelly, Henry Fonda—Reissue has the angles—106m.—see July 4 issue—(Technicolor)—(057).

JOURNEY INTO LIGHT—D—Sterling Hayden, Viveca Lindfors, Thomas Mitchell—Interesting programmer will fit into the duallers—87m.—see Sept. 19 issue—(132).

KENTUCKY—MD—Loretta Young, Richard Greene, Walter Brennan—Reissue has names to sell—96m.—see July 4 issue—(Technicolor)—(150).

LET'S MAKE IT LEGAL—C—Claudette Colbert, Macdonald Carey, Zachary Scott—Names may help mild comedy—77m.—see Oct. 24 issue—Leg. B—(133).

LOVE NEST—C—June Haver, William Lundigan, Frank Fay—Mild comedy for the duallers—85m.—see Oct. 24 issue—(131).

MEET ME AFTER THE SHOW—MUC—Betty Grable, Mac Donald Carey, Rory Calhoun, Eddle Albert—86m.—Good musical—see Aug. 15 issue—Leg.: B—(Technicolor)—(125).

MILLIONAIRE FOR CHRISTY, A—F—Fred MacMurray, Eleanor Parker, Richard Carlson—Good comedy has the angles—90½m.—see Aug. 15 issue—(Leg.: B)—(127).

MODEL AND THE MARRIAGE BROKER, THE—C—Jeanne Crain, Scott Brady, Thelma Ritter—Entertaining programmer—103m.—see Dec. 5 issue—(201).

MR. BELVEDERE RINGS THE BELL—CD—Clifton Webb, Joanne Dru, Hugh Marlowe—Latest Belvedere should ride into the better money—see Aug. 1 issue—87m.—(124).

MY FRIEND FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of human interest drama should appeal—89m.—see June 20 issue—(Technicolor)—(152).

NO HIGHWAY IN THE SKY—D—James Stewart, Marlene Dietrich, Glynis Johns—Engrossing drama has names to help—97½m.—see Aug. 1 issue—(Made in England)—(121).

PEOPLE WILL TALK—CD—Cary Grant, Jeanne Crain, Hume Cronyn—High rating—110m.—see Aug. 29 issue—(126).

RETURN OF FRANK JAMES, THE—OMD—Henry Fonda, Gene Tierney, Jackie Cooper—Reissue has names to sell—92m.—see July 4 issue—(Technicolor)—(058).

SECRET OF CONVICT LAKE, THE—OMD—Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott—Good meller—83m.—see July 4 issue—Leg.: B—(123).

SMOKY—OMD—Fred MacMurray, Anne Baxter, Burl Ives—Reissue of horse story has names to sell—87m.—see June 20 issue—(Technicolor)—(043).

TAKE CARE OF MY LITTLE GIRL—CD—Jeanne Crain, Dale Robertson, Mitzl Gaynor—Should ride into the better grosses—93m.—see June 20 issue—(Technicolor)—(119).

THUNDERHEAD, SON OF FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of colorful outdoor saga should appeal—78m.—see June 20 issue—(Technicolor)—(151).

TO BE REVIEWED OR IN PRODUCTION

BELLES ON THEIR TOES—Jeanne Crain, Myrna Loy, Debra Paget—(Technicolor).

CRY OF THE SWAMP—Jean Peters, Jeffrey Hunter, Walter Brennan.

DEADLINE—U. S. A.—Humphrey Bogart, Ethel Barrymore, Kim Hunter.

DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor).

DEADLINE—U. S. A.—Humphrey Bogart, Ethel Barrymore, Kim Hunter.

DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegard Neff—(Made in Germany).

DIPLOMATIC COURIER—Tyrone Power, Patricia Neal, Hildegard Neff.

EAST IS EAST—Don Taylor, Cameron Mitchell, Marie Winsor, Shirley Yamaguchi.

5 FINGERS—James Mason, Micheline Prelle, Michael Rennie.

GIFT OF THE MAGI—Jeanne Crain, Farley Granger.

GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).

GIRL ON THE BRIDGE, THE—Hugo Haas, Beverly Michaels, Robert Dane—(139).

I DON'T CARE GIRL, THE—Mitzl Gaynor, David Wayne, Oscar Levant—(Technicolor).

KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).

LADY IN THE IRON MASK, THE—Louis Hayward, Patricia Medina, Alan Hale, Jr.—(Technicolor).

LYDIA BAILEY—Dale Robertson, Anne Francis, Charles Korvin—(Technicolor).

MABEL AND ME—Dan Dailey, Corinne Calvet.

OUTCASTS OF POKER FLAT—Anne Baxter, Dale Robertson, Miriam Hopkins.

PHONE CALL FROM A STRANGER—Gary Merrill, Bette Davis, Shelley Winters.

PRIDE OF ST. LOUIS—Dan Dailey, Joanne Dru.

RED SKIES OF MONTANA—Richard Widmark, Constance Smith, Richard Boone—(Technicolor).

RETURN OF THE TEXAN—Dale Robertson, Richard Boone, Tom Tully.

ROSE OF CIMARRON—Jack Buetel, Mala Powers, Bill Williams—(Cinacolor).

VIVA ZAPATA—Marlon Brando, Jean Peters, Margo.

WAIT TILL THE SUN SHINES NELLIE—Jean Peters, David Wayne, Hugh Marlowe—(Technicolor).

WAY OF A GAUCHO, THE—Gene Tierney, Rory Calhoun, Richard Boone—(Made in Argentina)—(Technicolor).

WITH A SONG IN MY HEART—Susan Hayward, Thelma Ritter, Rory Calhoun, David Wayne—(Technicolor).

United Artists

BADMAN'S GOLD—W—Johnny Carpenter, Alyn Lockwood, Troy Tarrall—Routine western—56m.—see June 6 issue—(ELC).

BIG NIGHT, THE—MD—John Barrymore, Jr., Preston Foster, Dorothy Comingore—Heavy meller will fit into the duallers—75m.—see Nov. 21 issue—Leg.: B—(Waxman).

CHICAGO CALLING—D—Dan Duryea, Mary Anderson, Gordon Gebert—Will fit into the duallers—74m.—see Dec. 19 issue—(Bernels).

CHRISTMAS CAROL, A—D—Alastair Sim, Kathleen Harrison, Jack Warner—Import is a good picturization of the famed Charles Dickens novel—86m.—see Nov. 21 issue—(English-made)—(Hurst).

FORT DEFIANCE—W—Dane Clark, Ben Johnson, Peter Graves—Okeh outdoor show—81m.—see Nov. 7 issue—(Cinacolor)—(Melford).

FOUR IN A JEEP—D—Viveca Lindfors, Ralph Meeker, Yoseph Yadin—Interesting import for the art, class spots—97m.—see June 20 issue—(Made in Austria)—(Wechsler).

GOLD RAIDERS—WC—George O'Brien, Sheila Ryan, The Three Stooges—Okeh entry for the lower half—56m.—see Oct. 24 issue—(Glasser).

HE RAN ALL THE WAY—MD—John Garfield, Shelley Winters, Wallace Ford—Exciting meller is packed with selling angles—77m.—see June 20 issue—Leg.: B—(Roberts).

HOODLUM, THE—MD—Lawrence Tierney, Aileen Roberts, Marjorie Riordan—For the lower half—61m.—see July 4 issue—Leg.: B—(ELC).

HOTEL SAHARA—C—Yvonne DeCarlo, David Tomlinson, Peter Ustinov—Pleasing programmer—87m.—see Sept. 26 issue—(English-made)—(Brown).

LADY SAYS NO, THE—F—Joan Caulfield, David Niven, James Justice—Fair comedy for the duallers—80m.—see Dec. 5 issue—Leg.: B—(Ross-Stillman).

MAN WITH MY FACE, THE—MD—Barry Nelson, Lynn Ainsley, John Harvey—Suspenseful programmer—79m.—see May 23 issue—Leg.: B—(Made in Puerto Rico)—(Gardner).

MISTER DRAKE'S DUCK—F—Douglas Fairbanks, Jr., Yolande Donlan, Howard Marian—Crawford—81m.—Zany farce has the Fairbanks name to help the draw—see Aug. 29 issue—(English-made)—(Angel).

MR. PEEK-A-BOO—F—Joan Greenwood, Bourvil, Marcel Arnold—Cute farce for the art spots—68m.—see Sept. 26 issue—(Made in France)—(English dialogue)—(Bar).

NAUGHTY ARLETTE—D—Mal Zetterling, Hugh Williams, Margot Grahame—Mild British offering for the art spot—86m.—see May 23 issue—Leg.: B—(English-made)—(ELC).

OBSESSED—MYD—David Farrar, Geraldine Fitzgerald, Roland Culver—Interesting dramatic entry for the art and class spots—77m.—see Sept. 12 issue—Leg.: B—(English-made)—(Gartside).

PARDON MY FRENCH—C—Paul Henreid, Merle Oberon, Paul Bonifas—Import will fit into the duallers—81½m.—see Aug. 29 issue—(French-made)—(English dialogue)—(Cusick).

RED SHOES, THE—D—Anton Walbrook, Marius Goring, Moira Shearer—High rating ballet entry for special audiences—133m.—see Sept. 26 issue—(English-made)—(Technicolor)—(Powell-Pressburger).

RIVER, THE—D—Nora Swinburne, Esmond Knight, Arthur Shields—Different type of film should have considerable appeal for the art spots—98m.—see Sept. 12 issue—(Made in India)—(Technicolor)—(McEldowney).

SKIPALONG ROSEBLOOM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(ELC).

ST. BENNY THE DIP—CD—Dick Haymes, Nina Foch, Roland Young—Names should help—81m.—see June 20 issue—(Danziger).

THREE STEPS NORTH—MD—Lloyd Bridges, Lea Padovani, Aldo Fabrizi—Interesting meller will fit into the duallers—85m.—see June 20 issue—(Made in Italy)—(Wildner).

TOM BROWN'S SCHOOL DAYS—D—John Howard Davies, Robert Newton, James Hayter—Well-made import for the art and class spots—93m.—see Oct. 24 issue—(English-made)—(Minter).

TWO GALS AND A GUY—C—Robert Alda, Janis Paige, James Gleason—Fair entry for the duallers—70m.—see June 20 issue—(Arent).

WELL, THE—D—Gwendolyn Laster, Richard Rober, Maidie Norman—High rating—85m.—see Sept. 12 issue—(Popkin).

TO BE REVIEWED OR IN PRODUCTION

ACTORS AND SIN—Edward G. Robinson, Marsha Hunt, Eddie Albert.

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made in Africa)—(Spiegel).

ANOTHER MAN'S POISON—Bette Davis, Gary Merrill, Emyln Williams—(Made in England)—(Angel).

CLOUDBURST—Robert Preston, Elizabeth Sellars—83m.—(Foreign-made)—Leg.: B.

GREEN GLOVE, THE—Glenn Ford, Geraldine Brooke, Sir Cedric Hardwicke—(Foreign-made).

ONE BIG AFFAIR—Dennis O'Keefe, Evelyn Keyes—(Bogeaus).

RED PLANET, THE—Peter Graves, Andrea King, Walter Sande—(Veiller-Hyde).

SATURDAY ISLAND—Linda Darnell, Donald Grey, Tabi Hunter—(Made in Jamaica)—(Technicolor)—(Rose).

TALE OF FIVE WOMEN, A—Bonar Colleano, Gina Lollobrigido, Lana Morris—(English-made)—(PAAL).

TIGHTROPE, THE—John Forsythe, Harold J. Kennedy, Geraldine Hall—74m.—(English-made).

Universal-International

(1950-51 releases from 101 up)
BRIGHT VICTORY—D—Arthur Kennedy, Peggy Dow, James Edwards—Topnotch—96m.—see Nov. 7 issue—(20B).

BROWNING VERSION, THE—D—Michael Redgrave, Jean Kent, Nigel Patrick—Fine dramatic entry for art and specialty spots—89m.—see Nov. 7 issue—(English-made)—(281).

CATTLE DRIVE—W—Joel McCrea, Dean Stockwell, Chiff Wills—Pleasing western—77m.—see July 18 issue—(Technicolor)—(128).

CAVE OF OUTLAWS—MD—Macdonald Carey, Alexis Smith, Edgar Buchanan—Names should make the difference—75m.—see Oct. 24 issue—(Technicolor)—(201).

COMIN' ROUND THE MOUNTAIN—F—Bud Abbott, Lou Costello, Dorothy Shay—A and C starrer should ride into the better money—77m.—see June 20 issue—(127).

FLAME OF ARABY—COSMD—Maureen O'Hara, Jeff Chandler, Maxwell Reed—Names may help familiar type costume melodrama—71½m.—see Nov. 21 issue—(Technicolor)—(207).

FRANCIS GOES TO THE RACES—F—Donald O'Connor, Piper Laurie, Cecil Kellaway—Highly amusing sequel should ride into the better money—87m.—see May 23 issue—(125).

GOLDEN HORDE, THE—COSMD—Ann Blyth, David Farrar, George Macready—Colorful costume melodrama is packed with selling angles—77m.—see Sept. 26 issue—(Technicolor)—(134).

HOLLYWOOD STORY—MYD—Richard Conte, Julia Adams, Richard Egan—Interesting mystery drama—77m.—see May 23 issue—(124).

IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).

LADY FROM TEXAS, THE—OCD—Howard Duff, Mona Freeman, Josephine Hull—Outdoor comedy drama has names to help—77½m.—see Sept. 26 issue—(Technicolor)—(136).

LADY PAYS OFF, THE—CD—Linda Darnell, Stephen McNally, Gigi Perreau—Pleasant programmer—80m.—see Oct. 24 issue—(202).

LAVENDER HILL MOB, THE—CD—Alec Guinness, Stanley Holloway, Marjorie Fielding—Delightful import—80m.—see Oct. 24 issue—(English-made)—(280).

LITTLE EGYPT—CD—Mark Stevens, Rhonda Fleming, Nancy Guild—Moderate programmer has the angles for the selling—82m.—see Aug. 15 issue—(Leg.: B)—(Technicolor)—(131).

MARK OF THE RENEGADE, THE—ACD—Ricardo Montalban, Cyd Charisse, J. Carrol Naish—Fair program—80m.—see Aug. 1 issue—(Technicolor)—(129).

POOL OF LONDON—MD—Bonar Colleano, Susan Shaw, Renee Asherson—Interesting British meller—86m.—see Aug. 15 issue—(English-made)—(183).

PRINCE WHO WAS A THIEF, THE—ROMD—Tony Curtis, Piper Laurie, Jeff Corey—Arabian Nights-type entertainment should ride into the better money—88m.—see June 6 issue—(Technicolor)—(126).

RAGING TIDE, THE—MD—Richard Conte, Shelley Winters, Stephen McNally—Good program has the angles for the selling—93m.—see Oct. 24 issue—(203).

REUNION IN RENO—C—Mark Stevens, Peggy Dow, Gigi Perreau—Light comedy will fit into the duallers—79m.—see Sept. 26 issue—(135).

THUNDER ON THE HILL—MYD—Claudette Colbert, Ann Blyth, Robert Douglas—Star draw should prove a factor—84m.—see Aug. 15 issue—(133).

WEEK-END WITH FATHER—C—Van Heflin, Patricia Neal, Gigi Perreau—Amusing programmer—83m.—see Dec. 5 issue—(206).

YOU NEVER CAN TELL—CFAN—Dick Powell, Peggy Dow, Charles Drake—Fantasy has the names and angles—78m.—see Aug. 29 issue—(132).

TO BE REVIEWED OR IN PRODUCTION

APPOINTMENT WITH VENUS—David Niven, Glynis Johns—(English-made).

BATTLE AT APACHE PASS—John Lund, Jeff Chandler, Beverly Tyler—(Technicolor).

BEND OF THE RIVER—James Stewart, Arthur Kennedy, Julia Adams—(Technicolor)—(212).

BRONCO BUSTER—John Lund, Joyce Holden, Scott Brady—(Technicolor).

CIMARRON KID, THE—Audie Murphy, Beverly Tyler, James Best—(Technicolor)—Leg.: B—(213).

CLAIM JUMPERS—Audie Murphy, Faith Domergue, Stephen McNally—(Technicolor).

FINDERS KEEPERS—Tom Ewell, Julia Adams, Evelyn Varden.

FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild, Francis.

FRANCIS GOES TO WEST POINT—Donald O'Connor, Lori Nelson, Alice Kelley.

HAS ANYBODY SEEN MY GAL?—Charles Coburn, Piper Laurie, Gigi Perreau—(Technicolor).

HEAR NO EVIL—Tony Curtis, Jan Sterling, Mona Freeman—(214).

HERE COME THE NELSONS—Ozzie, Harriet, David and Ricky Nelson—(210).

MA AND PA KETTLE AT THE FAIR—Marjorie Main, Percy Kilbride, Lori Nelson.

MA AND PA KETTLE GO TO PARIS—Marjorie Main, Percy Kilbride, Ray Collins.

MAN IN THE WHITE SUIT—Alec Guinness, Joan Greenwood, Cecil Parker—(English-made).

MEET DANNY WILSON—Frank Sinatra, Shelly Winters, Alex Nicol—(205).

RED BALL EXPRESS—Jeff Chandler, Alex Nicol, Charles Drake.

SCARLET ANGEL—Yvonne De Carlo, Rock Hudson, Richard Denning—(Technicolor).

SON OF ALI BABA—Tony Curtis, Piper Laurie, Susan Cabot—(Technicolor).
 SOURDOUGHS, THE—Bud Abbott, Lou Costello, Mitzi Green.
 STEEL TOWN—Ann Sheridan, John Lund, Howard Duff—(Technicolor)—(215).
 TREASURE OF THE LOST CANYON, THE—William Powell, Julia Adams, Charles Drake—(Technicolor)—(209).
 UNTAMED—Joseph Cotten, Shelley Winters, Scott Brady—(Technicolor).
 WHITE CORRIDORS—Googie Withers, James Donald, Godfrey Tearle—(English-made).
 WORLD IN HIS ARMS, THE—Gregory Peck, Ann Blyth, Anthony Quinn—(Technicolor).

Warners

(1950-51 releases from 001 up)

(1951-52 releases from 101 up)

CAPTAIN HORATIO HORNBLLOWER—HISTMD—Gregory Peck, Virginia Mayo, Robert Beatty—Tapnatch—117m.—see June 20 issue—(Made in England)—(Technicolor)—(030).
 CLOSE TO MY HEART—D—Ray Milland, Gene Tierney, Fay Bainter—Name draw will make the difference—90m.—see Oct. 10 issue—(107).
 COME FILL THE CUP—MD—James Cagney, Phyllis Thaxter, Raymond Massey—Well-made entry has names to help—113m.—see Sept. 26 issue—Leg.: B—(106).
 DISTANT DRUMS—AMD—Gary Cooper, Mari Aldon, Richard Webb—Action show should ride into the better money—101m.—see Dec. 5 issue—(Technicolor)—(111).
 FORCE OF ARMS—ROMD—William Holden, Nancy Olson, Frank Lovejoy—Well-made drama has names to help—100m.—see Aug. 29 issue—(102).
 FORT WORTH—OMD—Randolph Scott, David Brian, Phyllis Thaxter—Above average outdoor meller—80m.—see May 23 issue—(Technicolor)—(028).
 INSIDE THE WALLS OF FOLSOM PRISON—MD—Steve Cochran, David Brian, Philip Carey—Prison film can be sold to the hilt—87m.—see May 23 issue—(026).
 JIM THORPE—ALL AMERICAN—BID—Burt Lancaster, Charles Bickford, Phyllis Thaxter—Should land in the better money—105m.—see June 20 issue—(101).
 ON MOONLIGHT BAY—CMU—Doris Day, Gordon MacRae, Jack Smith—Pleasing musical has the names and angles—95m.—see July 18 issue—(Technicolor)—(029).
 PAINTING THE CLOUDS WITH SUNSHINE—CMU—Dennis Morgan, Virginia Mayo, Gene Nelson—Names should make the difference—87m.—see Sept. 12 issue—(Technicolor)—(105).
 STARLIFT—CMU—Doris Day, Gordon MacRae, Virginia Mayo—Star-filled musical should draw the customers—103m.—see Nov. 7 issue—(109).
 STRANGERS ON A TRAIN—MD—Farley Granger, Ruth Roman, Robert Walker—Topflight meller—101m.—see June 20 issue—(027).
 STREETCAR NAMED DESIRE, A—MD—Vivien Leigh, Marlon Brando, Kim Hunter—Vivid picturization of stage hit is packed with selling angles—122m.—see Oct. 24 issue—Leg.: B—(104).
 TANKS ARE COMING, THE—ACD—Steve Cochran, Philip Carey, Mari Aldon—War film will fit into the dualers—90m.—see Nov. 7 issue—(108).
 TOMORROW IS ANOTHER DAY—MD—Ruth Roman, Steve Cochran, Lurene Tuttle—Fair program melodrama has names to help—90m.—see Aug. 15 issue—(103).

TO BE REVIEWED OR IN PRODUCTION

ABOUT FACE—Eddie Bracken, Gordon MacRae, Aileen Stanley.
 BIG TREES, THE—Patrice Wymore, Kirk Douglas, Eve Miller—(Technicolor).
 BUGLES IN THE AFTERNOON—Ray Milland, Helena Carter, Hugh Marlowe, Forrest Tucker—(Technicolor).
 CHAMPAGNE BANDITS, THE—Randolph Scott, Raymond Massey, Richard Webb—(Warnercolor).
 CRIMSON PIRATE, THE—Burt Lancaster, Nick Cravat—(Technicolor)—(Made in Italy).
 HEAR NO EVIL—Tony Curtis, Jan Sterling, Mana Freeman.
 I'LL SEE YOU IN MY DREAMS—Doris Day, Patrice Wymore, Danny Thomas, Frank Lovejoy—110m.—(112).
 LION AND THE HORSE, THE—Steve Cochran, Ray Teal, Sherry Jackson.
 MARA MARU—Errol Flynn, Paul Picerni.
 NORTH OF THE RIO GRANDE—Jael McCreia, Virginia Mayo, Dorothy Malone.
 ROOM FOR ONE MORE—Cary Grant, Betsy Drake, Iris Mann—98m.
 SAN FRANCISCO STORY—Joel McCrea, Yvonne DeCarlo, Sidney Blackmer.
 SHE'S WORKING HER WAY THROUGH COLLEGE—Virginia Mayo, Ronald Reagan, Gene Nelson.
 THIS WOMAN IS DANGEROUS—Joan Crawford, Dennis Morgan, David Brian.
 WHERE'S CHARLEY?—Ray Bolger, Allyn McLerie, Harace Cooper—(Technicolor)—(Made in England).
 YOU CAN'T STOP THE MARINES—Frank Lovejoy, Richard Carlson, Ned Young.

Miscellaneous

(Distributor's addresses will be furnished on request)

BASKETBALL FIX, THE—D—John Ireland, Marshall Thompson, Vanessa Brown—Good topical entry for the dualers—64m.—see Sept. 26 issue—(Realart).

BORDER FENCE—W—Walt Wayne, Lee Morgan, Mary Nord—Average western—57m.—see Nov. 7 issue—(Astor).
 BRIDE OF THE GORILLA—MD—Barbara Payton, Lon Chaney, Raymond Burr—Okeh exploitation film has the angles—65m.—see Nov. 7 issue—(Realart).
 DEVIL'S SLEEP—D—Lita Grey Chaplin, John Mitchum, William Thomason—For the exploitation houses—74m.—see Sept. 12 issue—(Screen Art).
 GAY GIRLIES—BUR—All burlesque cast—Okeh for spats that can play it—see July 18 issue—(Lust).
 HURLY BURLY—BUR—Georgia Sothorn, Joey Faye, Crystal Ames—Exploitable burlesque entry for spats that can play it—82m.—see Oct. 24 issue—(Cinetech).
 RAGE OF BURLESQUE—BUR—Lillian White, Slim Gaillard Trio, Terry Sisters—Mild burlesque offering—56m.—see Aug. 1 issue—(Schlafer).
 SHIM SHAM FOLLIES—BUR—All burlesque cast—Okeh for spats that can play it—72m.—see July 18 issue—(Lust).
 TWO DOLLAR BETTOR—MD—John Litel, Marie Windsor, Steve Brody—Okeh entry for the lower half—75m.—see Oct. 10 issue—(Realart).

Foreign-Made

(Distributors' addresses will be furnished on request)

ALICE IN WONDERLAND—FAN—Pamela Brown, Stephen Murray, Felix Aylmer—Novelty attraction offers plenty of merchandising angles—79m.—see Aug. 1 issue—(European-made)—(Anscocolor)—(Souvaine).
 ASSASSIN FOR HIRE—MYD—Sidney Tafler, Ronald Howard, Katherine Blake—Fair import for the lower half—60m.—see Sept. 26 issue—Leg.: B—(English-made)—(Horne-Dietz).
 AU GRAND BALCON—D—Pierre Fresnay, Georges Marchal, Jeannine Crispin—Routine French import—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
 BALLET CONCERT—COMP—Russian ballet corps and folk dancers—Ballet offering has limited appeal—54m.—see May 23 issue—(Russian-made)—(Artkino).
 BITTER SPRINGS—OD—Tommy Trinder, Chips Rafferty, Jean Blue—Routine art house offering—73m.—see Aug. 29 issue—(Australian-made)—(Bell).
 BLACKMAILED—MD—Mai Zetterling, Dirk Bogarde, Fay Compton—Okeh art house attraction—73m.—see Sept. 26 issue—(English-made)—(Bell).
 CAGE OF GOLD—D—Jean Simmons, David Farrar, James Donald—Import will fit into the lower half—82m.—see Dec. 5 issue—(English-made)—(Ealing).
 CALL OF THE BLOOD—MD—Lea Padovani, Kay Hammond, John Clements—Routine art house offering—72m.—see Nov. 7 issue—(English-made)—(Distinguished).
 DEAD WOMAN'S KISS, A—MD—Virginia Belmont, Gianna Maria Canale—Routine offering for the art and Italian houses—94m.—see Oct. 10 issue—(Italian-made)—(English titles)—(Casolaro).
 DESERT BRIDE—D—Jean Gabin, Annabella, Aimos—Routine French import—90m.—see July 4 issue—(French-made)—(English titles)—(Hoffberg).
 EDGE OF THE WORLD, THE—MD—John Laurie, Bell Chry-stall, Eric Berry—Engrossing art house attraction—73m.—see June 6 issue—(English-made)—(Classic).
 EMPEROR'S NIGHTINGALE, THE—NOV—Cast of puppets, narrated by Boris Korloff—Delightful art house offering—70m.—see May 23 issue—(Czech-made)—(English narration)—(Nu-Agfa color)—(Rembrandt).
 EROICA (The Beethoven Story)—BIODMU—Ewald Balsler, Morianne Schoenauer, Judith Holzmeister—Better than average art and class house offering—89m.—see Nov. 7 issue—(Austrian-made)—(English titles)—(Academy).
 FAR FROM MOSCOW—ACD—N. Okhlopov, Lev Sverdlin, P. Kadochnikov—Better than average Russian program—90m.—see July 18 issue—(Magnicolor)—(Russian-made)—(English titles)—(Artkino).
 FLAME OF PARIS, THE—DMU—Josephine Baker, Albert Prejan, Robert Arrouz—Josephine Baker's current popularity should help import—60m.—see June 20 issue—(French-made)—(English titles)—(Hoffberg).
 GALLOPING MAJOR, THE—C—Basil Radford, Jimmy Hanley, Janette Scott—Highly amusing import—81½m.—see Oct. 24 issue—(English-made)—(Souvaine).
 GOOSE BOY, THE—D—Imre Soos, Teri Horvath, Eva Turkay—Interesting offering for the Russian houses—101m.—see Nov. 7 issue—(Hungarian-made)—(English titles)—(Geva color)—(Artkina).
 HER PANELLED DOOR—MD—Phyllis Calvert, Edward Underdown, Helen Cherry—Entertaining art, class house attraction—84m.—see Sept. 26 issue—(English-made)—(Souvaine).
 HISTORY OF MR. POLLY, THE—CD—John Mills, Sally Howes, Megs Jenkins—British comedy has limited art house appeal—77m.—see Nov. 21 issue—(English-made)—(IRO).
 HOUSE OF 1000 WOMEN—MD—Phyllis Calvert, Flora Robson, Patricia Roc—Exploitable British meller—81m.—see Oct. 10 issue—(English-made)—(Ellis).
 INTERRUPTED JOURNEY—MD—Valerie Hobson, Richard Todd, Christine Norden—Moderate British meller—80m.—see July 4 issue—(English-made)—(Lopert).
 KRAKATIT—DFAN—Karek Heger, Florence Marly, Frantisek Smolik—Unusual anti-war entry for the art houses—102m.—see May 23 issue—(Czech-made)—(English titles)—(Artkino).
 LA RONDE—D—Anton Walbrook, Danielle Darrieux—Good entry for the art houses—83m.—see Sept. 12 issue—Leg.: C—(French-made)—(English titles)—(Commercial).
 LAUGHTER IN PARADISE—C—Alastair Sim, Fay Compton, Guy Middleton—Highly humorous import—96½m.—see Nov. 21 issue—(English-made)—(Stratford).

LIEUTENANT CRAIG—MISSING—MD—Enrico Viarlsia, Della Scala, Val DuBois—Routine offering for the art and Italian houses—85m.—see June 6 issue—(Italian-made)—(English titles)—(Lux).
 LISBON STORY—MUMD—Patricia Burke, David Farrar, Walter Rella—Fairly interesting art house import—85m.—see Sept. 26 issue—(English-made)—(Four Continents).
 LOS OLVIDADOS—MD—Estela Inda, Alfonso Mejia, Miguel Inclan—Thrilling meller for Spanish speaking audiences—80m.—see Dec. 19 issue—(Mexican-made)—(No English titles)—(Aztec).
 MA POMME—CD—Maurice Chevalier, Sophie Desmarets, Jean Wall—Routine import has Chevalier name to help draw—90m.—see Nov. 7 issue—(French-made)—(English titles)—(Discina).
 MAN IN THE DINGHY—F—Michael Wilding, Odile Versois, Jack Hulbert, Constance Cummings—Laugh filled import for the art spots—83m.—see Nov. 7 issue—(English-made)—(Snader).
 MANIACS ON WHEELS—D—Dirk Bogarde, Bonar Colleano, Renee Asherson—Routine import—76m.—see July 18 issue—Leg.: B—(English-made)—(IRO).
 MARIE OF THE PORT—D—Jean Gabin, Blanche Brunoy, Nicole Courcel—Pleasing art house entertainment—90m.—see Aug. 15 issue—Leg.: C—(French-made)—(English titles)—(Bellon-Ffoulke).
 MEDIUM, THE—OPD—Marie Powers, Leo Coleman, Anna Marie Alberghetti—Powerful, unusual offering for the art houses—84m.—see Sept. 26 issue—(Italian-made)—(sung in English)—(Lopert).
 MILL ON THE PO—MD—Carla del Poggio, Jacques Sernas, Giacomo Giuradei—Strang Italian meller for the art and class houses—96m.—see Nov. 21 issue—(Italian-made)—(English titles)—(Lux).
 MINERS OF THE DON—D—V. Doronin, A. Ignatiev, A. Zuyeva—Slow moving Russian import—93m.—see Dec. 5 issue—(Russian-made)—(English titles)—(Artkino)—(Magicolor).
 MURDER WITHOUT CRIME—D—Dennis Price, Derek Farr, Patricia Plunkett—Fair import for the lower half—76m.—see Oct. 10 issue—(English-made)—(Stratford).
 MUSSORGSKY—DMU—Alexander Borison, Nikolai Cherkasov, A. Popov—Superior Soviet offering—113m.—see Sept. 12 issue—(Russian-made)—(English titles)—(Magicolor)—(Artkino).
 MY FIRST LOVE—CD—Gerard Nery, Jacqueline Delubac, Aime Clairand—Routine French import—76m.—see July 4 issue—(French-made)—(English titles)—(Cohen).
 NATIVE SON—MD—Jean Wallace, Richard Wright, Gloria Madison—Racial meller may have appeal for art, class spots—90m.—see July 4 issue—(Argentinian-made)—(English dialogue)—(Classic).
 OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernando Rojo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).
 PATH OF HOPE, THE—MD—Raf Vallone, Elena Varzi, Sara Urzi—Good for the art houses, Italian spots—104m.—see Sept. 12 issue—(Italian-made)—(English titles)—(Lux).
 PORTRAIT OF CLARE—D—Margaret Johnston, Robin Bailey, Richard Todd—For the art spots—99m.—see July 18 issue—(English-made)—(Stratford).
 RAMBLE IN ERIN—TRAV—Sean O'Kelly, Eamon DeValera, Frank Aiken—Mediocre travel film for the Irish spots—80m.—see Dec. 5 issue—(Irish-made)—(Technicolor)—(Irish Productions).
 RATS OF TOBRUK—MD—"Chips" Rafferty, Grant Taylor, Peter Finch—Interesting art house offering—85m.—see June 6 issue—(Australian-made)—(Renown).
 RELUCTANT WIDOW, THE—COSMD—Jean Kent, Guy Rolfe, Kathleen Byron—Mitar art house entry—86m.—see Sept. 12 issue—(English-made)—(Fine Arts).
 SCARRED—MD—Anna Magnani, Eduardo de Filippo, Antonio Centa—Routine Italian import—63m.—see Nov. 21 issue—Leg.: C—(Italian-made)—(English titles)—(Casolaro).
 SECRET OF MAYERLING, THE—HISTD—Jean Marais, Dominique Blanchard, Claude Farrell—Okeh art house attraction—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
 SIN OF ESTHER WATERS, THE—D—Kathleen Ryan, Dirk Bogarde, Cyril Cusack—Mediocre importation—69m.—see June 6 issue—(English-made)—(IRO).
 SONG OF DOLORES—MD—Imperio Argentina, Enrique Diosdado, Ricarda Canales—Okeh offering for Spanish houses—see July 4 issue—(Spanish-made)—(English titles)—(Lux).
 TOAST TO LOVE—DMU—Irina Baronova, David Silva, Miguel Arenas—Mediocre art house offering—82m.—see Dec. 19 issue—(Made in Mexico)—(English titles and commentary)—(Astor).
 TONY DRAWS A HORSE—F—Cecil Parker, Anne Crawford, Derek Bond—Delightful art house offering—90m.—see June 6 issue—(English-made)—(Fine Arts).
 UNDER THE OLIVE TREE—MD—Raf Vallone, Lucia Bose, Folco Lulli—Good for the art houses, Italian spots—107m.—see Sept. 12 issue—(Italian-made)—(English titles)—(Lux).
 WOMEN, WITHOUT NAMES—ADMD—Simone Simon, Valentina Cortesa, Françoise Rosay—Realistic entry has art house appeal—92m.—see Aug. 29 issue—(Italian-made)—(English dialogue and English titles)—(Lopert).
 WOODEN HORSE, THE—AD—Leo Genn, David Tomlinson, Anthony Steel—Interesting art offering—98m.—see Sept. 12 issue—(English-made)—(Snader).
 YOUNG GUARD—D—Vladimir Ivanov, Tamara Marakova, Irene Marakava—Above average Russian import—134m.—see May 23 issue—(Russian-made)—(English titles)—(Artkino).
 YOUNG SCARFACE—MD—Richard Attenborough, Hermione Baddeley, William Hartnell—Minor English import—80m.—see Nov. 21 issue—(English-made)—(MKD).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1950-51 shorts product will be found on pages 3138, 3139, 3140 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
4411	(Sept. 6)	Pleasure Treasure (Clyde)	G	16m.	3164
4412	(Sept. 16)	She Took A Powder (Vague)	G	16m.	3193
4421	(Oct. 11)	Trouble In Laws (Herbert)	F	16m.	3195
4422	(Nov. 19)	The Champ Steps Out (Baer-Rosenbloom)	F	16 1/2m.	
4423	(Dec. 13)	Fraidy Cat (Besser)		16m.	
COMEDY FAVORITE RE-RELEASES (6)					
4431	(Sept. 20)	She's Oil Mine	F	17m.	3154
4432	(Sept. 20)	Midnight Blunders		17 1/2m.	
4433	(Dec. 27)	Olaf Laughs Last			
THREE STOOGES (8)					
4401	(Sept. 6)	Merry Mavericks	G	16m.	3164
4402	(Oct. 4)	The Tooth Will Out	F	16m.	3193
4403	(Nov. 1)	Hula-La-La	G	16m.	3200
4404	(Dec. 6)	Pest Man Wins		16m.	
SERIALS					
4120	(Dec. 27)	Captain Video	G	15ep.	
One Reel CANDID MICROPHONE					
4551	(Oct. 4)	Candid Microphone—No. 1	F	10m.	3179
4552	(Dec. 6)	Candid Microphone No. 2			
CAVALCADE OF BROADWAY					
4651	(Nov. 15)	The Gay Nineties			
4652	(.....)	Eddie Condon's	G	10m.	
COLOR FAVORITES (12)					
(Re-releases) (Technicolor)					
4601	(Sept. 13)	The Horse On The Merry-Go-Round	G	7m.	3165
4602	(Oct. 18)	The Shoemaker And The Elves	G	8m.	3200
4603	(Nov. 8)	Lucky Pigs	G	7m.	3185
4604	(Dec. 13)	Holiday Land			
JOLLY FROLICS (5)					
(Technicolor)					
4501	(Sept. 27)	George And The Dragon	E	7m.	3176
4502	(Nov. 29)	Wonder Gloves	E	7m.	3201
4503	(.....)	The Oompahs	E	7m.	3185
MR. MAGOO					
(Technicolor)					
4701	(Oct. 18)	Fuddy Duddy Buddy	E	7m.	3194
4702	(Dec. 20)	The Grizzly Golfer			
SCREEN SNAPSHOTS (12)					
(Series 31)					
4581	(Sept. 13)	Hollywood At Play	F	10 1/2m.	3167
4852	(Oct. 18)	Hoppalong In Hopyland	G	9 1/2m.	3200
4853	(Nov. 15)	Hollywood Goes Western			
4854	(Dec. 20)	Hollywood On A Sunday Afternoon	F	10 1/2m.	
VARIETY FAVORITES (8)					
(Re-releases)					
4951	(Sept. 20)	Nora Morales and Orchestra	G	11m.	3155
4952	(Oct. 25)	Dick Stabile and Orchestra	G	10 1/2m.	3185
4953	(Dec. 27)	Randy Brooks And Orchestra			
WORLD OF SPORTS (12)					
4801	(Sept. 22)	The Willie Hoppe Story	G	9m.	3177
4802	(Oct. 25)	Flying Skis	G	9m.	3200
4803	(Nov. 29)	Gymnastic Champions	G	10 1/2m.	3201
4804	(Dec. 27)	Bicycle Thrills			
MGM					
One Reel CARTOONS (16)					
(Technicolor) (T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(June 16)	Symphony In Slang	E	7m.	3056
W-246	(July 7)	His Mouse Friday (T-J)	F	7m.	3065
(1951-52) (16)					
W-331	(Sept. 8)	Slicked Up Pup	E	6m.	3167
W-332	(Sept. 22)	Car Of Tomorrow	E	7m.	3154

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
W-333	(Oct. 6)	Nit Witty Kitty	G	7m.	3167
W-334	(Nov. 10)	Inside Cackle Corners		9m.	
W-335	(Nov. 17)	Droopy's Double Trouble	G	7m.	3154
W-336	(Dec. 8)	Cat Napping (T-J)	G	7m.	3194
(.....)		Triplet Trouble (T-J)	G	8m.	3167
(.....)		The Flying Cat (T-J)	G	7m.	3154
(.....)		One Cab's Family	F	8m.	3164
(.....)		Magical Maestro	F	7m.	3200
(.....)		The Duck Doctor (T-J)	G	7m.	3172
(.....)		Little Runaway (T-J)	G	7m.	3177
(.....)		The Two Mouseketeers (T-J)	E	7m.	3200
FITZPATRICK TRAVELTALKS (8)					
(Technicolor)					
T-311	(Dec. 1)	Glimpses Of Argentina			
T-312	(.....)	Picturesque New Zealand			
GOLD MEDAL REPRINT CARTOONS (6)					
(Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallop'n' Gals	E	7m.	3043
W-266	(Aug. 4)	The Bodyguard	F	7m.	3105
(1951-52) (6)					
W-361	(Oct. 20)	Puttin' On The Dog	G	7m.	3167
W-362	(Dec. 18)	Mouse Trouble (.....) Fraidy Cat (T-J)	G	7m.	3185
(.....)			F	8m.	3176
PEOPLE ON PARADE (8)					
(Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks (Traveltalk)	F	8m.	3080
P-216	(June 23)	Romantic Riviera (Traveltalk)	F	9m.	3099
P-217	(Aug. 4)	Glimpses Of Morocco and Algiers (Traveltalk)	F	8m.	3129
P-218	(Aug. 25)	Visiting Italy	F	8m.	3137
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
S-259	(June 16)	Bandage Bait	E	9m.	3088
S-260	(July 14)	Bargain Madness	G	9m.	3113
(1951-52) (10)					
S-351	(Sept. 1)	Football Thrills No. 14	G	9m.	3165
S-352	(Oct. 13)	That's What You Think	F	9m.	3177
S-353	(Nov. 17)	In Case You're Curious	F	8m.	3185
S-354	(.....)	Reducing			
Paramount					
Two Reel MUSICAL PARADE FEATURETTES (6)					
(Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	10m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel CASPER CARTOONS (6)					
(Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo	G	8m.	3098
B10-5	(July 27)	Boo Scout	G	8m.	3112
B10-6	(Aug. 10)	Casper Comes To Clown	G	7m.	3154
(1951-52)					
B11-1	(Dec. 7)	Casper Take A Bow Wow		7m.	
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
R10-9	(May 11)	The Jumping Off Place	G	10m.	3080
R10-10	(May 25)	Close Decisions	G	10m.	3113
R10-11	(June 22)	City Of Ball Tossers	G	10m.	3113
R10-12	(July 20)	Follow The Game Trails	G	10m.	3113
(1951-52) (12)					
R11-1	(Oct. 5)	Allen's Animal Kingdom	G	7m.	3177
R11-2	(Nov. 2)	Ridin' The Rails	G	10m.	3194
R11-3	(Nov. 16)	Fresh Water Champs	G	9m.	3200
R11-4	(Dec. 7)	Water Jockey Hi-Jinks		10m.	
R11-5	(Dec. 7)	Ski-Lark In The Rockies		10m.	
KARTUNES (6)					
X11-1	(Nov. 9)	Vegetable Vaudeville	G	7m.	3194
X11-2	(Dec. 28)	Snooze Reel		7m.	

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NOVELTOONS (10)					
(Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches	G	9m.	3080
P10-8	(June 1)	As The Crow Lies	F	6m.	3098
P10-9	(July 6)	Slip Us Some Redskin	F	7m.	3112
P10-10	(Aug. 3)	Party Smarty	F	7m.	3129
(1951-52) (10)					
P11-1	(Oct. 12)	Cat Choo	G	7m.	3176
P11-2	(Oct. 26)	Audrey The Rainmaker	G	8m.	3176
P11-3	(Nov. 9)	Cat Tamale	G	7m.	3194
P11-4	(Dec. 14)	By Leaps And Hounds		8m.	
P11-5	(Dec. 21)	Scout Fellow		8m.	
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just For Fun	E	10m.	2983
K10-2	(Oct. 27)	The City Of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littlest Expert	G	10m.	3080
(1951-52) (6)					
K11-1	(Oct. 5)	Way Out West In Florida	F	10m.	3155
K11-2	(Oct. 5)	Mermaid Bay	G	9m.	3155
K11-3	(Nov. 2)	A Ring For Roberta	F	9m.	3194
K11-4	(Nov. 9)	I Cover The Everglades	F	10m.	3185
K11-5	(Nov. 2)	The Littlest Expert On Football	G	10m.	3194
K11-6	(Nov. 30)	Sadie Hawkins Day		10m.	
POPEYE CARTOONS (8)					
(Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill Of Fair	G	7m.	3056
E10-6	(May 18)	Alpine For You	G	7m.	3080
E10-7	(June 6)	Double Cross Country Race	F	7m.	3098
E10-8	(July 13)	Pilgrim Popeye	F	7m.	3112
(1951-52) (8)					
E11-1	(Oct. 19)	Let's Stalk Spinach	G	7m.	3177
E11-2	(Nov. 16)	Punch And Judo	G	7m.	3194
POPEYE CHAMPIONS (4)					
(Technicolor) (Reissues)					
Z10-1	(Oct. 6)	Her Honor The Mare	E	7m.	2953
Z10-2	(Nov. 3)	We're On Our Way To Rio	G	8m.	2959
Z10-3	(Nov. 17)	Pop-Pie A La Mode	G	8m.	2959
Z10-4	(Nov. 17)	Shape Ahoy	G	7 1/2m.	2959
(1951-52) (4)					
Z11-1					

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
(1951-52)					
23701	(Sept. 21)	Lard Epping Returns	G	19m.	3193
23702	(Dec. 21)	Too Many Wives			
MUSICAL REISSUES					
23201	(Oct. 5)	Tex Beneke's Orchestra	E	18m.	3179
23202	(Nov. 9)	Let's Make Rhythm	F	22m.	3179
MY PAL (2)					
13201	(Oct. 6)	Pal, Fugitive Dog	F	21m.	2986
13202	(Feb. 16)	Pal's Gallant Journey	G	22m.	3035
SPORT SPECIALS (3)					
13001	(Sept. 29)	You Can Beat The A-Bomb	E	19 1/2m.	2958
13901	(Dec. 8)	Football Headliners of 1950	F	17m.	3012
13801	(Apr. 13)	Basketball Headliners of 1951	G	16m.	3064
(1951-52)					
23901	(Dec. 14)	Football Headliners of 1951			
23801	(Apr. 11)	Basketball Headliners of 1952			
SPECIALS (13)					
23101	(Sept. 14)	Here Comes The Band	E	17m.	3154
23102	(Oct. 12)	Last Of The Wild West	G	17m.	3179
23103	(Nov. 9)	Railroad Special Agent	E	15m.	3194
23104	(Dec. 7)	Lady Marines	E	16m.	
THIS IS AMERICA (13)					
13101	(Sept. 15)	Pinkerton Man	F	16m.	2943
13102	(Oct. 15)	Seven Cities Of Washington	G	15m.	2986
13103	(Nov. 10)	Whereabouts Unknown	E	15m.	2998
13104	(Dec. 8)	Letter To A Rebel (Reissue)	G	16m.	2974
13105	(Jan. 5)	Airlines To Anywhere	G	16m.	3028
13106	(Feb. 2)	Lane Star Roundup	G	15m.	3056
13107	(Mar. 2)	Cruise Ship	G	16m.	3056
13108	(Mar. 30)	Day Of The Fight	E	16m.	3067
13109	(Apr. 27)	The MacArthur Story	G	16m.	3064
13110	(June 22)	They Fly With The Fleet	E	16m.	3105
13111	(July 20)	Ambulance Doctor	E	16m.	3129
13112	(Aug. 17)	Prison With A Future	E	14m.	3154
TRUE-LIFE ADVENTURES (1) (Technicolor)					
(1951-52)					
23301	(July 28)	Nature's Half Acre	E	33m.	3154
UNCLASSIFIED SPECIALS					
241	(.....)	World Championship Fight - Turpin Vs. Robinson	G	20m.	3164
242	(.....)	World Championship Fight - Pep Vs. Saddler	G	21m.	3172
One Reel SCREENLINERS (13)					
14201	(Sept. 8)	It's Only Muscle	G	9m.	2938
14202	(Oct. 6)	Fairest Of The Finest	G	8m.	2965
14203	(Nov. 3)	The Big Appetite	G	9m.	2986
14204	(Dec. 1)	Package Of Rhythm	G	10m.	3013
14205	(Dec. 29)	Research Ranch	F	8m.	3013
14206	(Jan. 26)	Movie Oldies	G	9m.	3035
14207	(Feb. 23)	Life Guard	G	8m.	3051
14208	(Mar. 23)	Flying Padre	G	9m.	3067
14209	(Apr. 20)	Your Fate Is In Your Hands	E	8m.	3088
14210	(May 18)	Florida Cowhands	G	9m.	3098
14211	(June 15)	Card Sharp	G	9m.	3105
14212	(July 13)	Cleopatra's Playground	G	9m.	3129
14213	(Aug. 10)	Antique Antics	F	8m.	3136
(1951-52) (13)					
24201	(Sept. 7)	Recording Session	F	9m.	3165
24202	(Oct. 10)	Icebreaker	E	9m.	3179
24203	(Nov. 2)	America's Singing Boys	G	10m.	3194
24204	(Nov. 30)	Riders Of The Andes			
SPORTSCOPES (13)					
14301	(Sept. 22)	Crocodile Hunters	F	9m.	2960
14302	(Oct. 20)	Footballs' Mighty Mustang	F	8m.	2975
14303	(Nov. 17)	Divine Dynasty	F	8m.	3004
14304	(Dec. 15)	Connie Mack	F	8m.	2975
14305	(Jan. 12)	Canadian Snow Fun	G	8m.	3035
14306	(Feb. 9)	Big House Rodeo	F	8m.	3075
14307	(Mar. 9)	The Big Shoot	G	8m.	3059
14308	(Apr. 6)	Slammin' Sammy Snead	G	9m.	3067
14309	(May 4)	First Lady Of The Turf	G	8m.	3088
14310	(June 1)	Ted Williams	G	8m.	3099
14311	(June 29)	Lake Texoma	G	8m.	3105
14312	(July 27)	Rainbow Chasers	G	8m.	3129
14313	(Aug. 24)	Bridle Belles	F	8m.	3155
(1951-52) (13)					
24301	(Sept. 28)	Channel Swimmer	G	8m.	3179
24302	(Oct. 19)	Touchdown Town	G	8m.	3195
24303	(Nov. 16)	Backyard Hockey	G	9m.	
THE MOVIES AND YOU (All-Industry Shorts)					
14801	(Sept. 13)	The Costume Designer	E	9m.	2769
WALT DISNEY CARTOONS (18) (Technicolor)					
(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
14101	(Sept. 1)	Hook, Lion And Sinker (D)	G	7m.	2965
14102	(Sept. 22)	Camp Dog (P)	G	7m.	2965
14103	(Oct. 13)	Bee At The Beach (D)	F	7m.	2974
14104	(Nov. 3)	Hold That Pose (G)	G	7m.	2998
14105	(Nov. 24)	Morris The Midget Moose (S)	G	8m.	2938
14106	(Dec. 15)	Out On A Limb (D)	G	7m.	3013
14107	(Jan. 5)	Lion Down (G)	G	7m.	3013
14108	(Jan. 19)	Chicken In The Rough	G	7m.	3035
14109	(Feb. 9)	Cold Storage (P)	E	7m.	3040
14110	(Mar. 2)	Dude Duck (D)	F	7m.	3056
14111	(Mar. 23)	Homemade Home (G)	F	7m.	3065

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14112	(Apr. 6)	Corn Chips (D)	G	7m.	3064
14113	(Apr. 27)	Cold War (S)	G	7m.	3087
14114	(May 18)	Plutopia (P)	G	7m.	3087
14115	(June 8)	Test Pilot Donald (D)	G	7m.	3098
14117	(July 20)	Lucky Number (D)	G	7m.	3129
14118	(Aug. 10)	R'coon Dawg (M)	G	7m.	3155
(1951-52) (18)					
24101	(Aug. 31)	Get Rich Quick (G)	E	6m.	3195
24102	(Sept. 21)	Cold Turkey	G	7m.	3179
24103	(Oct. 12)	Fathers Are People	E	8m.	3194
24104	(Nov. 2)	Out Of Scale (D)	G	7m.	
24105	(Nov. 23)	No Smoking (G)	E	6m.	
24106	(Dec. 14)	Bee On Guard			
24107	(Jan. 4)	Father's Lion			
24108	(Jan. 18)	Donald Applecore			
WALT DISNEY REISSUES (6) (Technicolor)					
14701	(Oct. 27)	The Moth And The Flame	E	8m.	2975
14702	(Dec. 29)	Donald's Golf Game	E	8m.	2985
14703	(Feb. 23)	Merbabies	E	9m.	2985
14704	(Apr. 20)	The Practical Pig	E	8m.	2985
14705	(July 6)	Polar Trappers	E	8m.	2985
14706	(Aug. 24)	The Old Mill	E	9m.	2985
Republic SERIALS (4)					
5181	(July 14)	Government Agents Vs. Phantom Legion	F	12ep.	3167
5182	(Sept. 26)	Pirates' Harbor (Reissue Of Haunted Harbor)	G	15ep.	3167
One Reel THIS WORLD OF OURS (6) (Trucolor)					
5085	(July 15)	Belgium	G	9m.	3137
5086	(Sept. 1)	Switzerland	G	9m.	3165
5087	(Nov. 1)	Italy	F	9m.	3200
5088	(Dec. 15)	Egypt		9m.	
20th Century-Fox Two Reel THE MARCH OF TIME (6) (Vol. 17)					
(Feb.)		No. 1—Strategy For Victory	G	17 1/2m.	3028
(Mar.)		No. 2—Flight Plan For Freedom	E	18 1/2m.	3049
(Apr.)		No. 3—The Nation's Mental Health	E	19m.	3072
(June)		No. 4—Moroccan Outpost	G	17m.	3098
(Aug.)		No. 5—Crisis In Iran	E	18 1/2m.	3129
(Aug.)		No. 6—Formosa	E	17m.	3136
One Reel SPORTS REVIEW (26) (T—Technicolor)					
3101	(Jan.)	Arrow Artistry	F	9m.	3056
3102	(Mar.)	Let's Go Marlin Fishing (T)	G	10m.	3065
3103	(June)	Mr. Basketball	G	9m.	3120
3104	(Aug.)	Football Winning Ways	G	10m.	3166
3105	(Oct.)	Untitled			
3106	(Dec.)	Untitled			
TERRYTOONS (26) (Technicolor)					
5101	(Jan.)	The Talking Magpies In Rival Romeos	F	7m.	2965
5102	(Jan.)	Nutsy In Squirrel Crazy	G	7m.	3021
5103	(Feb.)	Little Roquefort In Three Is A Crowd	G	7m.	3021
5104	(Feb.)	Woodman Spare That Tree	F	6 1/2m.	3013
5105	(Mar.)	Half Pint In Stage Struck	F	7m.	3021
5106	(Mar.)	Super Mouse In Sunny Italy	G	7m.	3021
5107	(Mar.)	Gandy Goose In Songs Of Erin	G	7m.	3021
5108	(Apr.)	The Talking Magpies In Bulldozing The Bull	F	6m.	3040
5109	(Apr.)	Gandy Goose In Spring Fever	F	6 1/2m.	3051
5110	(May)	Mighty Mouse In Goons From The Moon	G	7m.	3065
5111	(May)	Little Roquefort In Musical Madness	F	7m.	3056
5112	(June)	Half Pint In Elephant Mouse	G	7m.	3065
5113	(June)	The Talking Magpies In The Rainmakers	G	7m.	3065
5114	(June)	Mighty Mouse In Injun Trouble	F	7m.	3120
5115	(July)	Little Roquefort In Seasick Sailors	F	7m.	3098
5116	(July)	The Terry Bears In Tall Timber	F	7m.	3105
5117	(Aug.)	Aesops Fables: Golden Egg Goose	G	7m.	3120
5118	(Aug.)	Mighty Mouse In A Swiss Miss	G	7m.	3120
5119	(Sept.)	Heckle And Jeckle In Steeple Jacks	G	7m.	3120
5120	(Sept.)	Terry Bears In Little Problems	G	7m.	3120
5121	(Oct.)	Little Roquefort In Pastry Panic	F	7m.	3136
5122	(Oct.)	The Helpful Geni	G	7m.	3166
5123	(Nov.)	Heckle and Jeckle In 'Sno Fun	G	7m.	3167
5124	(Nov.)	Mighty Mouse In A Cat's Tale	E	7m.	3166
5125	(Dec.)	Beaver Trouble	G	7m.	3166
5126	(Dec.)	Little Roquefort In The Haunted Cat	G	7m.	3166
(1951-52)					
(.....)		Heckle And Jeckle In Movie Madness	F	7m.	3195

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
(Reissues) (4)					
5127	(Jan.)	Lucky Duck	G	7m.	3013
5128	(Feb.)	The Bird Tower	G	7m.	3012
5129	(Apr.)	Shipyard Symphony	E	6m.	3043
5130	(May)	Temperamental Lian	F	7m.	3074
(1951-52) (4)					
5227	(.....)	Harvest Time			
5228	(.....)	Plain Goofy			
(1951-52)					
5201	(.....)	Papa's Little Helper			
5202	(.....)	Movie Madness	F	7m.	
5203	(.....)	The Mechanical Bird	G	7m.	3201
5204	(.....)	Seaside Adventure	F	7m.	
5205	(.....)	City Slicker			
5206	(.....)	Mighty Mouse In Prehistoric Perils			
Universal-International Two Reel NAME BAND MUSICALS (10)					
6301	(Nov. 8)	The Harmonicats and Miguelito Valdes Orchestra	F	15m.	2998
6302	(Dec. 20)	Jerry Gray and the Band of Today	G	15m.	2999
6303	(Jan. 3)	Sugar Chile Robinson, Billie Holiday, Count Basie and His Sextet	G	15m.	3035
6304	(Jan. 31)	Frankie Carle and His Orchestra	G	15m.	3028
6305	(Feb. 28)	Ray Anthony And His Orchestra	F	15m.	3040
6306	(Mar. 28)	Tex Williams' Western Varieties	G	15m.	3049
6307	(May 2)	Frank De Vol and his Orchestra	E	15m.	3072
6308	(May 23)	Eddie Peabody and Sonny Burke's Orchestra	G	15m.	3075
6309	(June 13)	The Sportsmen and Ziggy Elman's Orchestra	G	15m.	3080
6310	(June 27)	Teresa Brewer And The Firehouse Five Plus Two	G	15m.	3098
(1951-52) (13)					
7301	(Nov. 7)	Tommy Dorsey and his Orchestra	E	15m.	3185
7302	(Dec. 5)	Woody Herman's Varieties	G	15m.	3185
SPECIALS (2)					
6201	(Nov. 8)	Fun At The Zoo	G	18m.	2932
6202	(Aug. 8)	Arnold The Benedict	F	16m.	3112
(1951-52) (2)					
7201	(Dec. 19)	Danger Under The Sea	E	19m.	3185
THE EARTH AND ITS PEOPLE (13) (1951-52)					
7361	(Nov. 5)	Nomads Of The Jungle	E	22m.	3167
7302	(Nov. 26)	Water For Dry Lands	G	19m.	3167
7363	(Dec. 24)	An Island Nation	E	21m.	3167
7364	(Jan. 21)	Desert Nomads			
7365	(Feb. 18)	Eskimo Sea Hunters			
7366	(Mar. 17)	Living In A Metropolis			
7367	(Apr. 21)	Land Behind The Dikes			
7368	(May 19)	Tropical Mountain Island			
7369	(June 16)	Food For Paris Markets			
7370	(July 14)	Farming In South China			
7371	(Aug. 11)	Cattle And The Corn Belt			
7372	(

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6331	(Aug. 20)	Pied Piper Of Basin Street	G	7m.	3120	8003	(Dec. 8)	Lincoln And The White House	E	20m.	3193			MERRIE MELODIES (22)			
6332	(Sept. 17)	100 Pygmies And Andy Panda	G	7m.	3165	8004	(Jan. 26)	Land Of The Trembling Earth						(Technicolor)			
6333	(Oct. 15)	The Fax And The Rabbit	G	7m.	3166			FEATURETTES (6)				8701	(Sept. 8)	Lovelorn Leghorn	G	7m.	3155
		(1951-52) (13)										8702	(Sept. 22)	Tweety's S.O.S.	G	7m.	3165
7321	(Oct. 29)	Laase Nut	G	7m.	3185							8703	(Oct. 20)	A Bear For Punishment	E	7m.	3172
7322	(Nov. 19)	Abou Ben Baagie	F	7m.	3185							8704	(Nov. 3)	Sleepy Time Passum	F	7m.	3177
7323	(Dec. 12)	Painter And Pointer	F	7m.								8705	(Nov. 17)	Drip-Along Daffy	E	7m.	3188
7324	(Jan. 7)	Bathing Buddies										8706	(Dec. 15)	Tweet Tweet Tweety	G	7m.	3194
7325	(Feb. 4)	Sliphorn King of Polaroo										8707	(Dec. 22)	The Prize Pest		7m.	
7326	(Mar. 3)	Craw Crazy										8708	(Jan. 5)	Who's Kitten, Who		7m.	
7327	(Mar. 31)	Reckless Driver															
7328	(Apr. 28)	Paet And Peasant															
7329	(May 26)	Mausie Came Home															
7330	(June 23)	Fairweather Fiends															
7331	(July 21)	Apple Andy															
7332	(Aug. 18)	Wacky Weed															
7333	(Sept. 15)	Musical Moments															
		WOODY WOODPECKER CARTUNES (6)															
		(Technicolor)															
6351	(Jan. 22)	Puny Express	E	7m.	3035												
6352	(Mar. 26)	Sleep Happy	F	7m.	3049												
6353	(May 28)	Wicket Wacky	G	7m.	3080												
6354	(July 23)	Sling Shot 6 7/8	F	7m.	3098												
6355	(Oct. 1)	Redwaad Sap	G	7m.	3165												
6356	(Oct. 29)	Woody Waodpecker Polka	E	7m.	3167												
		(1951-52) (6)															
7351	(Dec. 24)	Destination Meatball	G	7m.	3185												
7352	(Feb. 25)	Little Monster															
		Warners															
		Two Reel															
		SPECIALS (8)															
		(Technicolor)															
8001	(Sept. 8)	Winter Wonders	E	20m.	3176												
8002	(Oct. 27)	Ride, Cowboy, Ride	G	20m.	3195												
		One Reel															
		BLUE RIBBON HIT PARADES (13)															
		(Reissues)															
		(Technicolor)															
8301	(Sept. 15)	Holiday Far Shaestrings	F	7m.	3155												
8302	(Oct. 13)	The Lady In Red	E	7m.	3157												
8303	(Nov. 10)	Sniffles And The Baakwarm	G	7m.	3194												
8304	(Dec. 1)	Galdilacks' Jivin' Bears	E	7m.	3194												
8305	(Jan. 12)	Of Thee I Sting															
		BUGS BUNNY SPECIALS (10)															
		(Technicolor)															
8723	(Oct. 6)	Ballat Box Bunny	G	7m.	3172												
8724	(Dec. 1)	Bigtap Bunny	F	7m.	3194												
8725	(Jan. 19)	Operation Rabbit															
		JOE McDOAKES COMEDIES (6)															
8401	(Sept. 22)	So You Want To Be A Bachelor	G	10m.	3177												
8402	(Nov. 10)	Sa Yau Want Ta Be A Plumber	F	10m.	3194												
8403	(Jan. 12)	So Yau Want To Get It Wholesale		10m.													
		MELODY MASTER BANDS (6)															
8801	(Oct. 13)	U. S. Army Band	G	9m.	3157												
8802	(Nov. 17)	Jan Garber and Orchestra	E	10m.	3194												
		Miscellaneous															
		Balzac (AF)	G	23m.	3193												
		Dancing Fleece, The (Mayer)	E	15m.	3167												
		Grand Design, The (UN)	G	9m.	3188												
		Guardian Angel, The (Marathon)	G	11m.	3201												
		One Who Came Back (D.A.V.)	E	20m.													
		Pacific 231 (Pathe Cinema)	E	10m.	3165												
		Time, The Story Of (Goetz)	G	10m.	3188												

THINGS YOU SHOULD KNOW — about this service — THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatched . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 8 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

They are all right here in THE CHECK-UP. And you need only save it for two weeks,— for it will be up-to-date the next time issued.

THE NATIONAL RELEASE DATE GUIDE

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
NOVEMBER The Borefoot Mailman R. Cummings, T. Moore, J. Courtland (Supercinacolor) The Harlem Globetrotters T. Gomez, D. Dandridge, Harlem Globetrotters Son Of Dr. Jekyll L. Hayward, A. Knox, J. Lawrence Valley Of Fire G. Autry, P. Buttram, R. Hayden	NOVEMBER Superman and the Mole Men G. Reeves, P. Coates F.B.I. Girl C. Romero, A. Tetter, G. Brent The Unknown Man W. Pidgeon, A. Harding, B. Sullivan	NOVEMBER An American In Paris G. Kelly, O. Levant, L. Caron (Technicolor) Too Young To Kiss J. Allyson, V. Johnson The Unknown Man W. Pidgeon, A. Harding, B. Sullivan	NOVEMBER Lawless Cowboys, W W. Wilson Flight To Mars M. Chapman, C. Mitchell, (Cinacolor) The Longhorn W. Elliott, P. Coates, Z. Murray Crazy Over Horses Bowery Boys, G. Saunders	NOVEMBER When Worlds Collide R. Derr, B. Rush, L. Keating (Technicolor) Detective Story K. Douglas, E. Parker, W. Bendix H. McMahon Submarine Command W. Holden, N. Olson, W. Bendix, Jungle Of Chang (Documentary) (Swedish-made) (Made in Siam) (English commentary)	NOVEMBER The Blue Veil J. Wyman, C. Laughton, J. Blondell The Whip Hand C. Balenda, E. Reid, E. Barrier Hot Lead, W T. Holt, J. Dixon The Racket R. Mitchum, R. Ryan, L. Scott Jungle Of Chang (Documentary) (Swedish-made) (Made in Siam) (English commentary)	NOVEMBER The Sea Hornet R. Cameron, A. Mara Desert Of Lost Men, W A. Lane, N. E. Kay, R. Elliott Street Bandits P. Edward, R. Clarke, R. Bancroft	NOVEMBER Let's Make It Legal C. Colbert, M. Carey, Z. Scott Anne of the Indies L. Jourdan, D. Paget, J. Peters (Technicolor) Golden Girl M. Gaynor, D. Robertson, J. Barton (Technicolor)	NOVEMBER Tom Brown's School Days J. H. Davies, R. Newton, D. Wynyard (English-made) (Minter) Fort Defiance D. Clark, B. Johnson (Melford) (Cinacolor) A Christmas Carol A. Sim, K. Harrison, J. Warner (English-made) (Desmond-Hurst)	NOVEMBER Cave Of Outlaws M. Carey, A. Smith, V. Jory (Technicolor) The Lady Pays Off L. Dornell, G. Perreau, S. McNally The Raging Tide S. Winters, R. Conte, S. McNally The Lavender Hill Mob A. Guinness, S. Holloway (English-made)	NOVEMBER Close To My Heart R. Milland, G. Tierney, F. Bainter The Tanks Are Coming S. Cochran, P. Carey, M. Aldon
DECEMBER Ten Tall Men B. Lancaster, J. Lawrence, G. Roland (Technicolor) The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holden, T. Romano The Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W C. Starrett, S. Burnette	DECEMBER Tales Of Robin Hood R. Clarke, M. Hatcher, B. Weldon The Great Adventure D. Price, J. Hawkins (English-made)	DECEMBER The Light Touch S. Granger, P. Angeli, G. Sanders (Made in Italy) Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	DECEMBER Texas Lawmen, W J. M. Brown Northwest Territory G. Grant, K. Saunders, Chinook Stage To Blue River, W W. Wilson	DECEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor)	DECEMBER Double Dynamite J. Russell, F. Sinatra, G. Marx Overland Telegraph, W T. Holt, R. Martin, G. Davis	DECEMBER The Wild Blue Yonder W. Carey, V. Ralston, F. Tucker Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez Storm Bound C. Dowling, A. Checchi (Italian-made)	DECEMBER The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Bayonets R. Basehart, M. O'Shea, G. Evans Elopement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	DECEMBER The Big Night P. Foster, J. Barrymore, Jr., J. Larring (Waxman-Losey) Week-End With Father V. Hefflin, P. Neal, R. Denning Pool Of London B. Colleano, S. Shaw, R. Asherson (English-made) The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)	DECEMBER Starlift D. Day, G. MacRae, R. Roman, G. Nelson, J. Rule, and guest stars Captain Blood (Re-release) E. Flynn, O. DeHavilland, B. Rathbone Distant Drums G. Cooper M. Aldon (Technicolor)	DECEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest Week-End With Father V. Hefflin, P. Neal, R. Denning Pool Of London B. Colleano, S. Shaw, R. Asherson (English-made) The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)
JANUARY Boots Malone W. Holden, J. Stewart, S. Clements Indian Uprising G. Montgomery, A. Long (Supercinacolor) Storm Over Tibet R. Reason, D. Douglas The Old West G. Autry, G. Davis, P. Buttram Smoky Canyon, W C. Starrett, S. Burnette, J. Mahoney	JANUARY For Men Only P. Henreid Man Boit G. Brent, M. Chapman (English-made)	JANUARY Westward The Women R. Taylor, D. Darcel, J. McIntire It's A Big Country All-Star Cast Pondoro And The Flying Dutchman J. Mason, A. Gardner, N. Patrick (Made in Europe) (Technicolor)	JANUARY Aladdin And His Lamp J. Sands, P. Medina, D. Erdman (Cinacolor) The Steel Fist R. McDowell, K. Miller Outlaw Town, W J. M. Brown, J. Ellison, L. Hall	JANUARY Hong Kong R. Reagan, R. Fleming (Technicolor) Tembo Howard Hill Documentary (Anso color) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn)	JANUARY On Dangerous Ground R. Ryan, I. Lupino, W. Bond The Model And The Marriage Broker J. Crain, S. Brady, T. Ritter Decision R. Basehart, G. Merrill, H. Neff (Made in Germany) Japanese War Bride S. Yamaguchi D. Taylor, C. Mitchell, M. Windsor,	JANUARY Captive Of Billy, W The Kid, W A. Lane, P. Edwards, C. Bevans Woman In The Dark R. Elliott, P. Edwards, R. Vallin A Lady Possessed J. Mason, J. Havoc, P. Kellino	JANUARY The Model And The Marriage Broker J. Crain, S. Brady, T. Ritter Decision R. Basehart, G. Merrill, H. Neff (Made in Germany) Japanese War Bride S. Yamaguchi D. Taylor, C. Mitchell, M. Windsor,	JANUARY The Lady Says No D. Niven, J. Caulfield (Ross-Stillman) Chicago Calling D. Duryea, M. Anderson (Bernets) Another Man's Poison B. Davis, G. Merrill, E. Williams (Angel) (Made in England)	JANUARY Flame Of Arab M. O'Hara, J. Chandler, T. M. Reed (Technicolor) Bright Victory A. Kennedy, P. Dow, J. Edwards Finders Keepers T. Ewell, J. Adams, E. Varden The Cimarron Kid A. Murphy, B. Tyler, J. Best (Technicolor)	JANUARY I'll See You In My Dream: D. Day, D. Thomas, F. Lavejay, P. Wymore Room For One More C. Grant, B. Drake, I. Mann

HOLIDAYS
Nov. 25—Christmas
Jan. 1—New Year's

REALART
Nov.—Bride Of The Gorilla—L. Chaney, T. Conway, B. Payton (Broder)
Dec.—The Bushwhackers—W. Morris, L. Tierney, M. Dell (Broder)

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Vol. 47 Number 7
Two Sections: Section One

DECEMBER 19, 1951

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A NEW SERVICE is being given members of an exhibitor organization in the mid-west. Since parking meters were installed along Film Row, the secretary has a supply of nickels which she uses to make certain that film folk in on business don't get tickets for overtime parking.



THE censoring tactics of the Burmese government are confusing. Not only was a documentary, "Why Korea?" banned, but the government also decided that "The Devil's Weed" shouldn't be seen by the natives.



A DRIVE-IN closed for the winter, and left this sign on the marquee: "Whatever the need, it's foolish to speed." A lot of other open-airers could make use of their sign boards the same way, cooperating with area safety units.



FOLKS who have long been convinced that arbitration is economical, point out that it has been estimated that there are now almost 150 treble damage suits filed by exhibitors, with the amount sought in damages roughly over \$330,000,000.



TWO projectionists from Anniston, Ala., who apparently had their own ideas of what course world news would take popped up with 71 pounds of copper drippings which they had been saving since the last war.



HAVE YOU enrolled in the "Christmas Salute" for the Will Rogers Memorial Hospital?



MERRY CHRISTMAS.

—H. M. M.

I N D E X

VOL. 47, No. 7 DECEMBER 19, 1951

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SECTION TWO

THE SERVICESECTION	SS-1—SS-8
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THE COVER PHOTO

George Pabst, left, monoger, UA's New Orleans exchange, is seen with L. C. Montgomery, prominent southern showman, as they recently concluded a deal for UA product. The exchange is currently conducting o drive ending on Dec. 31.

EXHIBITOR

Vol. 47, No. 7



DECEMBER 19, 1951

THIS is the time of the year when there can be only one dominant note in the industry and the nation.

IT IS ALSO the occasion on which the sentiment of this page is confined to one thought.

THEREFORE . . .

A Merry Christmas

and

A Happy New Year

to everyone



MAY 1952 bring

HAPPINESS

and

PROSPERITY

to all of us

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clorion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; Max Xavier Cades, business manager; Marguerite Gibson, circulation manager; George Frees Nonamaker and Mel Konecuff, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia-Washington, Southern, Mideast, Midwest-Western): one year, \$2; two years, \$3.50; three years, \$5. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pon-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 246-248 North Clorion Street, Philadelphia 7, Pennsylvania.

Double
Fun!

Double
Joy!

Double
Boxoffice!

Double
Everything!



DOUBLE

RKO presents

starring

JANE RUSSELL · GROUCHO MARX

Double
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Double
Boxoffice!

Double
Everything!



DYNAMAMITE!

PRESOLD THROUGH
NATIONAL ADVERTISING
to the multi-million readers of magazines
and Sunday newspaper supplements
totaling 46,397,687 CIRCULATION!



FRANK SINATRA

Directed by IRVING CUMMINGS • Produced by IRVING CUMMINGS, JR.
Screenplay by MELVILLE SHAVELSON • Story by LEO ROSTEN



A GREAT

REX

(THE A

...now ac

NOW IN PRODUCTION
"COLORADO SUNDOWN"
"THE LAST MUSKETEER"

REX ALLEN

ON THE STAGE IN PERSON
ON THE SCREEN ARIZONA COWBOY
"SQUARE DANCE JUBILEE"

NEW STAR SWEEPS ACROSS THE NATION!

FOR THE SEASON 1951-52
REPUBLIC, THE #1 WESTERN
STAR MAKER OF THE INDUSTRY, IS
PROUD TO ANNOUNCE REX ALLEN
WITH KOKO, "THE MIRACLE HORSE
OF THE MOVIES," IN A NEW SERIES
OF THE FINEST OUTDOOR PICTURES
EVER BROUGHT TO THE SCREEN
... SUPPORTED BY THE
GREATEST NAMES IN OUT-
DOOR ENTERTAINMENT.

ALLEN

(ARIZONA COWBOY)

**Admired by thousands of exhibitors
and millions of movie fans!**



EXHIBITOR

Vol. 47, No. 7

December 19, 1951



GEORGE PABST, LEFT, MANAGER, UA'S NEW ORLEANS BRANCH, IS GLIMPSED AT ONE OF HIS WEEKLY BRIEFINGS WITH THE EXCHANGE OFFICE FORCE.

The Drives Keep Rolling Along

Among Others, United Artists Has Been Using The Time-Honored Device



Pabst, right, and Willis Houck, buyer and booker, Joy Theatres, southern circuit, examine a press-book while talking over a deal for "Fort Defiance."

REGARDLESS of the varying relationships between exhibitors and distributors, these never seem to interfere with the progress of the drive, that time-honored, ageless device by which the sales forces of the various companies are able to get more business, increase the playoffs, and swell the weekly collections.

In convention, exhibitors may rap distributors, pass resolutions against them, and in every possible way make it appear that their relations with exchanges are at the breaking point, but these actions appear to be forgotten when managers, salesmen, bookers, or top executives are honored with a drive.

It is generally agreed that conditions being as they are, the life of a branch manager is not an easy one, and the hectic nature of the assignment grows even more heated when the company decides to have a drive.

United Artists, under new management

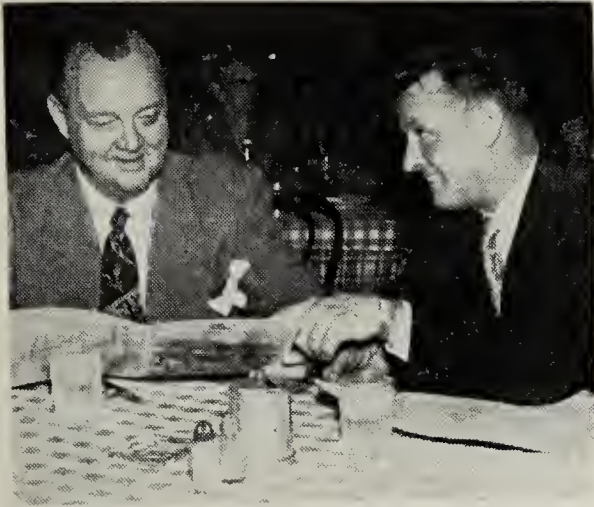
operation for some time, didn't take long to decide to step up its exchange activity by starting a drive, and among the men in the field who have been working for the sales push since September is New Orleans branch head George Pabst, who has been piling up one of the more enviable records as to results among all the UA offices.

The United Artists activity is being conducted under the slogan, "Drive All The Way With UA", which rhymes, and which also honors the company.

Special plaques will be awarded winning branches in a unique tribute to the branch personnel.

Pictured on these pages are shots of manager Pabst hard at work getting business and playdates.

His efforts are but highlights of the job he has been doing, as have other UA branch managers and salesmen throughout the country.



At a luncheon get-together with Poge Baker, Theatre Service Circuit, Pabst discusses a contract.



The UA branch head meets with Arthur Barnett, in to buy and book for United Theatres Circuit.



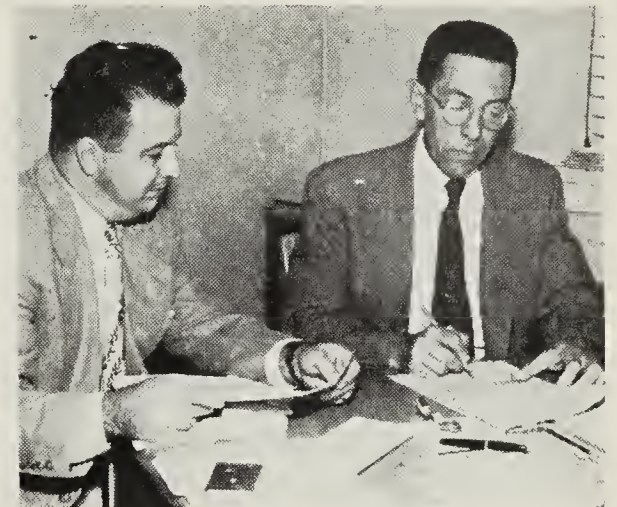
Pabst and Ernest McKenna, manager, Joy, New Orleans, confers on details of some bookings.



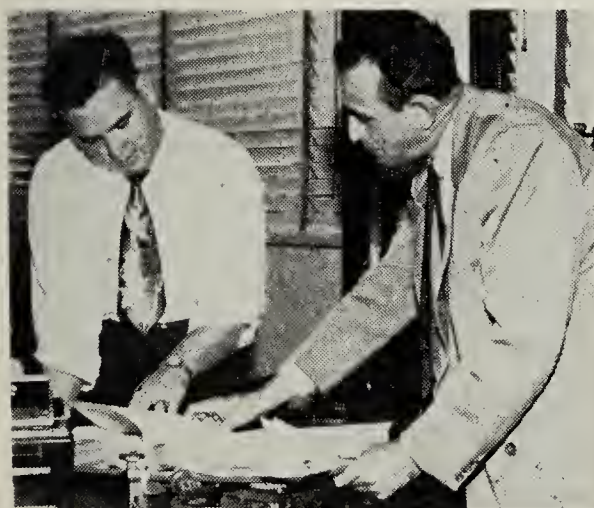
The UA branch head poses under the marquee of the Tudor, New Orleans, with manager R. Vrozel.



UA salesmen Alex Maillho and Kenneth Kennedy meet with Pabst for a discussion of area sales.



Maillho, left, is glimpsed as he completes a deal with J. G. Broggi, Broggi Booking Agency.



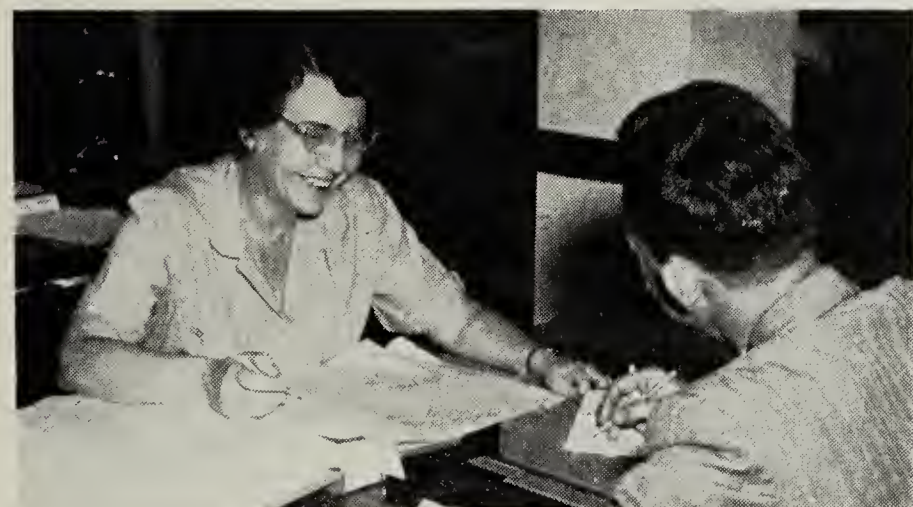
UA cashier Claude Bourgeois, left, checks over an account with drive-in showman Larry Woolner.



Office manager Elizabeth Bacon is pictured at her desk as she goes about some routine duties.



An exchange banner announces the UA "Elizabeth Bacon Drive" in honor of the office manager.



One of the theatremen of the New Orleans territory visits the UA exchange, and booker Ann Dufour smilingly sets up bookings over the counter.



Two employes of UA's shipping department are pictured as they stack cans of film for pickup by delivery trucks and shipment to theatres in territory.

Mel Konecoff's NEW YORK

WHEN we ran into Richard Arlen the other day, he had wonderful words of praise for the efforts of the Paramount field men, and he should know, having just completed a 25-city personal appearance tour on behalf of Paramount's "Silver City."



KONECOFF

NEW ORGANIZATION: Harold L. Groves, former executive vice-president, Confidential Reports, last week announced the formation of Hargroves National Service System, Inc., for the purpose of serving exhibitors as regards employe training, loss prevention, and loss protection. Local inspectors will make confidential test checks on the efficiency of theatre employes, and on the condition of theatres from the patron's viewpoint, courtesy, cleanliness, and comfort.

Also to be included is an educational program through a service of bulletins to theatre owners, managers, and staffs, covering a wide range of subjects, including methods of detecting inventory shortages, counterfeit money, forgeries, fraudulent refunds, padded payrolls, and employe dishonesty. Personnel will also be trained for their assigned jobs.

While at the moment concentrating east of Chicago, Groves reported that national operations are expected to commence shortly. The organization is now covering 24 accounts in the theatre field, and he expects to expand to other industries as well. Prices for the service run from \$4.35 per week to \$18.75 weekly, depending on the number of inspections desired, with the service being the same for the small as well as the large accounts.

Groves expects to address exhibitor groups in the future on loss prevention. He has received numerous inquiries on the organization and its functions, he says.

TV OR NOT TV.: A pilot study on "whether the TV and motion picture industries are friends or foes" has been made by Dr. Ernest Richter, psychological consultant to leading advertisers and agencies. He points out: (a) the TV viewer is not simply buying a ticket when he goes to the movies, but he is making a conscious investment in time and money as opposed to the non-TV viewer, who has no other major entertainment media to turn to and goes to the movies out of habit; (b) since the TV viewer is confronted by "misery" of choice between movie theatre fare, from which he has been diverted by his TV set, and the programs offered free on TV, rather than risk the unwise decision in picking an "unknown" film at a theatre, he stays home, and watches TV free, and (c) the film industry has failed to sell one of its most valuable assets, the theatre with its "escape from reality mood", its "festival atmosphere", and the special role it can

Howard LeSieur Named Columbia Adv.-Pub. Chief

NEW YORK—Howard R. LeSieur has been appointed director of advertising, publicity, and exploitation for Columbia, it was announced last week by N. B. Spingold, vice-president. LeSieur will succeed Arthur Schmidt, resigned.

LeSieur was director, ELC advertising and publicity department, at the time that company was absorbed by United Artists. He had previously been associated with UA for a period of 16 years, starting as production manager, and being named, successively, sales promotion manager, advertising manager, and, in June, 1948, director of advertising and publicity. He held this post until January, 1951.

play in the community.

He urges a national study to provide the motion picture industry with the following: (1) a method of reestablishing communication with the TV set owner; (2) integrate the TV section of a newspaper into the general entertainment section so he has a choice before him; (3) establish the theatre as a community center; (4) minimize the "misery of choice" as it pertains to film fare; (5) establish the idea that the movie industry belongs to both the set owner and non-set owner, and (6) a better understanding of the real reasons people go to the movies and better methods of selling films to audiences.

THE METROPOLITAN SCENE: Charles Moss, executive director, B. S. Moss Theatres, announced the promotion of Jerry Sager, publicity and advertising director of the Criterion to the post of assistant to Larry Morris, circuit general manager. While continuing to supervise advertising and publicity for the circuit and the Criterion, he will also take an active interest in the circuit's operations and assist in the booking of films. He has been with the organization since 1942. . . . Condolences go to Charlie Moss on the loss of his father. . . . Bob Weitman, vice-president, United Paramount Theatres, and managing director, New York and Brooklyn Paramounts, announced the appointment of Henry Spiegel as publicity director, New York Paramount. Spiegel, who has held the post of publicity direc-



Nicholas M. Schenck, center, Loew's president, poses in New York with William F. Rodgers, left, and Charles M. Reagan following his recent announcement of the appointment of Reagan to the vice-presidency and general sales manager-ship of MGM, a post which Rodgers vacates on Jan. 1, when he becomes advisor and consultant.

Weather, Pre-Xmas Hurt Broadway

NEW YORK—Radio City Music Hall, with its Christmas stage show, and "Quo Vadis" led a floundering Broadway last weekend, with inclement weather adding to the low grosses in some spots. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"STARLIFT" (WB). Warner expected the opening week to tally \$24,000.

"THE RACKET" (RKO). Paramount, with stage show, anticipated the opening week at \$53,000.

"FIXED BAYONETS" (20th-Fox). Rivoli was heading toward a \$9,000 fourth week.

"I'LL NEVER FORGET YOU" (20th-Fox). Roxy, with stage show, reported \$30,000 for Friday through Sunday, with last six days of second week due to hit \$38,000.

"I'LL SEE YOU IN MY DREAMS" (WB). Radio City Music Hall, with Christmas stage show, took in \$87,000 from Thursday through Sunday, with the second week due to go above \$136,000.

"THE STRANGE DOOR" (U-I). Criterion was heading toward \$10,000 on the second week.

"ADVENTURES OF CAPTAIN FABIAN" (Rep.). Globe got off to a \$12,000 first week.

"DETECTIVE STORY" (Para.). Mayfair claimed \$27,500 for the sixth week.

"CALLAWAY WENT THATAWAY" (MGM). Loew's State had \$12,000 for the second week.

"TEN TALL MEN" (Col.). Victoria dropped to \$8,000 on eight, and last, week.

"QUO VADIS" (MGM). Astor, with reserved seat policy, announced \$20,000 for the sixth week.

"QUO VADIS" (MGM). Capitol, with unreserved seat policy, claimed \$52,000 for the sixth week.

tor for the Brooklyn Paramount since 1945, will continue activities there. . . . Allan Ames, associate editor, The Independent Film Journal, became the father of a seven-pound girl, to be named Emily. . . . The New York Times prepared a mailing piece on "Tales Of Hoffman", which it sent out to buyers and bookers throughout the country. Naturally, there was a letter in it from I. E. Lopert praising the paper. . . . Trans-Lux Theatres is contributing 500 passes to the armed forces for the first-run theatres in the area. . . . The National Television Film Council holds its annual elections and Christmas party today (Dec. 19). . . . COMPO is out with a huge mailing piece showing some of the press breaks obtained by the "Movietime, U.S.A." campaign. . . . Okeh pressbooks are out on "Elopement", "Fixed Bayonets", and "Detective Story."

D. of J. In Dipson Appeal

WASHINGTON—The Department of Justice last week requested the U. S. Supreme Court to review and reverse the decision of the Second Circuit Court of Appeals in the Dipson case. In an "amicus curiae" memorandum filed with the court, the Justice Department contended that the Buffalo District Court and the New York Circuit Court acted contrary to the U. S. Supreme Court's Paramount case decision on joint ownership by distributors and theatre pooling, and maintained that the identical issue has arisen in at least seven other major suits currently pending in other courts.

“QUO VADIS”



Congratulations, MGM!

TECHNICOLOR

IS THE TRADE MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

THE INTERNATIONAL SCENE

Canadian Comment

The Twentieth Century Theatres Managers Club revue at the Victory, Toronto, resulted in over \$1,000 for the Toronto Variety Club's Variety Village. . . . The Echo, Eckville, Alberta, was sold by Ernest Jackson to George Radowitz. . . . The Reo, Hamilton, was opened by Harold Pfaff and Bruce McLeod. . . . Odeon Theatres dropped the lease on the Roxy, Ottawa. . . . Projectionists in British Columbia accepted a 35-cent-an-hour pay boost. . . . The new 350-seat Gem, Wakaw, Saskatchewan, opened, Steve Hryniuk operating. . . . The Elmwood, London, is now a Twinex Century Theatres operation, with the Century, Ottawa, being taken over by National Theatre Services.

In Montreal, F. R. Crawley, head, Crawley Films, Ottawa, was elected president, Association of Motion Picture Producers and Laboratories of Canada, succeeding Leon Shelly. Other officers include Dean Patterson, vice-president; James Campbell, secretary-treasurer; Francis Holmes, Frank O'Byrne, Rene Germain, and William Singleton, directors.

"Goliath" Tour Extended

NEW YORK—Sixteen major cities have been added to the itinerary of Walter "Goliath" Talun, currently in England heralding the openings there of 20th-Fox's "David And Bathsheba", it was announced last week.

Supplementing the "grass roots" stopovers in a traveling studio exhibit of "David And Bathsheba" weapons and costumes, Talun has now been scheduled to make appearances in London, Brighton, Portsmouth, Bournemouth, Bristol, Cardiff, Birmingham, Coventry, Manchester, Glasgow, Edinburgh, Newcastle, Sunderland, Leeds, Sheffield, and Nottingham.

Celebs Aid British Charity

LONDON—Guided by Norman Siegel, a group of American personalities, including Janet Leigh, Tony Curtis, Rhonda Fleming, Dorothy Kirsten, Ava Gardner, Frank Sinatra, Jimmy McHugh, and Jimmy Van Husen, flew over last fortnight to appear at the Coliseum for the National Playing Fields of Great Britain charity. The group continued to Germany to put on a show for American troops.

Picker In Havana

HAVANA—Arnold M. Picker, vice-president, United Artists, in charge of foreign distribution, was in last week to hold a sales conference with managers Henry Weiner, Cuba; Paul Wir, Panama; Albert Steinhardt, Trinidad, and Alfred Katz, Puerto Rico.



Richard Gordon, second from right, president, Renown Pictures of America, Inc., recently congratulated producer George Minter, head, Renown's London studios, at the London premiere of "A Christmas Carol", which United Artists is distributing in this country. Also shown are Henry Taggett and Leonard Hope, Renown sales staff.

Rank, CEA In Agreement

LONDON—J. Arthur Rank's Odeon and G-B Theatres rejoined the Cinematograph Exhibitors Association last fortnight following the unanimous adoption by the CEA general council of the settlement proposal of Sir Alexander King. Under the plan approved by the council, the authority heretofore vested by CEA in its general secretary, W. R. Fuller, will be transferred to the organization's five officers.

"Fox" Withdrawn In Germany

NEW YORK—It was admitted by 20th-Fox last fortnight that the company had complied with the request of the Office of the United States High Commissioner for Germany to withhold distribution of "The Desert Fox" in that country "until the situation changes."

WB Ups Egolf In Switzerland

NEW YORK—Joseph Hummel, Warners' manager for Continental Europe, last week announced the appointment of Hans Egolf, Warner manager for Belgium, as supervisor for Switzerland, in addition to his duties as Belgium manager.

Pope Pius Gives Blessing

ROME—Pope Pius last week gave his blessing to Variety Clubs International as he granted a special audience to Marc Wolf, Chief Barker. Wolf also met Monsignor Monti, Papal Secretary of State.

Mexican Week Celebrated

MEXICO CITY—President Aleman attended opening ceremonies last week of "National Cinematographic Week", during which only Mexican-made films were being shown in many parts of the country.

M. F. Leopold Mourned

WASHINGTON—M. F. Leopold, 68, head, motion picture production section, Bureau of Mines, died suddenly last week. He was in charge of the bureau's film section for over 25 years.

Kalmenson Leads WB Meeting

NEW YORK—Returning from the west coast, Ben Kalmenson, Warners' vice-president in charge of distribution, last week called the quarter annual district managers' meeting of the company. Kalmenson discussed policies and releases.

This Was The Week When . . .

Snader Productions set the first-runs of "Bonnie Prince Charlie" in eight cities, with the opening in Boston on Christmas Day. . . . 20th-Fox decided on a day-and-date showing of "The Return Of The Texan" in the Dallas and Oklahoma City exchange areas on Feb. 12. . . . Monogram announced that it had sent out the largest shipment of advertising and exploitation accessories in preparation for "National Monogram Week", Feb. 10-16. . . . RKO announced a big tieup for "Snow White" with the National Biscuit Company, distributing 2,250,000 fill-in pictures. . . . RKO set the world premiere of "Lambert, The Sheepish Lion" at the Orpheum, Minneapolis and St. Paul, Minn., on Dec. 24.

Continue Inquiry Into Phone. Payment

ST. LOUIS—The grand jury for the Eastern District of Missouri was scheduled last week to continue its investigation into the \$50,000 fee that Zenith Radio Corporation of Chicago paid to former Collector of Internal Revenue James P. Finnegan in connection with its efforts to obtain films for Phonevision tests late in 1950.

Ned E. Depinet, RKO president, was excused from testifying at the hearings concerning the circumstances of Zenith's efforts.

Depinet had asked that he be excused so that he might attend the meeting of RKO stockholders in Dover, Del.

J. Robert Rubin, a vice-president of Loew's, Inc., and Paul Raibourn, a vice-president of Paramount Pictures Corporation, testified.

Raibourn said the services, if any, that Finnegan gave to Zenith still remains a deep mystery. He continued that during the time Paramount and Zenith negotiated on the Phonevision test, "at no time was any middle man—Finnegan or anyone else—involved."

Hardy Motion to FCC

WASHINGTON—Russell Hardy, on behalf of Partmar Corporation and four other exhibitors, last fortnight filed a motion with the FCC asking reconsideration of the latter's denial of an earlier petition to intervene in the ABC-UPT merger hearings. Hardy listed seven reasons why the petitioners believed they should be permitted to intervene.

CSU Files Appeal

WASHINGTON—The Conference of Studio Unions last week went to the U. S. Supreme Court again with its long-standing fight against the major studios and the IATSE. The CSU asked the court to review a decision of the Ninth Circuit Court of Appeals which upheld a District Court order throwing out the Conference's damage-and-injunction anti-trust suit against the producers and IATSE.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in *The Pink Section*.—Ed.)

PARAMOUNT

"Flaming Feather"—Okeh action show for the duallers.

MGM

"The Sellout"—Crime show will fit into the twin bills.

"Shadow In The Sky"—For the duallers.

WB

"I'll See You In My Dreams"—Should ride into the better money.

20TH-FOX

"Decision Before Dawn"—Meritorious show will have to be sold to the hilt.

Marcus In Coast Confabs

HOLLYWOOD—Following a preliminary meeting with a committee representing the SCTOA, Philip Marcus, special assistant to the U. S. Attorney General, and William C. Dixon, in charge of the Los Angeles office, anti-trust division, Department of Justice, met with the entire board of directors and counsel.

Marcus was in to receive an account of the many complaints voiced by Southern California exhibitors concerning existing evils in distribution of films. He was advised of the serious conditions confronting exhibitors and of the nature and effect of distributors' trade practices and abuses which, according to the association, have forced many exhibitors to close their doors, and threaten to put many more out of business.

Failure Means NPA Delay

WASHINGTON—Failure to submit the Controlled Material Plan Form 4-B applications for metals for the second quarter of 1952 by the Dec. 22 deadline will result in delays in obtaining allotments, and may work serious hardships upon the applicant, it was pointed out last week by Nathan D. Golden, director, NPA's Motion Picture and Photographic Products Division. A change in CMP regulations concerning small users who may self-certify provides that manufacturers using less than the following amounts of controlled materials need not file: 30 tons of carbon steel, eight tons of alloy steel, 1,500 pounds of stainless steel, 3,000 pounds of copper and copper-base alloys, and 2,000 pounds of aluminum.

Hughes Hearing On Jan. 7

WASHINGTON, D. C.—January 7 was set last week as the tentative date for argument before the U. S. Supreme Court in the appeal of Howard Hughes from the order of a statutory court that he dispose of his stock in RKO Theatres. If Hughes does not sell the stock before a stipulated date, the trustee would sell it for him, the New York court ruled.

"Salute" Time Extended

NEW YORK—It was announced last week that the industry's "Christmas Salute" for the Will Rogers Memorial Hospital, Saranac Lake, N. Y., would be kept open until the end of the year to allow everyone to cooperate to the hilt.

Trade Leaders Confer On FCC Presentation

NEW YORK—Following an all-industry meeting at MPAA headquarters last fortnight, recommendations for an appeal to the National Production Authority for removal or relaxation of the present M-90 order stopping commercial manufacture of color TV equipment were referred to industry attorneys. Representatives of MPAA, TOA, Allied, NETCC, and TNT also dealt with the presentation to the FCC of the industry's request for its own TV channels. A mutually integrated proposal was further developed by the industryites present.

Among those at the meeting were Ralph Cohn, Earl Sponable, Frank Cahill, E. J. Smith, Jr., Theodore Black, Leonard Isaac, Dick Hodgson, James L. Fly, Vincent B. Welch, Joe Vogel, Oscar Doob, Nat Lapkin, Si Fabian, Nate Halpern, Marcus Cohn, Ralph B. Hetzel, Sidney Schreiber, Taylor Mills, Andrew Inglis, Stuart Bailey, and Wilbur Snaper. Fly, counsel for MPAA's TV presentation to the FCC, presided.

TOA Offers Aid On Patriotic Films

NEW YORK—"Operation Patriotism", a cooperative program for exhibitors, producers, and distributors, has been proposed by the Theatre Owners of America, it was reported last week by Gael Sullivan, executive director, who revealed that TOA President Mitchell Wolfson has written a letter to the heads of the major film companies, stating that TOA is "eager to help Hollywood in its fight against communism and in building a more solid loyalty among the citizens of the United States.

He said: "In the film vaults of all film companies I am certain there are many highly patriotic sequences contained in the great films of the past. If such sequences, only a few minutes in length, could be 'lifted' from these pictures, and made available to the theatres of the nation, to be used as newsreel clips in keeping the public informed, they would provide patriotic and inspirational messages of inestimable value. This is a cooperative venture in which both of us could easily share, and at the same time perform a necessary service to our nation during these uncertain times."

Sullivan declared that "the proposal for frequent showings of these patriotic scenes in our newsreels should win the prompt support of our leaders in production."

Religious Films Sold

NEW YORK—Producers Representatives, Inc., has acquired theatrical and television rights to the complete library of 16mm. and 35mm. religious films of Cathedral Releasing Corporation, a non-theatrical distributing company, it was announced last week. PRI President Irving Lesser and his associate, Seymour Poe will handle theatrical release of the films, while George T. Shupert, vice-president, Peerless Television Productions, will supervise television release of the library.

Trade Mourns Death Of Benjamin S. Moss

NEW YORK—The trade last week mourned the death of Benjamin S. Moss, 73, pioneer motion picture exhibitor and theatre builder, president, B. S. Moss Corporation, which operates theatres in New York, Long Island, and New Jersey.

An early operator of both motion picture and vaudeville theatres, Moss in 1920 combined his theatres with B. F. Keith and F. F. Proctor, which was called the Keith-Moss-Proctor circuit. He disposed of his interest in this circuit in 1928 to RKO. He also played a part in the infancy of television and presented the first New York stage presentation of television in the Broadway on Oct. 23, 1931.

He was also active in the 1930's in importing and showing French motion pictures. He also produced many silent films and was associated with William Randolph Hearst in the making of these films. He was president, Explorer Submarine Corporation, which built a baby submarine designed by Simon Lake, an inventor of underseas craft.

Raised in the Yorkville section of New York, Moss became a theatre operator through earlier business dealings with William Fox and Marcus Loew. He was a member of the City Athletic Club, Inwood Country Club, a member of the Masonic Order, and was chairman of many philanthropic drives in the industry. He was president for many years of the Vaudeville Managers Protective Association and the N.V.A.

Surviving are his wife, Mrs. Estelle Dreyfus Moss; a son, Charles B. Moss; a daughter, Mrs. Beatrice Crystal; two brothers, Moses J. and Louis N. Moss; two sisters, Mrs. Rae Trilling and Mrs. Etta Flatto, and four grandchildren.

Harold Stoneman Passes

BROOKLINE, MASS.—The trade last week mourned the death of E. Harold Stoneman, president, Interstate Theatres Corporation, who died at his home at the age of 49. He was secretary, Midwest Drive-In Theatre Circuit; a charter member and past Chief Barker, Variety Club of New England; treasurer, "Jimmy" Fund, and a trustee, Children's Cancer Research Foundation.

He founded Interstate Theatres with the late Edward Ansin in 1926, and expanded the circuit into an organization of 35 theatres throughout New England.

Stoneman is survived by his wife, Mrs. Marjorie Roth Stoneman, a son, James; his mother, Mrs. Anne Stoneman, and a brother, S. Sidney Stoneman.

Para. H. O. Folks Get Raise

NEW YORK—Paramount home office employes won a wage increase of about 10.5 per cent, ranging from \$3.50 to \$9.50 per week, following negotiations between Paramount Pictures and Home Office Employes Union Local H-63, IATSE, last week.

The contract, covering about 200 employes, is retroactive to Oct. 28, and will run until March, 1953, when the union's contract with Paramount is scheduled to end. It provides for an automatic increase in March, 1952, based on the rise in the cost-of-living index, and calls for a complete union shop.



AL LICHTMAN



WILLIAM C. GEHRING



EDWIN AARON



ARTHUR SILVERSTONE



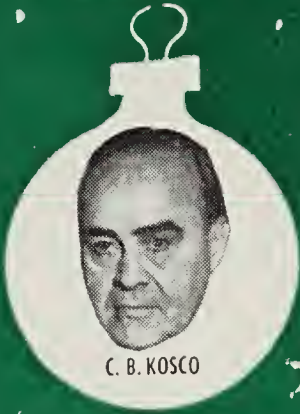
R. G. MARCH



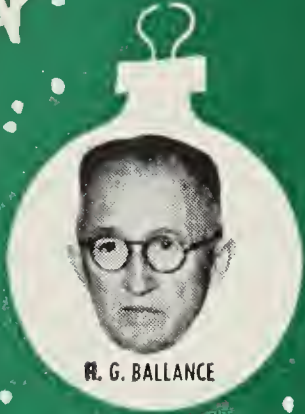
C. GLENN NORRIS



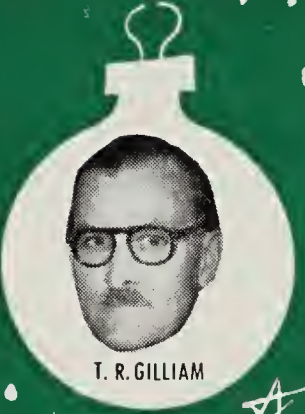
J. M. CONNOLLY



C. B. KOSCO



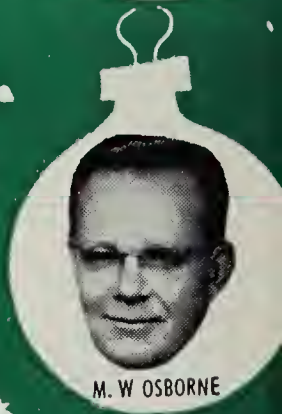
R. G. BALLANCE



T. R. GILLIAM



T. O. MCCLEASTER



M. W. OSBORNE



SAM DIAMOND



J. J. LEE



W. A. BRIANT



GORDON F. HALLORAN



R. E. MOON



J. E. PATTERSON



ABE DICKSTEIN



AL LEVY



JACK BURK



ALEX W. HARRISON



M. MOSKOWITZ



RALPH PIELOW, JR.



FRED R. DODSON



M. A. LEVY



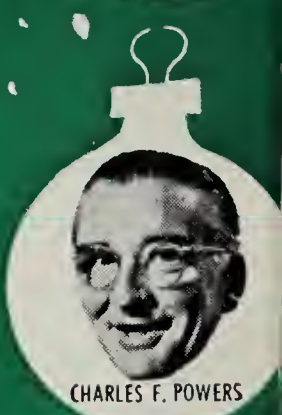
E. X. CALLAHAN



JOHN E. HOLSTON



PETER MYERS



CHARLES F. POWERS



V. J. DUGAN



KENNETH O. LLOYD



G. L. CHERNOFF



J. H. HUBER



J. R. NEGER



J. B. ROSEN



JACK M. ERICKSON



J. H. LORENTZ

SEASON'S GREETINGS

TO ALL OUR EXHIBITOR FRIENDS FROM
20TH CENTURY-FOX...THE COMPANY
THAT WISHES YOU THE BEST
OF EVERYTHING FOR 1952



NAT ROSEN



PHILIP SHERMAN



I. J. SCHMERTZ



B. A. SIMON



R. L. CONN



J. E. SCOTT



V. M. SKOREY



PAUL S. WILSON



MARK SHERIDAN, JR.



BRYAN STONER



HERMAN WOBBER



T. W. YOUNG



20th
century-
fox



MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Yugoslavia: Stepinac freed.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 99) Yugoslavia: Marshal Tito sees war vets. Denver: B-29 crashes into houses. Korea: Pilot becomes ace in four minutes. New York: "Decision Before Dawn" honored by Parents magazine. USA: Counterpoint, horse of 1951. Bavaria: Shepherd dogs show skill.

NEWS OF THE DAY (Vol. XXIII, No. 229) San Diego, Cal.: Navy films families' greetings to men at sea. Key West, Fla.: President Truman kept busy on "vacation". France: British jets for French fliers. New York: Glamour in silk. Miami Beach, Fla.: Olympic hopefuls.

PARAMOUNT NEWS (No. 32) Denver: B-29 crashes into houses. Key West, Fla.: President Truman kept busy on "vacation". Camp Lejeune, N. C.: Medics train for duty with marines. New York: Silk fashions. Atlanta: Georgia Tech routs Georgia.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 515) Key West, Fla.: President Truman kept busy on "vacation". France: British jets for French fliers. France: French heroes hailed. France: Rites for the dead. Denver: B-29 crashes into houses. Honolulu: Putting on the dog. Sacramento, Cal.: Lady Godiva—1951.

WARNER PATHE NEWS (Vol. 23, No. 34) Denver: B-29 crashes into houses. Cairo: Mossadegh of Iran hailed. Key West, Fla.: President Truman kept busy on "vacation". Korea: GI's in practice drop. Miami Beach, Fla.: Florida water tots. Washington: Red Cross shows life-saving techniques. Sports: 1951 Look magazine's All-American football team.

TELENEWS DIGEST (Vol. V, No. 49-B) Yugoslavia: Stepinac freed. England: First German Chancellor to visit in 20 years. India: Ambassador Bowles presents credentials. Italy: Floods. Cairo: Mossadegh of Iran hailed. Denver: B-29 crashes into houses. New York: Post Office turns Santa Claus. New York: Swirly skirts.

IN ALL FIVE:

Philippines: Volcano erupts.

IN ADDITION TO THE ABOVE:

Bergman Reviews Trade's Own Efforts In Philly Talk

PHILADELPHIA—The current "Movietime, U.S.A." campaign of the industry marks the first time that the motion picture companies as an industry have conducted a promotion campaign on their own behalf with the same know-how in attracting public attention as they have devoted to the many campaigns they have conducted for the government and the various public service and charitable organizations for many years, Maurice A. Bergman, U-I executive in charge of public relations, told the Philadelphia Public Relations Club at its dinner at the Poor Richard Club last fortnight.

In summing up the aims and objectives of the industry public relations-wise, Bergman declared, "Ours is rather an ambivalent nature. On the one hand, we must market our commodity to keep ourselves in a healthy financial condition, and at the same time we must certainly be mindful of our obligations to the community and to the nation. We think we accomplish this. We think our advertising reflects the kind of pictures we are trying to sell, and we think its standards are just as high as any other advertisers."

MOVIE TONE NEWS (Vol. 34, No. 100) Washington: President Truman curtails vacation. Hawaii: Korean wounded flown home. Fairbanks, Alaska: Santa Claus. Denver, Colo.: Santa's helpers go to school. Toronto: Canadian boxers in slugfest. France: Ju Jitsu contest.

NEWS OF THE DAY (Vol. XXIII, No. 230) Washington: President Truman curtails vacation. France: UN votes new Security members at Paris meet. New York: Duke and Duchess of Windsor back. Japan: Army training. Hollywood, Cal.: Fashion tips for mermaids. Bavarian Alps: Ski-bobbing (except Philadelphia). France: Ju Jitsu contest (except Philadelphia). Philadelphia: West Catholic wins High School grid classic (Philadelphia only).

PARAMOUNT NEWS (No. 33) Washington: President Truman curtails vacation. Toronto: Canadian boxers in slugfest. A Yuletide message.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 516) Washington: President Truman curtails vacation. Bavarian Alps: Ski-bobbing. Toronto: Canadian boxers in slugfest. Philadelphia: West Catholic wins High School grid classic. Christmas dreams come true around the world.

WARNER PATHE NEWS (Vol. 23, No. 35) Japan: Army training. Honolulu: Hawaiian flower hats. Los Angeles: Lions beat Rams (except Philadelphia). Philadelphia: West Catholic wins High School grid classic (Philadelphia only). Australia: Five-year-old semi-symphony.

TELENEWS DIGEST (Vol. V, No. 50-A) Navy news: A-bomb planes join fleet. Germany: Navy patrols The Rhine. New York: Chinese victims fight Red extortion. San Francisco: Cable cars saved. Germany: Celluloid marriage bureau in Munich. Miami, Fla.: Snead cops Miami open.

NATIONAL BOARD OF REVIEW

Dec. 8, 1951

STARRED SELECTED FEATURE: "Decision Before Dawn" (20th-Fox); SELECTED FEATURE: "The Model And The Marriage Broker" (20th-Fox).

Dec. 1, 1951

SELECTED FEATURES: "Fixed Bayonets" (20th-Fox); "Callaway Went Thataway" (MGM).

Monogram In Chicago Meeting

CHICAGO—Morey Goldstein, Monogram and Allied Artists vice-president and general sales manager, last week held conferences at the Drake Hotel with division sales managers. In addition to setting sales policies for "Aladdin And His Lamp", "The Steel Fist", "Fort Osage", and "Waco", the sales executives discussed plans for the launching of "Monogram Week", for which a drive will be made toward putting a Monogram subject on every screen from Feb. 10-16. Here to meet with Goldstein were Harold Wirthwein, Hollywood, western sales manager; L. E. Goldhammer, New York, eastern sales manager, and James Prichard, Dallas, southern sales manager.

IA Locals Aid Conservation Push

WASHINGTON—IATSE locals were asked last week to distribute to each member and to circuits to give to their managers, copies of a film and equipment conservation primer prepared by Nathan D. Golden, NPA and Commerce Department chief of motion picture and equipment, and produced by the Government Printing Office.

Finkel Heads NY Loge

NEW YORK—The Colosseum of Motion Picture Salesmen, Loge 29, last week named Bob Finkel, Republic, president; Michael Nuzzola, 20th-Fox, vice-president; Howard Levy, MGM, treasurer; Lee Mayer, Warners, secretary, and Tony Ricci, Republic, sergeant-at-arms. The meeting also passed a resolution to hold the annual dinner-dance in June, 1952.

Tech. Declares Dividend

NEW YORK—The board of directors of Technicolor, Inc., last week declared a dividend of 50 cents per share.



District and divisional managers conferred with sales heads at the recent RKO sales meeting in Chicago to discuss sales plans for product slated for the first half of 1952, and among those present were, from left, seated, Sidney Kramer, short subjects manager; Walter Branson, western division manager; Robert Mochrie, vice-president and general sales manager; Nat Levy, eastern division manager; Charles Boasberg, north-south division manager, and standing, district managers A. Kolitz, Rocky Mountain area; M. Lefko eastern central; L. Gruenberg, metropolitan; H. Greenblatt, midwest; C. Peppercorn, Canadian; R. Folliard, east; Ben Cammack, southwest; J. MacIntyre, west, and D. Prince, southeast.

He Led the Last Great **OUTLAW RAIDS!**



The **COFFEYVILLE RAID!**

The **COLUMBIA ROUNDHOUSE AMBUSH!**

COLOR BY

Technicolor

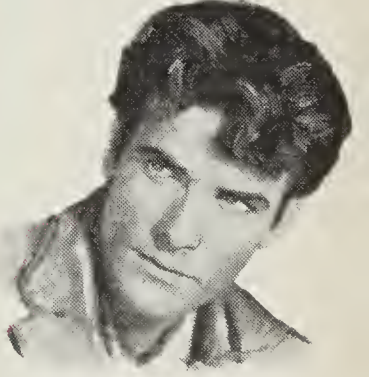


CIMARRON ROSE!

"THE **CIMARRON KID**"



BOB DALTON!



BITTER CREEK!



Starring

AUDIE MURPHY • YVETTE DUGAY

with **BEVERLY TYLER • JAMES BEST • JOHN HUDSON • LEIF ERICKSON • NOAH BEERY**



Screenplay by **LOUIS STEVENS** • Directed by **BUDD BOETTICHER** • Produced by **TED RICHMOND** • A **UNIVERSAL-INTERNATIONAL PICTURE**

RED BUCK!

***U-I** Makes the Money-Makers!*

PEOPLE

NEW YORK—Twentieth Century-Fox last week announced the inauguration of a new system of story operation in the appointment of David Brown as managing editor in California of 20th-Fox story department. Brown will coordinate and facilitate all phases of material investigation, search, and procurement under story editor Julian Johnson. James B. Fisher and Coles Trapnell will continue as associate editors.

NEW YORK—Becky B. Barnes has been appointed sales representative for United Artists Television Corporation in the west coast and southern west areas, John Mitchell, vice-president, UA-TV, announced last week. Formerly with Batten, Barton, Durstine, and Osborne in Hollywood, Miss Barnes will cover various television markets.

NEW YORK—Sherrill Corwin, Los Angeles exhibitor and prominent in TOA activities, was named to the TOA executive committee last fortnight.

Schwartz Urges Dividend Distrib.

DOVER, DEL.—Sol Schwartz, RKO Theatres president, last fortnight declared at the annual stockholders' meeting that he will recommend to directors that a major portion of the company's current earnings be distributed to stockholders as dividends, since RKO Theatres' \$8,000,000 working capital is considered by management to be adequate for all current corporate purposes, and to allow sufficient funds for future expansion.

Schwartz said no encroachment on net working capital should be made by dividends in excess of current earnings, and declared that the circuit is financially strong, with strength in ownership of real property consisting of 48 fees, nine long-term leases, 26 leases, and two sites.

The corporation has about 15,000 stockholders and a total of 3,914,913 shares of stock outstanding. The percentage being voted was not to be known until the tabulation was completed. Inspectors were checking proxies in the presence of watchers representing management and the opposition.

With the meeting recessed several times, the parley was set to resume yesterday (Dec. 18). If checking of proxies was not completed by then, another recess was to be called.

Long Park Can Examine

NEW YORK—New York Supreme Court Justice Mathew Levy last week granted Long Park Amusement Corporation the right to examine top officers of RKO Theatres Corporation in connection with its \$57,500 damage suit. In his ruling, Judge Levy said all books and records involved in the suit must be produced at an examination.

The suit involves dividends growing out of the release which the New Jersey circuit gave RKO Theatres under an agreement whereby Long Park and Walter Reade, Jr., acquired RKO's 250-share interest in jointly-owned New Jersey properties.



Contest winner Mrs. Ann Kuchinka and Bob Hope enjoy a cup of tea just before the recent world premiere of Paramount's "My Favorite Spy" in Mrs. Kuchinka's living room in Bellaire, O.

South Bend Theatre Sues

HAMMOND, IND.—The Avon, South Bend, Ind., last week filed a \$900,000 damage suit in U. S. District Court against 12 circuits and motion picture companies, charging violation of the Sherman and Clayton anti-trust laws and seeking an injunction to prevent "discriminatory practices in future film releases."

The defendants are Balaban and Katz, Publix Great States Theatres, Warner Brothers, Warner Brothers Management Corporation, Warner Brothers Theatres, Inc., United Artists, Paramount Film Distributing Corporation, Paramount Pictures Corporation, Universal Film Exchanges, Inc., and others.

The suit says Balaban and Katz and Publix Great States conspired with distribution and producing corporations to monopolize distribution and suppress competition. The Avon said the conspiracy prevented first- and second-run product from being shown in South Bend in theatres other than of Publix Great States.

Skiatron Seeks Releases

NEW YORK—Skiatron will negotiate with distributors for late releases to be used in its Subscriber-Vision system of pay-as-you-see television, and will meet with TOA, Allied, the PCC, and independent exhibitors to prepare a plan whereby exhibitors would share in Subscriber-Vision grosses, it was revealed by Skiatron President Arthur Levey last fortnight.

TOA Issues Advice On Selling Material

NEW YORK—The TOA last week sent out to its members specific instructions on how to improve the situation as regards advertising aids from National Screen Service. Following conferences with NSS's George Dembow and William Brenner, it was suggested that exhibitors, upon contracting for a picture, should obtain assurances from the salesmen that the material will be ready in time, and also check with the NSS office in his area to see whether the material will be obtainable. The regional office will be in a position to inquire further from the home office if material isn't available.

Any grievances, however, should be sent to the home office rather than the regional office.

U-I Sales Execs. Hear Product Lineup

HOLLYWOOD—Twelve major features, six in Technicolor, will be released by U-I during the first four months of 1952, it was announced by Alfred E. Daff, director of world sales, and Charles J. Feldman, domestic sales manager, last week.

The schedule was made public as the highlight of the opening day's session as the production, distribution, and promotion executives assembled.

The schedule for the next four months follows:

For January: "Flame Of Araby", in Technicolor; "The Cimarron Kid", in Technicolor; "Finders Keepers", and the general release of "Bright Victory." February releases are being highlighted by "Bend Of The River", in Technicolor; "Meet Danny Wilson", and "Here Come The Nelsons." For March, scheduled are "Steel Town", in Technicolor; "Hear No Evil", and "The Treasure Of Lost Canyon", in Technicolor.

April releases will be "Ma And Pa Kettle At The Fair" and "The Battle At Apache Pass", in Technicolor.

The greatest promotional effort in its history, backed by a record advertising budget, will occur during 1952, it was announced by David A. Lipton, vice-president in charge of advertising and publicity.

U-I has set a series of promotions and premieres to blanket the country.

Included in the promotions are "Week-End With Father", with a world bow in Milwaukee; "Bend Of The River", premiering in the northwest in January; "The Cimarron Kid", bowing in Kansas, Oklahoma, and Texas in January; "Here Come The Nelsons", set for a Pittsburgh hoopla in January; "Meet Danny Wilson", to have its world premiere in February; "Steel Town", in March, and "The Battle Of Apache Pass", in April.

Rackmil Reports On U-I Buy

WASHINGTON—Milton R. Rackmil, president, Decca Records, last fortnight reported to the Securities and Exchange Commission that his company paid \$3,773,914 for the 234,900 shares of Universal Pictures common stock bought in October. Of these shares 78,000 were purchased on the New York Stock Exchange, while the balance was bought from Gertrude Bergman, Maurice A. Bergman, Lewis Fox Blumberg, N. J. Blumberg, Vera F. Blumberg, Alfred E. Daff, Edith Mayer Goetz, William Goetz, Doris Jean Mayer, and Leo Spitz. Warrants were purchased from N. J. Blumberg and Doris Jean Mayer at a reported price of \$5 each.

TV Group Protests Statement

NEW YORK—The Fair Television Practices Committee last week registered a protest of a statement reportedly made by an officer of the Radio and Television Manufacturers' Association to the effect that RTMA is working out a plan whereby home television and theatre television can operate to mutual benefit.

A letter from FTPC to the manufacturer's group declares that the statement, said to have been made by Joseph B. Elliot, chairman, RTMA's sports committee, "puzzles us."

SPECIAL
SERVICE FOR
EXHIBITORS...

THE BOOKING OF THE WEEK

... DESIGNED
TO HIGHLIGHT
CURRENT AND
CHOICE PRODUCT

THE SON OF DR. JEKYLL

THINGS YOU'LL WANT TO KNOW

TYPE OF STORY:

Mystery Melodrama

CAST:

Louis Hayward
Jody Lawrance
Alexander Knox

RUNNING TIME:

77 minutes

HIGHLIGHTS:

Dr. Jekyll, the greatest name in mystery melodrama, returns in the person of his more amazing son! Played by Louis Hayward in the great John Barrymore, Fredric March tradition! Man turns monster! Mystery murders, fires, riots sweep city! "Marquee appeal . . . splendid performances." (Hollywood Reporter) "Mystery predominant throughout." (Daily Variety).

RELEASE DATE:

November

DISTRIBUTOR:
Columbia

SAMPLE
NEWSPAPER
AD

HERITAGE OF HORROR!



Wisconsin Exhibitors Ask For Price Formula

MILWAUKEE—Allied Independent Theatre Owners of Wisconsin at its convention last week called for the replacement of negotiated prices with a formula which would stabilize picture cost. Opposition was expressed against higher admission prices. Distributors were asked to cut down on the practice of asking special roadshow prices. Exhibitors agreed to petition film distributors for better terms instead of negotiating separately for each picture.

President Ben Marcus, who attacked terms and unjustifiable clearances, said most distributors have cooperated in solving problems, but when exhibitors want to buy films on a fair basis, some men in distribution are prone in this regard. He stressed as an incentive for exhibitors "bigger and better pictures at a fair price."

Abram Myers, Allied board chairman and general counsel, credited Marcus with calling for an arbitration system two years ago.

Henderson Richey, MGM, pointed out there is going to be only a small portion of exhibitors who can afford TV in theatres.

Jack Kirsch, president, Illinois Allied, attacked the sale of films to television, applauded arbitration, and said bidding would break more exhibitors.

Sig Goldberg reported on the outcome of group discussions. It was found that large towns had problems on advanced admission prices, and they agreed that a few warranted the advance, but said it should be left to the exhibitors. Small towns were opposed to advanced prices on any basis and also opposed percentages. Subsequent-runs cited the clearance problem, and stressed that clearance should be based on first-runs downtown.

Russell Leddy asked producers to release more pictures for PTA shows as these shows are doing a good public relations job.

Leon Bamberger, RKO, stated an agreement had been made by all film companies that any films approved by the PTA will be released after the regular commercial run, and if an exhibitor doesn't get them he should write direct to the home offices of the film companies.

Small town exhibitors voted as to which companies in this territory have been the fairest. The first is 20th-Fox and the second Columbia. MGM and Warners were voted the "unfairest."

L. F. Gran, general manager, Standard Theatres, spoke on theatre television, installation, cost and future programs.

At the drive-in session, an attack was made against distributors for discriminating against them in classifying them as all in the same group as far as film prices are concerned.

Officers elected were: President, Goldberg; vice-president, Eric Brown; secretary, J. Goderski; treasurer, Oliver Trampe, and national director, Marcus.

The convention passed a resolution expressing regret at the departure of William B. Rodgers, MGM vice-president, from the business, and also extended greetings to Charles M. Reagan, his successor.



Donald B. Fiske, owner, Fiske, Oak Grove, La., recently received a bronze Merit Award plaque as one of the leading theatres from W. O. James, president, Oak Grove Lions Club, acting on behalf of EXHIBITOR and THEATRE CATALOG.

Coast TV Group Lists Theatre Plans

SAN FRANCISCO—Theatremen in Northern California were the guests of Theatre Television Authority last fortnight for the purpose of learning about the new company, its officers, and its objectives.

The company, composed of five Sacramento, Cal., businessmen, has the following objectives as its immediate goal: to furnish public attractions to theatres on a closed circuit basis, to mass the combined purchasing power of individual theatres for the purpose of showing the outstanding events of public interest, to insure the return of the entertainment dollar to the theatre boxoffice by providing top-flight added attractions, to personally consult with theatre owners on programming through the formation of a theatre owners advisory committee, which will meet regularly with TTA, and to develop maximum public response through a network of member theatres in the Western United States.

The hookup time cost would be approximately \$3,000 for audio and video for one hour in any month for a five-theatre hookup. Added to this will be the cost of the production itself. If the production cost \$5,000 and the hookup cost \$3,000, and it was put on twice a month, it would cost about \$17,000 for a five-theatre hookup. As houses are added, the cost would decrease proportionately.



Danny Kaye, scheduled to star in Samuel Goldwyn's "Hans Christian Andersen", forthcoming RKO release, relates to the trade press in New York City some of his recent adventures while entertaining in Korea on a USO camp show. Seen are Mel Konecoff, EXHIBITOR, and reporters Charles Franke, Allen Ames, and Bill Specht.

Clinics Featured At New Orleans Meet

NEW ORLEANS—Election of officers, film clinics, and a resolution calling for the setting up of an arbitration system in the territory were spotlighted at the Allied Theatre Owners of the Gulf States convention last week.

Abe Berenson was named president. Other officers elected were F. G. Prat, Jr., vice-president; Harold Bailey, secretary; Lewis Watts, treasurer, and L. C. Montgomery, board chairman. Berenson and Montgomery were elected national directors. The board consists of Nick Lamantia, Locke Bolen, Ted Solomon, William Sandy, and B. V. Scheffield.

The convention approved a resolution accepting the national organization's action to set up a national arbitration system, and calling for an arbitration system to function locally.

A second resolution approved National Allied's action in condemning the policy of fixing admission prices illegally through what was termed "subterfuge and free release."

Watts and Nick Lamantia presided at film clinics which were conducted as a special feature.

Speakers included Trueman Rembusch, National Allied president; C. Briant, MGM's New Orleans branch manager; Max Youngstein, UA ad.-publicity head, and Eddie Aaron, western and southern sales manager, 20th-Fox.

F and M Denied New Trial

HOLLYWOOD—Fanchon and Marco Circuit last week was denied a new trial in its action against distributors on first-run clearances, and was ordered to pay \$2,515 in court costs.

Officers are Jack Brashear, Brashear Advertising Agency, director; Frank A. Prior, director and treasurer; Rodney C. Richardson, assistant to the director of the Department of Public Works, State of California, director-secretary; Les C. Schwimley, president, Schwimley Motors, director-vice-president, and Kenneth E. Wright, president-general manager, Manor, Sacramento, managing director-president.

20th-Fox Sets "Song" As Easter Release

HOLLYWOOD—Al Lichtman, director of distribution, 20th-Fox, last week announced that "With A Song In My Heart" has been selected as the Easter release for 1952.

The company plans to give the film, which deals with the career of Jane Froman, as sweeping and penetrating a campaign as that which merchandized "David And Bathsheba."

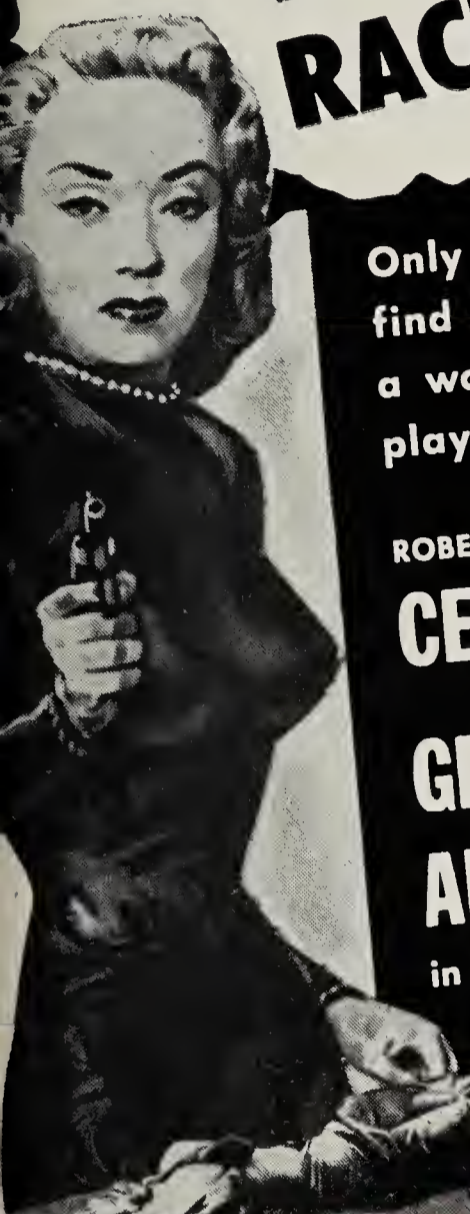
Announcement of a trade-showing schedule will be made shortly.

The home office executives also saw "Viva Zapata", "5 Fingers", "Lydia Bailey", "Phone Call From A Stranger", "Kangaroo", "Belles On Their Toes", "The Pride Of St. Louis", "Down Among The Sheltering Palms", "Diplomatic Courier", "Red Skies Of Montana", and "Return Of The Texan."

**FBI BULLETS BLAST
THE MOST VICIOUS
RACKET OF ALL!**

Only a woman can
find the answer...
a woman who can
play a man's game!

ROBERT L. LIPPERT presents
CESAR ROMERO
and
GEORGE BRENT
AUDREY TOTTER
in RUPERT HUGHES'



FBI GIRL

with
TOM DRAKE

RAYMOND BURR
Raymond Greenleaf • Margia Dean
Richard Monohan and introducing
NOONAN and **MARSHALL**

Produced and Directed by
WILLIAM BERKE
Screenplay by **RICHARD H. LANDAU**
and **DWIGHT BABCOCK**
Released by Lippert Pictures, Inc.



**TOP
PLAYOFF
EVERYWHERE!**

SOLD
to **LOEW'S**

BOOKED

by

FOX WEST COAST

in their top
Los Angeles Unit:
GRAUMAN'S CHINESE
LOS ANGELES
UPTOWN
LOYOLA

BOOKED

in San Francisco:
PARAMOUNT

in Denver:
PARAMOUNT

Make
YOUR
Date Now!

MORE

PROFIT

with

LIPPERT!

SEC Files Report On Stock Transfers

WASHINGTON—The Securities and Exchange Commission reported last fortnight that Howard R. Hughes had acquired 48,800 shares of RKO Pictures common stock in November to bring his present holdings to 1,013,420 shares. The November report also listed September transactions involving acquisition of 36,600 shares, which builds his ownership at that point to 964,620 shares.

Other transfers include:

COLUMBIA—Abraham Montague divested himself of 500 shares, leaving his holdings at 6,177 shares.

LOEW'S BOSTON THEATRES—Company transferred 57 shares of capital stock to Loew's, Inc., making the latter's holding 128,256 shares.

MONOGRAM—Monogram Southern Exchanges, Inc., divested 932 shares in one transaction and 5,700 shares in a second, leaving holdings of 10,040 shares.

PARAMOUNT PICTURES—W. E. Griffis trust reported disposition of 500 shares of common.

REPUBLIC—Joseph E. McMahon divested 200 shares of common.

UNIVERSAL PICTURES—Alfred E. Daff disposed of 200 shares of common.

WARNERS—Harry M. Warner disposed by gift of 1,350 shares of common, and Jack L. Warner disposed of 4,500 shares of common.

The SEC noted a correction in its September report to show that Sol A. Schwartz had acquired 500 shares of RKO Theatres Corporation and not of RKO Pictures Corporation, as had been listed.



Seen at the recent world premiere of Republic's "The Wild Blue Yonder" in Omaha were, left to right, Republic's James R. Grainger, General Curtis E. Lemay, SAC; Republic star Estelita Rodriguez, and circuit owner A. H. Blank.

Bond Division Backs WB

WASHINGTON—The Treasury Bond Division announced last fortnight that it has no intention of abandoning its cooperative advertising plan despite Senator Paul Douglas' expression of "shock" that the government used public funds to advertise Warners' "Jim Thorpe—All American." Vernon Clark, national director, Savings Bond Drive, dismissed the protest with a comment that he regretted Senator Douglas has "gotten the situation exactly backward." He explained, "We didn't advertise the movie, the motion picture company advertised the bond drive." In the absence of any Congressional appropriation, Clark said, the promotional work is largely at the mercy of private advertisers who are willing to cooperate in similar fashion.

Johnston Outlines Future MPAA Lineup

NEW YORK—Eric Johnston, president, MPAA, stated last fortnight that the organization will move its headquarters here from Washington to facilitate work of obtaining more foreign dollars, now the source of "a very large share" of industry revenues. However, this will not decrease the importance of the Washington office, which has excellent contacts with the White House, embassies, and government agencies, he stated.

Johnston disclosed that while the MPEA is scheduled to fold as an operating vehicle on Jan. 1, it will remain a legal vehicle, to be employed when necessity requires. Liquidation of the MPEA will probably take a year, and Herbert J. Erlanger will direct the process when Irving Maas, vice-president and general manager, leaves.

Johnston expects to visit South America, Europe, and the Orient in the interests of the foreign market.

A revamp of MPAA executive personnel following the entry into the association of Ralph D. Hetzel, Jr., and George C. Viethier, both until recently with Johnston in the ESA, will see the former in charge of operations at the New York headquarters and the latter in charge of management and personnel of the Washington offices. Joyce O'Hara, MPAA vice-president, will continue as Johnston's high level personal assistant.

The addition of Norman Kuhne to the Washington press information staff was disclosed by Johnston.

Colonel Richard T. McDonnell, who joined the association early in the year to manage the Washington office, will be shifted to contact work with the State and Defense Departments and Washington embassies.

Kenneth Clark, MPAA information chief, will headquarter in New York.

Manning "Tim" Claggett, whose resignation has been reported, "will stay so far as I know," the MPAA president said. He had been Clark's assistant in Washington.

Wile In TOO Post

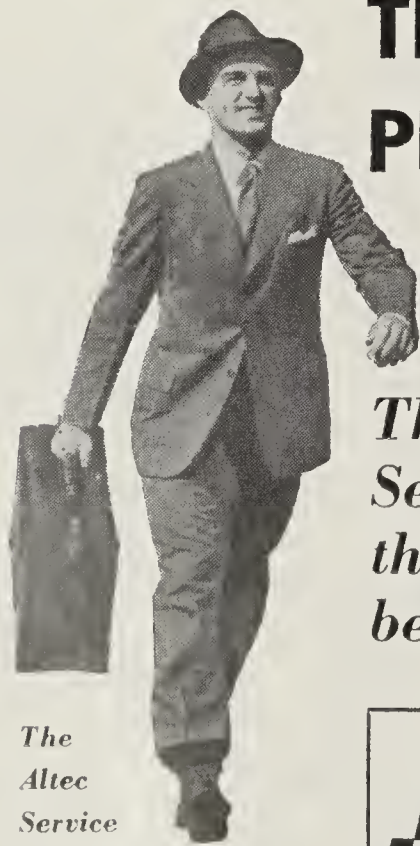
TOLEDO, O.—Martin G. Smith, president, Independent Theatre Owners of Ohio, announced last fortnight the appointment of Robert Wile as secretary. Wile will assume his new post on Jan. 7, and make his office at the ITOO headquarters in Columbus, O. He succeeds the late P. J. Wood, ITOO secretary for 27 years until his death.

Wile has had extensive industry experience with trade journals and in the advertising, publicity, and promotion fields.

New Chicago Suit Filed

CHICAGO—Attorney Seymour Simon, representing Bernard Malitz, who formerly operated the now closed Midtown, last week filed an anti-trust suit in federal district court for \$90,000 in trebled damages against Schoenstadt Theatres and all major film companies except U-I, charging conspiracy to prevent the Midtown from playing day-and-date with Schoenstadt Theatres' Radio from September, 1947, to April, 1950.

ANSWER TO YOUR TECHNICAL PROBLEMS...



The Altec Service Man

The Altec Service Man and the organization behind him



161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

CANDYDLY SPEAKING

THE annual convention of the National Automatic Merchandising Association was held in Cleveland on Nov. 12-15. Panel discussion groups delved thoroughly into the problems of operating properly all types of automatic vending equipment. Recognized authorities, particularly in the field of sanitation, discussed their specialties in well-prepared talks, and an exhibition of most of the automatic vending machines that are available was held in conjunction with the convention.



BILL ENGLAND

It is indeed heartening to see the progress that the NAMA has made over the relatively short period that the association has been in existence. Much has been done to help in establishing automatic vending as a stable and progressive industry. While there are no official dollar figures available for the annual volume of retail sales made through vending machines, it is generally estimated in the industry that 1951 sales will pass the one billion dollar mark, which is more than double the sales volume estimated for the first post war year of 1946.

THERE WAS little exhibited that was new or revolutionary in the equipment. Improved models of existing equipment were the order of the day. The newest machine at the show was an automatic hot-drink machine capable of vending a selection of six hot drinks. Entirely new methods of handling and dispensing the concentrates and syrups used in the machines were an interesting part of this equipment.

It was apparent from the exhibits and talk at the show that the automatic hot coffee machine is gaining wide public acceptance. While I doubt whether hot coffee machines will find general acceptance in all types of theatres, they cer-

(Continued on page EP-10)

This stand at the Fox, Burlington, N. J., a Melvin Fox house, won third prize in the recent contest held among theatres served by Charles Sweets Company, Philadelphia, theatre concessionaires. It was responsible for a 15 per cent increase in sales, winning a \$25 U. S. Savings Bond.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS



234151

**- ADMIT ONE -
GOOD THIS DATE ONLY**
The management reserves the right to refuse admission on this ticket by re-funding purchase price. Also reserves the right to designate where the holder of this ticket shall be seated.

234151

234152

**- AD
GOOD**
The managen
refuse admis
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the right to
holder of thi

A SECOND BOX OFFICE INSIDE YOUR THEATER



234152

When you offer ice-cold Coca-Cola to your patrons, you are putting a second box office inside your house. Theater goers are in a spending mood. With Coca-Cola, YOU can get the coins that are going for refreshment. Thus, you can increase your profit per admission with no increase in overhead. And you can do it with your choice of vending methods and a few square feet of floor space now idle. For all the money-making details, address: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.

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THIS ONE-PRODUCT PROMOTION PAID OFF, IN EVERY DEPARTMENT

The Sherbits Competition, Aimed At Increasing One Item's Sales, Also Awarded Prizes For Overall Results

USING contests to stimulate extra profits activities in theatres is nothing new but when a candy manufacturer not only is interested in pushing the sale of his own product but also increasing the general take at the stands, it provides a highlight in off-the-screen merchandising.

The bow, this time, goes to F and F Laboratories, Inc., Chicago, in connection with a sales contest on Sherbits. Emphasis is not just on the sale of Sherbits but on overall candy merchandising, as well. In fact, the prizes offered are not for award to those concession managers selling the most Sherbits, but, rather, for those showing the best overall candy merchandising return.

The idea was first tried out in the Central States and Tri-States Theatres in cooperation with Marie Frye, who developed the campaign and did such a good job on it that F and F contemplated having the bulletins she issued and the whole campaign offered to the circuits and concession suppliers as a package.

F. H. Schonlau, F and F, emphasizes that the key to the success of the promotion lies in the fact that to qualify for a prize the theatre manager must first make his quota of Sherbits, but the prizes themselves are awarded to those individuals who show the biggest percentage of increase on their over-all concession business. This, he says, is not just a campaign on a product, but, rather, one designed to produce a balanced merchandising and selling job.

It is a complete campaign. The company will furnish not only the prizes but also a complete set of the Frye bulletins ready for mailing to theatres. The whole plan has been carefully tested, and has proven effective.

The workings for the promotion are as follows: Each theatre is assigned a Sherbits' quota, which it is expected to sell during the five-week period of the promotion. The quota is arrived at by taking two per cent of the theatre's gross candy sales for the first three months of 1951. This gives each theatre a very fair quota since it has established its own sales figures.

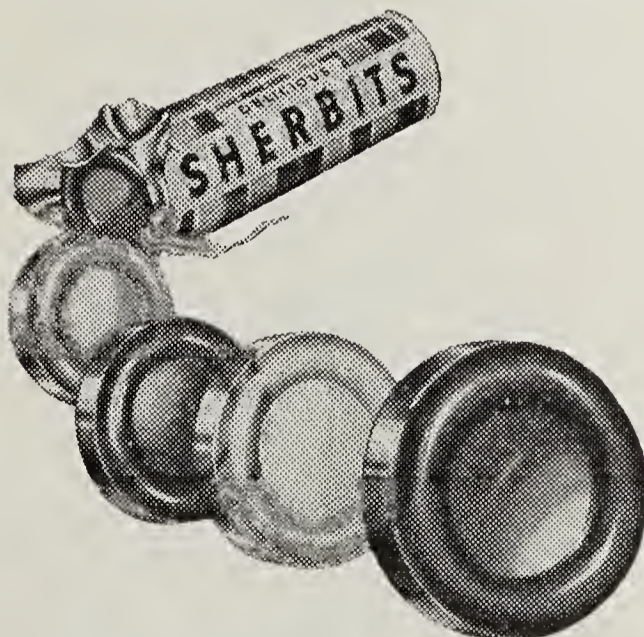
THE SALE of the Sherbits quota qualifies the concession managers for the prizes, 17-jewel Helbros watches. However, the watches themselves are awarded to those concession managers who show the greatest increase in their candy merchandising

return over their average for the first quarter of 1951. The promotion, naturally, requires emphasis on the sale of Sherbits, but the actual prizes are awarded on the basis of an overall job on all the products offered for sale at concession stands.

The watches to be awarded come in either man's or lady's style as preferred, attractively boxed, and carrying a retail price tag of \$49.75 each. They are high-grade watches in every respect, watches that all concession managers would like to own.

F and F proposes to supply one watch for every 10 theatres or concessions participating in the promotion. To make the program operate from its standpoint, it is necessary that it have an order for 30 boxes of Sherbits for each theatre participating. It has been found from the experience gained in testing this promotion program that this quantity of merchandise is nominal, and actually the requirements per theatre will be much more. As a matter of fact, it is necessary that each theatre sell more than 30 boxes for the promotion to be a profitable one to F and F.

The bulletins used by Marie Frye, corrected so that they may be generally used, will also be supplied by the Sherbit manufacturer as part of the package deal. They will be done up in large quantities so that there will be little work for anyone to perform other than to fill in quota figures, etc., and mail to the individual theatres.



Sherbits, manufactured by F and F Laboratories, Inc., provide the reason for an interesting sales competition which the company is conducting.

Schonlau says he is confident that the campaign will not only greatly stimulate the sale of Sherbits in theatres, but should also result in increased interest and effort in the performance of a good, overall candy merchandising job. He feels it should create a terrific amount of interest and enthusiasm among concession people.

SHERBITS, a hard candy confection, come in root beer, grape, wild cherry, butter-scotch, and assorted flavors.

HERE are additional sidelights:

Since in many promotion campaigns there is a tendency for interest to lag in the closing weeks, Tri-States injected another angle, which it called "the fast buck" feature. Under the terms of the "fast buck" offer the three theatres exceeding their Sherbits' quotas by the biggest percentage were given an extra cash prize. The cash prizes were awarded to the three managers who sold the highest percentage of Sherbits to their candy gross during the five weeks of the contest.

From the reports turned in from all theatres, the three showing the highest percentage of Sherbits to candy gross won the prizes, and were paid off in cash on the basis of their percentage. In other words, if a theatre sells \$1,000 worth of candy and \$80 of it is Sherbits, then eight per cent of the gross has come from Sherbits. If the theatre sells \$123.10 in Sherbits, then 12.31 per cent of the gross has come from Sherbits. If the top manager shows, for instance, a percentage of 12.31, he receives a check for \$12.31, and the next two winning concession managers are similarly rewarded on the basis of their Sherbits percentages of gross candy volume.

THIS "FAST BUCK" ANGLE is very effective. It gives an equal chance to large theatres and small, and helps keep the ball rolling. The Sherbits promotion, of course, can be set up with or without the "fast buck" feature. Cash prizes are also presented the first five "early birds" reaching their quotas in the contest.

IN SOME of her bulletins, Marie Frye, stated: "You can sell your quota of Sherbits and sell more candy per patron than you did during the first three months of 1951 by seeing that your candy counter is at all times well stocked; that the merchandise is attractively displayed; that your sales girls are alert, neat, and courteous; that the whole tempo of your confection operation is stepped up just a little, because the percentage by which it is stepped up will determine the percentage that you are going to improve your merchandising return. Emphasize the Sherbit display, and keep your stand beautifully stocked."

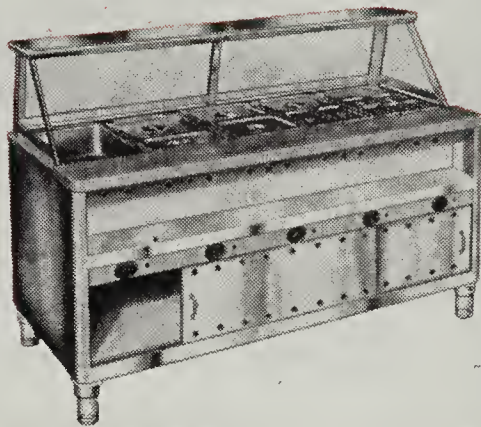
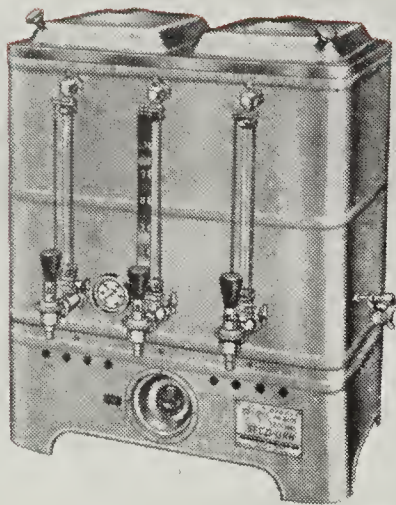
"Sherbits are really delicious, high quality merchandise, in no sense a substitute item, and most deserving of a spot on candy counters. Use the display rack, and give it a preferred spot close to the popcorn machine. The racks really enhance the appearance of the merchandise."

"Remember the ABC's of the candy business: Attractive displays; Balanced stocks; and Courteous salesgirls."

"Don't forget the *right* girl at your candy counter can make it so successful, a pleasure to you, a service to your theatre patrons, and extra profits to your theatre operation."

PROFIT ITEMS

Of special interest to theatremen are new developments in the field, offering possibilities of extra sales opportunities to alert showmen-tradesters



At left is one of several new models of Seco coffee urns recently announced by Southern Equipment Company, St. Louis. Available in electric models like the one shown or gas models, the urns range in capacity from two to five gallons. At right is the company's Seco-Matic gas model DMG-5DS hot table, designed to keep cooked foods at even temperatures. Also available in electric models, the unit is engineered to deliver efficient dry or moist heat for each individual section, the company states.

Kitchen Equipment

Southern Equipment Company, St. Louis, recently added a new hot food table and a non-pressure, non-syphon coffee urn to its line of stainless steel kitchen equipment. The Seco-Matic "Dry-or-Moist" hot food tables are available in gas or electric models, all featuring heating receptacles of one-piece, heavy-gauge ano-

dized aluminum, tops of 12 by 20-inch polished stainless steel, and concealed heating units which are designed to provide efficient moist or dry heat. The Seco-Matics are designed to hold foods at desired temperatures, preparatory to serving, after the foods are cooked. They are not intended for cooking. The company's Seco coffee urns, also available in gas or electric models, are designed so that coffee is drawn down through stainless steel tubing connected to stainless steel draw-off faucets, with no locknuts, rubber gaskets, solder, etc., to disflavor the brew. Other features listed by Southern



W. A. Brown, Jr., recently was elected president-general manager, Liquid Carbonic Corporation, Chicago. He was formerly vice-president of LCC.

Equipment Company include Monel metal "burn-out" proof bottom, non-breakable sanitary one-piece stainless steel liners, twin hinged cover, and extra large hot water reserves. The coffee urns are available in 29 models having capacities of from two to five gallons.

New Butter Dispenser

Automatic Products Company, New York City, has produced the Butter-Maid automatic hot butter dispenser, 18 inches high, 12 inches wide, and 14 inches deep; working on only 110V AC. Precision made, APCO's "thermo heat control" is said to keep butter at a positive, controlled temperature, and its precision measuring valve is said to deliver the exact quantity of melted butter at each touch of the finger. The Apco moisture chamber precludes the scorching or drying of butter, and eliminates waste and spoilage, the manufacturer declares. It is also said that unitized construction insures quicker, easier cleaning because every part can be disassembled and re-assembled by hand in seconds. In tests conducted during its 16-month development period, the average increase in profits is said to have been 90 per cent, and more than 50 per cent of existing popcorn sales were said to be converted to buttered corn.

Few Tradesters At NAMA Show

CLEVELAND—More than 2,000 members of the National Automatic Merchandising Association attended its convention held in the Cleveland Public Hall, where some 111 exhibits were on display.

There was not much of anything new shown, however, inasmuch as the general trend was in the direction of stabilizing current display models rather than to design new ones. Material shortages and allocations were largely responsible for the trend.

A new coffee merchandising vending machine attracted attention, but it was not considered practical by some for theatre installation mainly because it tends to keep patrons standing around it while they drink any one of four types of service, whereas it is a theatre policy to keep crowds moving.

A Danish vending machine with from 28 to 48 sales windows also attracted wide attention. This machine, it was pointed out, can be located either in a theatre lobby or at the sidewalk level, where it can roll up sales at any hour of the day or night.

EXTRA PROFITS

Vol. 6, No. 10 December 19, 1951

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles 36, California.

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This Butter-Maid automatic hot butter dispenser is now available for the nation's theatres.

PROMINENT INDIANA EXHIBITORS

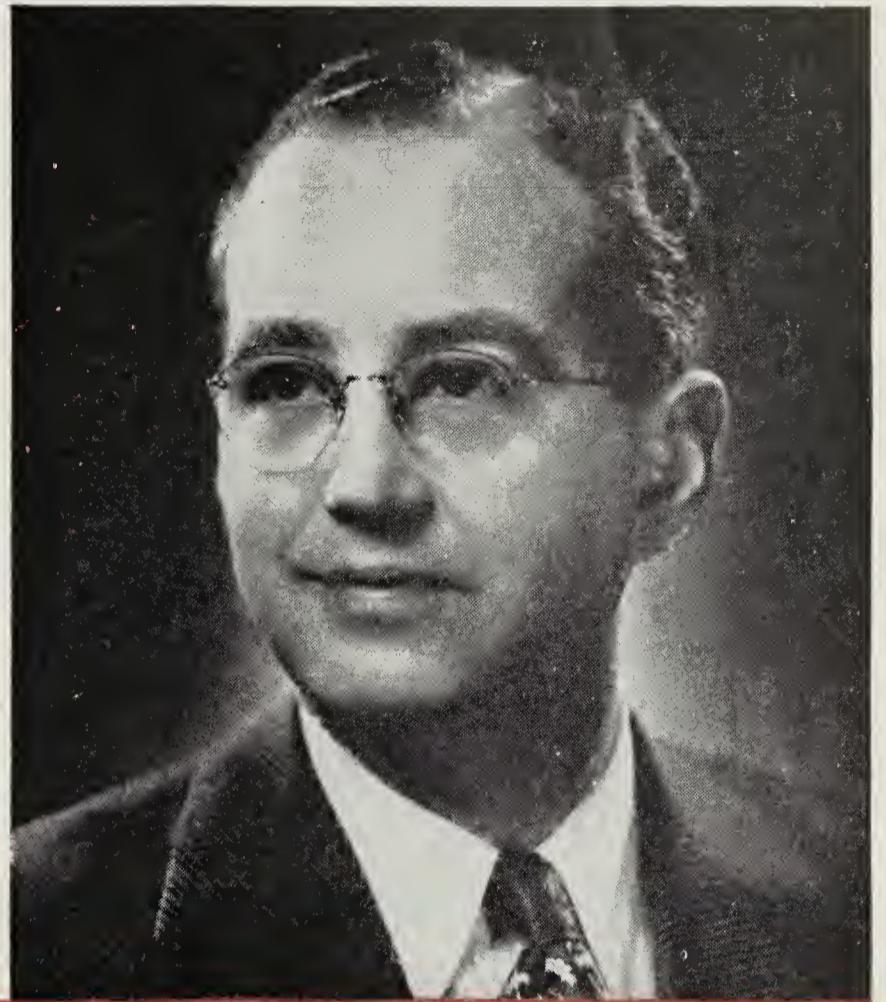
MARC J. WOLF

In Variety Clubs International, Mr. Wolf has been International Dough Guy for 7 years, First Assistant Chief Barker for 2, International Chief Barker for 2. He has been an officer of Allied Theater Owners of Indiana for 20 years. He is also State Chairman of the War Activities Committee of the Motion Picture Industry and Variety representative on COMPO Governing Board.



TRUEMAN T. REMBUSCH

Mr. Rembusch took over management of his father's circuit in 1932. He has been a director of Allied Theater Owners of Indiana since 1936 and president since 1945. Elected national secretary of Allied States Association of Motion Picture Exhibitors in 1947, national treasurer in 1948 and 1949, and national president in 1950 and 1951. Hobbies: radio, photography, and deep sea fishing.



RECOMMEND *Manley* MACHINES

● Marc J. Wolf of the Y & W Management Corp., Indianapolis, says: "Y & W Theaters have used Manley popcorn machines for many years. They have given complete satisfaction and I am very happy to recommend them. I am particularly impressed by your Aristocrat model which is all that its name implies... The Aristocrat of Popcorn Machines."

Trueman T. Rembusch, secretary-treasurer of Syndicate Theaters, Incorporated, says: "The Aristocrat model is the finest engineered machine that I have ever examined. The many improvements built into that machine make it outstanding

and I certainly would recommend it to anyone thinking of purchasing a new machine."

For popcorn machines yielding up to \$178 per 100 lbs. of raw corn, buy Manley. It has the bright flash for eye appeal, ease of operation for handling your big rush business, and quality materials and workmanship for a long and profit-producing life. The Manley Aristocrat is equipped with 12 or 16-oz., volume-popping kettles. Automatic seasoning prevents spilling on valuable rugs. Oily particles filtered out before vapor leaves popping cabinet. Fill out the coupon today for more details.



Mail this Coupon TODAY! 

Manley, Inc.
The **BIGGEST** NAME IN **POPCORN**

SALES AND SERVICE OFFICES IN 27 CITIES
SEE YOUR TELEPHONE DIRECTORY

Manley, Inc., Dept. EX 12-19-51
1920 Wyandotte St., Kansas City 8, Mo.

Please have one of your men call on me with detailed information on the Manley Aristocrat.

Name _____

Address _____

City _____ State _____

Best time to call _____

The Future Potentials Of Ice Cream Sales

(This concludes a review of highlights of the panel discussion at the annual convention of the International Association of Ice Cream Manufacturers in Detroit. In the panel, Paul J. Greenhalgh, EXHIBITOR general manager and vice-president, as moderator; Miss Marie Frye, executive in charge of confection vending activities, Tri-States Theatre Corporation, Des Moines; Ralph Pries, manager of theatre operations, Philadelphia area ABC Vending Company, Berlo Vending division, and J. J. Fitzgibbons, Jr., president-general manager, Theatre Confections, Ltd., of Canada, were heard. The latter's contribution to the meeting follows.—Ed.)

J. J. Fitzgibbons, Jr.:

For the general information of all, I think that a few brief facts about Canada and the particular type of operation I represent will give a better understanding of the problems we have in handling and merchandising ice cream in Canadian theatres. In area, Canada is larger than the United States, with a population of approximately 14½ millions. Two-thirds of the population is concentrated in the eastern portion, with the majority located fairly close to the United States boundary.

Theatre Confections, formed in October, 1945, is a confection service company for theatres from coast to coast, with branch offices and warehouses in Toronto, Montreal, Winnipeg, and Vancouver, and at present we are operating confections installations in 380 indoor theatres and 15 drive-ins. Surprisingly enough, we have only 190 ice cream installations, located in the principal cities.

From the mentioned figures, you can understand why there could be difficulties. Our first problem was to convince the ice cream companies that theatres could sell their product. The second was to get them to part with equipment, and I need not tell you that in 1945 that took a great deal of persuasion, because not only was equipment in short supply, but we were told that the type of novelty we wanted to sell just didn't sell in the winter time. They thought for certain that we were wrong when we asked for a chocolate-coated bar in an envelope wrapper, weighing about three fluid ounces, to retail at 10 cents. Looking at their side of the story, you can agree to some extent with their attitude, equipment hard to obtain and chocolate coating on a quota, in addition to the expense of setting up new molds. In short, one company took a chance, but I think the main reason for doing so was to get me out of its office.

Sales didn't happen overnight. It was a long pull, and there were numerous handicaps, because, if our federal government wasn't putting on controls, costs kept on going up. Our methods of selling to the public were inadequate. We went to the trouble to let the patron know with a small sign that we sold ice cream. Then we hid the cabinet under the counter.



Thomas D. Richardson Company, Philadelphia, manufacturer of mints, recently adopted a bright new trademark for its packages. The new mark, the first basic change in the company's commercial identification in 50 years, is the work of designer Jim Nash. Above are the new design, right, and the old one.

The first part could be attributed to various agreements with ice cream associates. The latter was our fault.

We were convinced that ice cream had a definite place in our set-up, so much so that when the companies could not supply equipment in 1947, we bought our own freezers. Just after that period, the situation eased, and all of us started to pull in the same direction. Our managers became ice cream conscious, and various methods of sales promotion came into being. One promotion was to use trays on holdout crowds in the lobby. Bars were taken out of the freezer, and placed in bowls of ice on the counter. From this idea, one manager came up with the idea of a small open-display freezer.

We took the idea, and developed it, and finally ended up with a stainless steel display unit which had 18 feet of copper tubing, was insulated with fibre glass, and was hooked up to a one-ninth horse power compressor. From that day on, we made the ice cream bar an impulse item, on a par with chocolate bars.

The next step was to utilize the open type freezer, and I am pleased to say that all the efforts made to get this type of freezer have definitely paid off.



Officers of the National Parks, Pools, and Beaches Association are pictured at the recent three-day exhibit of Orange-CRUSH at the Sherman Hotel, Chicago. Surrounding the Orange-CRUSH dispenser are, from left, R. M. Horsey, Orange-CRUSH executive vice-president; NPPBA representatives P. H. Ruedepohl, W. W. Muelar, J. R. Singhizer, J. Young, Orange-CRUSH fountain division, and Wm. B. Schmidt, Riverview Park Co.

Once the ice cream bar sales were rolling, as a take-home item we tried sundae cups at 15 cents, and we found that in certain types of theatres the sales were good. After that, we tried selling pints, but we missed the boat. Forty-five cents was a little too steep, and the limited number of sales scarcely paid the wages of the attendant on duty. About the only thing we did do with this line was to promote the sale of "Lady Borden". We tied on to its advertising, and gave away samples in the theatres to the patrons leaving. They certainly liked it, but it didn't show up in our cash register.

In 1948, we hatched a brain-child, which, unfortunately for me, has turned into a monster. Of course, the ice cream companies loved it, and have gone all out for it.

We took a suburban theatre, and ran a test on selling in the aisles. During intermission, we used two attractive looking girls carrying trays of ice cream. All they did was go down to the front of the house just before intermission, and stand up after the trailer was finished. We used two spot lights, and gradually brought the house lights up. Then the girls walked up the aisles, and, without a sales pitch, sold ice cream right and left. Four weeks was enough. We had a few complaints from the patrons but most important to us was the fact that, although our gross was higher in ice cream, the total sales were normal. A closer check showed us that soft drinks and popcorn were off.

As the markup on ice cream was small, you can understand the reason for our decision. That was three years ago. Everything was quiet until last spring, and then it came back again, but this time from the ice cream companies, and rightly so from their point of view as sales from aisle selling were exceptional, to say the least. We finally ran new tests this summer in theatres which were normally doing from \$70 to \$90 per week. The sales went up to \$490, and the return per person from eight-tenths of a cent to two and one-half cents, but once again we came up with the same results. The theatre was still holding its average of 10 cents per patron. Ice cream was up, popcorn and drinks were down. Dollar wise, the gross

(Continued on page EP-10)

Ronald Means, Manager Oak Park
Theater, Kansas City, Missouri

**says: "Our patrons appreciate
the fact that we include
their favorite brands of
chewing gum in our
confection displays."**

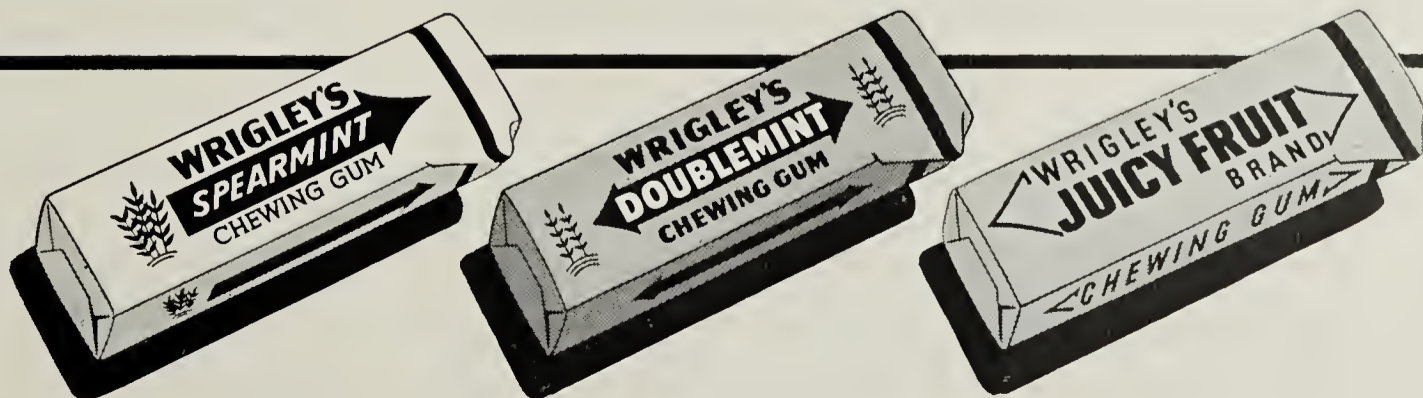


Yes...Chewing Gum Improves Your Profit Picture!

It Pays to Display and Sell Your Patrons' Favorite Brands

● Chewing gum is a "natural" for profitable theater sales when the brands displayed are popular best sellers. That's because people just naturally like to chew gum at the movies — especially to freshen the taste and sweeten the breath after they have eaten a snack or treat from the refreshment counter.

Take advantage of this fact to build extra good will and revenue for your theater. Display Wrigley's Spearmint, Doublemint, "Juicy Fruit" Gum and other popular brands where your patrons can easily see and buy them. Like hundreds of other theater operators, you'll find that it's good business.



Charles Sweets Clicks With Contest

PHILADELPHIA—Charles Sweets Company, theatre concessionaires, recently ran a most successful contest aimed to spurt popcorn sales. The base month used was July, and prizes were offered to the salespeople with the greatest increase in October sales over July sales. Although October concession sales of candy and ice cream generally did not exceed those of July, most theatres showed a gratifying increase in popcorn sales, with the Astor, Reading, Pa., leading the parade with an increase of 45 per cent.

The Sweets Company prepared special display material, and decorated backbars with boxes and cellophane bags filled with popcorn along with attractive show cards in brilliant autumn colors announcing: "Autumn is Popcorn Time. Buy Some Now!"

All of the salespeople and theatre managers were circularized well in advance on the contest details.

The supervisor then "talked it up", emphasizing the following points:

"Heap the popcorn high in your warmer, the more you display, the more appetizing it looks, and be sure it's warm!"

"Suggest a box of corn to every customer. Say, 'Try our popcorn today. It's fresh and extra good.'"

"Sell more 15-cent and 25-cent boxes. You can do it. Ask your supervisor to show you how."

The winners were, first prize, Astor, Reading, 45 per cent increase, a \$49.50



Recently crowned "Miss Popcorn" of 1951, Chicago beauty Adrienne Falcon reigned over the Popcorn Industries convention and exhibition at the Hotel Congress, Chicago. In observance of the 321st anniversary of the introduction of popcorn to the American colonists by the Indians, Miss Falcon is pictured in modern Indian garb, displaying a basket of popcorn like the one at the first Thanksgiving feast of the colonists.

wrist watch; second prize, New Penn, Philadelphia, 28 per cent increase, also a \$49.50 wrist watch; third prize, Fox, Burlington, N. J., 15 per cent increase, a \$25 U. S. Savings Bond; fourth prize, Strand, Reading, 10 per cent increase, \$10 cash, and fifth prize, Wood, Woodbury, N. J., 10 per cent increase, \$10 cash.

The company's sales manager, Leon Stern, believes much more was gained than a temporary increase in sales, since the contest stimulated the salespeople to higher goals which have now become new standards.

NAPM Hears Reports On Hybrid Popcorn

CHICAGO—At a recent meeting of the National Popcorn Manufacturers Association, Dr. J. C. Eldredge, Iowa State College, and Dr. Oliver D. Nelson, Purdue University, told members that the development of hybrid popcorn was 10 years behind field corn, but progress was rapidly being made, and developments will bring better yields, better tasting and higher expanding popcorn that will bring greater profits to the distributing trade.

Will Moran, Star Manufacturing Company, St. Louis, and Norman Carlson, Cretors Popcorn Equipment, both reported to the convention that correct popcorn technique was essential to better tasting corn, and more attention should be placed on storage, heating, and ingredients that go into the popping.

The association reported that \$193,000,000 worth of popcorn was sold in theatres alone last year. The organization also disclosed a newly-perfected "noiseless popcorn bag" which is being considered for theatre use.

The seventh convention and exposition was an outstanding success in every way. With a good year just passed, optimism prevailed among the conventioners who looked forward to an equally successful, if not better, 1952.

Under the leadership of Thomas J. Sullivan, executive vice-president, the convention was akin a large family gathering. The programs ran smoothly under direction of Leonard M. Japp, chairman, and the exhibit hall sparkled under the direction of S. T. Jacobson.

The ladies were nicely entertained under the leadership of Mrs. H. W. Burris. Her husband, "Bud" Burris, was social chairman.

The newly chosen officers were installed following the banquet by Otto Koeneman, president, Old Vienna Products Company, St. Louis, in his usual humorous vein.

They are: President, William C. Beaudot, president, ABC Popcorn Company, Chicago; treasurer, reelected, Harry T. McNamara, president, Blue Star Foods Company, Rockford, Ill.; vice-president, Otto Koeneman; directors, Van Myers, Wometco Theatres, Miami, Fla.; Syd Spiegel, Super-Pufft Popcorn Company, Ltd., Toronto, Canada, and Paul Mercy, Automat Company, Yakima, Wash. Sullivan was reelected executive vice-president and coordinator.

The Congress Hotel was again chosen for the 1952 convention and exposition on Dec. 3-4-5.

Liquid Carbonic Elects

CHICAGO—The directors of Liquid Carbonic Corporation recently announced the election of P. F. Laveden, president, to the newly created office of chairman of the board, in which capacity he will continue as chief executive officer of the company. W. A. Brown, Jr., formerly vice-president and general manager, has become president and general manager. At the same time K. P. Miller, in charge of machinery sales, and J. P. Wright, manufacturing executive, were elected vice-presidents.

"My, that popcorn smells good... let's go back and get some!"

ONLY

popsit plus

WITH BUTTERLIKE FLAVOR AND AROMA—BRINGS 'EM BACK EVERY TIME!

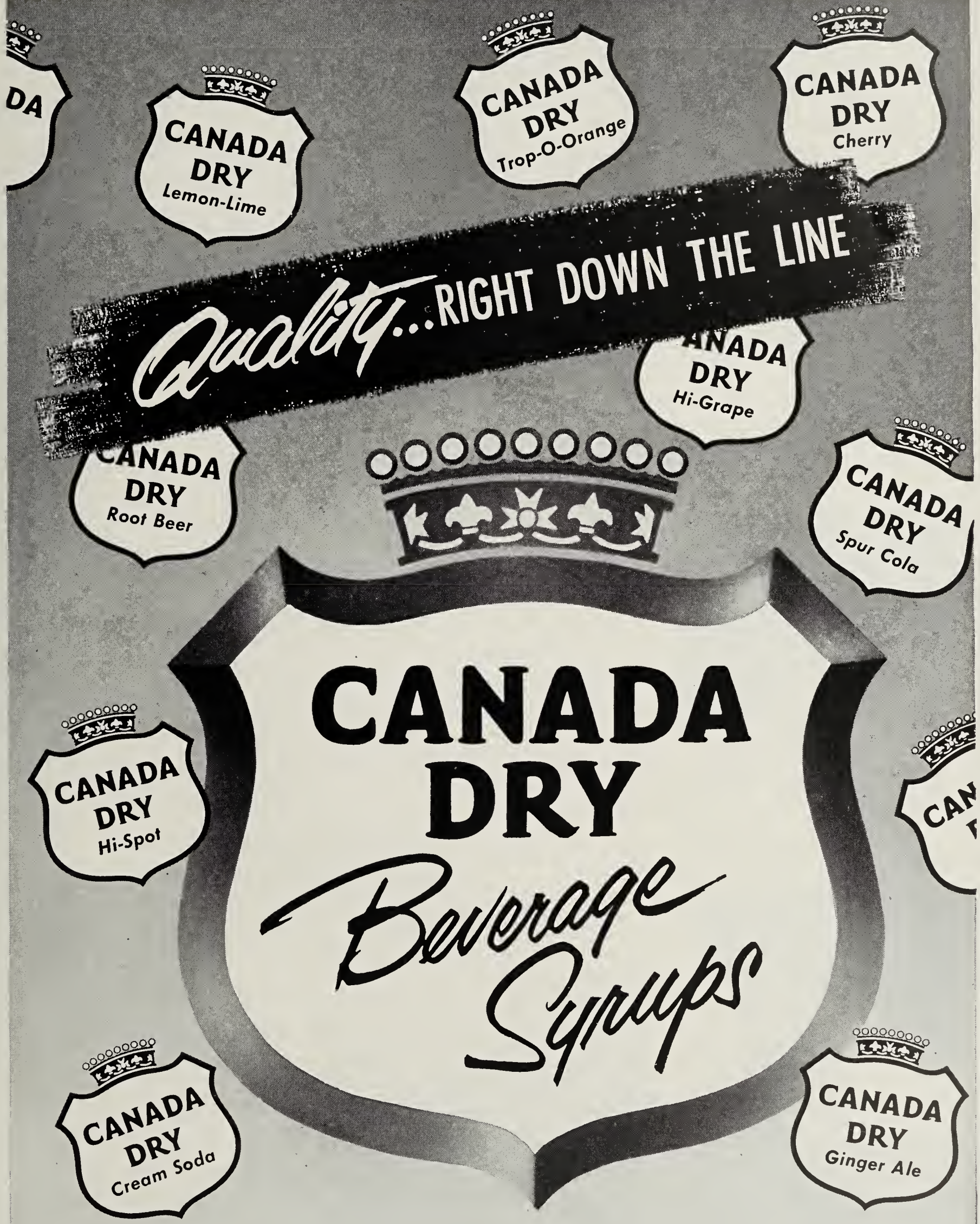
Check the plusses of Popsit Plus } the only popping oil with a real butterlike flavor
measures more accurately
pours readily in all kinds of weather
costs less per bag
produces fewer "duds"

Made of American Ingredients—Always Available!

popsit plus!

Made by **C. F. Simonin's Sons Inc.** Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION



Quality... RIGHT DOWN THE LINE

CANADA DRY

Beverage Syrups

The only complete line of nationally-advertised quality syrups . . . for fountains, dispensers and vending machines

"Howdy Doody" Plugs Popcorn

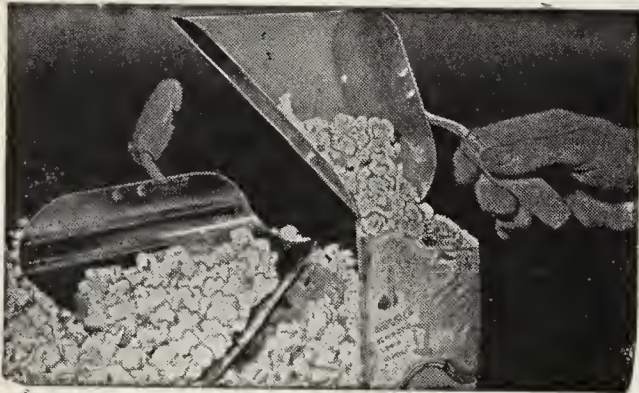
CHICAGO—The National Association of Popcorn Manufacturers has revealed an important tie-in with the "Howdy Doody" Popcorn Song, which RCA-Victor has recorded, and is promoting.

"Howdy Doody" is said to have an audience of over four million kids daily over NBC-TV.

Theatres should get in touch with their nearest RCA-Victor distributor, get a copy of the "Popcorn Song" record, and play it in their lobbies near the popcorn counter. Effort should be made to get local juke boxes equipped with the record, get outlets to put up display material that can be secured through local RCA-Victor distributor, such as record album fronts, "Howdy Doody" displays, etc.; get the record played by local disc jockeys, and plug the "Howdy Doody" show and the record, mentioning dates when the "Popcorn Song" will be sung over the national TV network.

Tags or labels might be placed on popcorn and packages.

It is suggested that theatres contact Jamian Advertising, Inc., 30 Vesey Street, New York City, the ad agency for "Howdy Doody" interests.



The NEW Patented SPEED-SCOOP

Three times more efficient. Scoop and pour a bagful of popcorn in one single easy motion. Made of light, stainless aluminum. Cool hardwood handle. Perfectly balanced for maximum efficiency and speed. Only \$2.50 at your Theatre Supply or Popcorn Supply Dealer.

SPEED-SCOOP

109 Thornton Avenue, San Francisco 24, Calif.

90% more Popcorn Profits!



Butter-Maid
Automatic Hot Butter Dispenser

colorful...
animated...
illuminated

AUTOMATIC PRODUCTS COMPANY
250 E West 57th Street New York 19, N. Y.
PLaza 7-3123

FOR COMPLETE DETAILS TEAR OUT AND MAIL THIS AD TODAY!

OUTDOOR REFRESHMENT SERVICE from Coast to Coast over 1/4 Century

Refreshment Service for DRIVE-IN THEATRES

SPORTSERVICE CORP.
SPORTSERVICE BLDG. • BUFFALO, N. Y. Phone MA. 5014

The Future Potentials

(Continued from page EP-6)

profit dropped from 36 cents on the dollar to 27 cents.

In certain theatres, we do use this method of selling, particularly in theatres where we are handicapped by lack of space, and do not sell soft drinks and popcorn.

In closing, I would like to say that with the cooperation of the ice cream companies and enthusiastic theatre managers, we have gone from 266 gallons in the first year to 145,969 United States gallons in the first nine months of 1951.

And, gentlemen, that is an awful lot of ice cream.

Candydy Speaking

(Continued from page EP-1)

tainly should do well in theatres catering to large numbers of transients.

OTHER demands on my time have made it necessary for me regretfully to advise EXHIBITOR that I will not be able to continue with this column after the current issue. To those of you who have read these columns for the past three years, I wish to express my appreciation and best wishes for the holiday season.

Bill England

(EXTRA PROFITS wishes to express its thanks to Bill England for his editorial cooperation and counsel. As one of the leaders in the field, his comments and advice have proved invaluable. Along with his countless other friends, it extends best wishes in his future undertaking.—Ed.)

Candy Industry At D. C. Hearings

WASHINGTON—While higher sugar prices for next year were asked by domestic producers at the 1952 Sugar Quota Hearings held here last month, industrial sugar users testified that higher prices would only further increase consumer buying resistance which is already seriously tending to restrict production of sugar-containing products. The producers' plea for higher prices was based on the theory that the domestic beet sugar industry is not being maintained as the Sugar Act requires.

Over 21 representatives of producer and industrial user organizations testified at the hearing, which was called by the Secretary of Agriculture preliminary to determination of sugar requirements for 1952.

Representatives of the candy industry at the hearing were Harry R. Chapman, New England Confectionery Company, Cambridge, Mass., chairman, NCA Washington committee, and Theodore Stempfel, E. J. Brach and Sons, Chicago.

800,000 Tons Needed For Candy

Speaking for the confectionery industry, Theodore Stempfel, chairman, sugar committee, National Confectioners' Association, Washington Committee, stated that estimated sugar usage of the confectionery industry in 1952 would be approximately 800,000 short tons (raw value), a 9.5 per cent increase over 1951 usage.

The NCA spokesman also testified that the NCA supported the recommendation of the Industrial Sugar Users, an organization representing 15 principal sugar using industries, that "the Secretary consider 8,500,000 tons as the minimum estimate of domestic consumption requirements for 1952.

Get The Most Out Of Your Selling Opportunities

(By request, EXTRA PROFITS reprints this chart, which appeared in December, 1948.—Ed.)

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Bonbons						X	X	X				
Buttercreams						X	X	X				
Caramels						X	X	X				
Cherries, Chocolate Covered	X	X	X	X						X	X	X
Cocoanut						X	X	X				
Cordials	X	X	X							X	X	X
Crystallized Creams						X	X	X				
Dragees										X	X	X
French Creams						X	X	X				
Fudge						X	X	X				
Glazed Candy and Fruits						X	X	X				
Gums and Jellies					X	X	X	X				
Hard Candy (Sanded Wrapped) (Unwrapped)					X	X	X	X	X			
Iced Goods						X	X	X		X	X	X
Kisses				X	X	X	X	X				
Licorice				X	X	X	X	X				
Lozenges	X	X	X	X	X	X	X	X	X	X	X	X
Marshmallows						X	X	X				
Nonpareils										X	X	X
Nougats					X	X	X	X				
Nuts	X	X	X	X	X	X	X	X	X	X	X	X
Panned Goods						X	X	X				
Penny Goods	X	X	X	X	X	X	X	X	X	X	X	X
Pops					X	X	X	X				
Popcorn Specials						X	X	X				
Stick Candy						X	X	X				
Sugar Wafers				X	X	X	X	X				
Taffee and Toffee				X	X	X	X	X				

NEWS OF THE

Territory

BRANCHES

Atlanta

The University of Alabama reports that boxoffice receipts in that state were on the upswing. August returns were 5.4 per cent higher than those for July. August receipts were 3.9 per cent above those for the same month in 1950.

Jack Riggs, office manager, Paramount, Jacksonville, Fla., resigned. Dick Regan, formerly with Kay and later with Paramount, Jacksonville, is the new office manager.

Shirley Cowenhaven is booker and Mrs. Ann Reiff is assistant booker at Paramount, Jacksonville, Fla. . . . R. D. Gibbons, manager, Mars, Falkville, Ala., is trying vaudeville.

J. N. Wallace, Durham, N. C., is building a 300-car drive-in on the Norris Road near Columbus, Ga. . . . James Hill is manager, new Houston Avenue Drive-In, Macon, Ga. . . . The new Kingsport, Tenn. Drive-In, owned by Max Wilson, will open soon.

John Pyatt, manager, Strand, Hartselle, Ala., asked City Council for a vote on Sunday movies.

In Moulton, Ala., the Star is giving a bicycle each week to some child in cooperation with 15 business houses.

The trade was sorry to hear of the death of Mrs. Celia Burght's husband in Jacksonville, Fla. She is secretary to O. G. Gryder, Talgar Theatres, Jacksonville.

Joe Charles, relief manager, Jacksonville, Fla., went to Orlando, Fla., as manager, Grand.

Consolidated Theatres, Charlotte, expect to open the new Hilltop Drive-In near Augusta, Ga., for 500 cars. . . . Katherine Starnes, Columbia, is back after a trip to the hospital. . . . Corinthia Ransome, was added to the office force at RKO. . . . Nancy Hanna, U-I cashier, resigned.

Miss Jimmie R. Chandler is new at United World. . . . Dick Ford, for the past 33 years with the Atlanta branch of 20th-Fox, died after a heart attack.

Brighton, Ala., a suburb of Birmingham, Ala., is taking steps to control censorship of motion pictures. Preparation of an ordinance giving the town such authority was begun after the arrest of two theatremen on charges of allegedly showing an "unsuitable" film.

Southern district manager Nelson Towler announced that Lippert Productions will soon open a branch in Charlotte.

The new Palmetto Drive-In, Palmetto, Fla., and the Brevard Drive-In, Melbourne, Fla., reopen on Christmas Day.

De Kalb police are attempting to find distributors of a card containing printing material alleging the Emory is "dangerous because of fire." DeKalb Fire Chief Mike Lynch said he investigated the theatre and found that "it is one of the safest theatres in DeKalb County." The cards are signed by the "Citizens Volunteer Committee of DeKalb County." Police have been unable to establish the identity of the organization. Chief Lynch said a number of cards have been found in the vicinity of Druid Hill schools.

The father of R. D. Word, owner, Word Theatres, Alabama, died in Scottsboro, Ala., at the age of 80.

John Fulton and Willis J. Davis were returned to high office when the crew of Tent 21, Variety Clubs International, elected Fulton, general manager, WGST, to his second term as Chief Barker, and Davis was returned to another term as Property Master. Davis is executive assistant to William K. Jenkins, president, Georgia Theatres, Inc. Others named were: A. B. Padgett, Wilby Theatres; First Assistant; Harold T. Spears, president, Associated Theatre Enterprises, Second Assistant, and Marc Bare, comptroller, Wilby Theatres, Dough Guy.

In booking were: P. L. Taylor, Dixie, Columbus, Ga.; J. H. Thompson, Martin and Thompson Theatres, Hawkinsville, Ga.; John Thompson, Family Drive-In, Gainesville, Ga.; Hugh Martin, MGM Theatres, Florida; Sidney Laird and L. J. Duncan, West Point Amusement Company, West Point, Ga.; Ebb Duncan, Duncan Theatres, Carrollton, Ga.; Bob Dunn, Camilla, Camilla, Ga., and the Maddox boys, Clays Theatres, Georgia.

Morey Goldstein, general sales manager, with Jimmy Pritchard, Monogram, was in Atlanta for a visit with Arthur C. Bromberg. . . . Sol Abrams, Harlan, Athens, Ga., was in. . . . Al Rook, formerly with ABC Booking Service, sold out, and will open his own booking service.

Arthur Greenblatt, general sales manager, Lippert, was in. . . . Frances Hayes was added to the office force at Realart. . . . Jo-Ann West, formerly with Realart, is now in the booking department at Monogram Southern. . . . In for a booking trip were Al Whitaker and



Ned Depinet, RKO president, recently awarded the "President's Prize" to David Prince, southeastern district manager, for the sales drive for district managers at the Ambassador Hotel, Chicago.

Meet Your Neighbor

(EXHIBITOR continues with its series of brief sketches of prominent personalities in the southern territory.—Ed.)

J. Ken McCartney, who recently was appointed manager, Kay, New Orleans, hails from Birmingham, Ala., where he first became associated with theatres



while attending Birmingham - Southern College, working after school in the downtown Alabama. Prior to joining the Army Air Corps, he worked in steel fabrication while also performing in service hospitals with a troupe of entertainers. His experiences in entertain-

ment have run from operetta to M.C. in Miami's Night clubs. He attributes much of his success to the inspiration of his wife and three children, two daughters and a son. His hobby is musical composition, some of which he admits is good. He was born in Samson, Ala., on March 4, 1922.

Jack Coletrain, Co-At Theatres, Toccoa, Ga. . . . Mrs. Martha Poe, secretary to O. S. Barnett, Monogram, resigned to join Realart.

Miss Betty Sims, secretary to president Arthur C. Bromberg, Monogram Southern Exchanges, will be married on Dec. 22. The honeymoon will be spent in Florida. . . . All exchanges set Christmas parties.

Charlotte

The local-level grievance panel for the Charlotte territory was named by Robert E. Bryant, president, Theatre Owners of North and South Carolina, as follows: Carolina's exhibitors A. Fuller Sams, Jr., Statesville, N. C., chairman; Harold Armistead, Jr., Easley, S. C., and J. Francis White, Charlotte. Alternate members are J. B. Harvey, Clover, S. C., and Alfred Starr, Nashville, Tenn.

Hundreds of exchange employees lined up before the Mecklenburg TB Associations Mobile X-Ray unit. Al Duren, chairman, Will Rogers Memorial Hospital committee, said the examinations were being held in conjunction with the drive for contributions to the hospital. . . . A recent visitor on Film Row, after several years, was Mrs. C. C. Price, Rand, Randleman, N. C. . . . Billy King has taken over operation of the Friendly Drive-In, Aiken, S. C. Former owner is Ray Sanford. . . . Bob Seigle, booker, Warners, resigned. . . . J. L. McConnell, Gloria, Ninety Six, S. C., and John Saintsing, Norlina, Norlina, N. C., were in conferring with John Wood, Saxton Theatrical Service. . . . The Visulite staged a toy matinee. Toys collected were given to American Legion Post 262, for children of veterans. . . . Cy Dillon, Republic manager; Hal Keeter, UA; Gene Dwyer, Monogram, and Tom Bailey, MGM, were guests at the Legion Post's Party at Morris Field. . . . Screen

Season's Greetings



Happy Holidays



J. L. SCHREINER

Air Conditioning — Electrical Engineer and Maintenance Service

Wishing you the best of the season and that 1952 will bring you and yours joy and fulfillment, and to the world a lasting and secure peace.

My resolution for the New Year is to serve you to the best of my ability, and with the finest materials available—as I have done in the past.

ROSS SALES AND SERVICE

P.O. Box 7062

Phone: Canal 7334

NEW ORLEANS, LA.

FEATURING

ROSS AIR CONDITIONING — THE ACCUMULATOR SYSTEM "Stored Cooling Capacity"
G.E. REMOTE CONTROL WIRING SYSTEM — NEON and FLUORESCENT SIGNS
HIGHWAY SIGNS — SCOTCH LIGHT

Christmas Greetings

From the Atlanta Exchange of

**MONOGRAM SOUTHERN
EXCHANGES, INC.**

JIMMY HOBBS
RUTH ROBERTS
P. H. SAVIN
JACK BARRETT

O. S. BARNETT
BEN JORDAN
JIMMY CAMPBELL
A. C. BROMBERG

*Wishing You a Merry Xmas
and Prosperous New Year*

Toddy Pictures
COMPANY

148 WALTON STREET, ATLANTA, GA.
TED TODDY — JIMMY ROBERT

Season's Greetings

**ASTOR PICTURES CO.
OF GA., INC.**

WM. "SNAKE"
RICHARDSON

DON
HASSLER

JIMMY
BELLO

163 WALTON STREET
ATLANTA, GA.



Season's Greetings

from the

**Charlotte Exchange of
MONOGRAM SOUTHERN
EXCHANGES, INC.**

A. C. BROMBERG
GENE DYER
A. L. STOUT

J. E. McLEROY
JOHNNIE JOHNSTON
BOBBY SNEAD

to All Our Friends



Merry Christmas and Happy New Year

TO OUR FRIENDS and CUSTOMERS

Our entire organization joins in a wholehearted wish for your happy Holiday Season.

THE SOUTH'S 3 RELIABLE INDEPENDENT POSTER EXCHANGES

THEATRE POSTER EXCHANGE

184 E. Calhoun Street
MEMPHIS, TENN.
Phone: 37-3836

THE POSTER EXCHANGE

163 Walton Street, N.W.
ATLANTA, GA.
Phone: Alpine 0935

EXHIBITOR'S POSTER EXCHANGE

221 South Liberty Street
NEW ORLEANS, LA.
Day: RA 3563 — Night: TE 8361

Christmas Greetings

From the Memphis Exchange of
**MONOGRAM SOUTHERN
EXCHANGES, INC.**

BAILEY PRICHARD F. J. KAISER HENRY T. HAMMOND
PAT BRISENDINE A. C. BROMBERG

Season's Greetings

Our best wishes to all our friends and patrons and
our thanks for their loyalty.

Health, Happiness and Prosperity Be Yours in 1952.

FOR THE BEST IN EQUIPMENT

SOUTHEASTERN THEATRE EQUIPMENT CO.

ATLANTA—203 Luckie St., N.W.
CHARLOTTE—209 S. Poplar St.
JACKSONVILLE—625 West Bay St.
NEW ORLEANS—214 S. Liberty St.

Everything for the Theatre



We take pleasure in extending

Holiday Greetings

and best wishes to our host of old
and many new friends

SCHAFFER & KEMP, DISTRIBUTORS
Best Pop Corn and Pop Corn Supplies

210 South Liberty Street
NEW ORLEANS 12, LA.
Phone: Ma 5189 — Ga 2350

Guild's Christmas party will be held at the Ming Tree Restaurant on Dec. 20. MGM had its party at the Policemen Hall. . . . Lewis Sauders, Theatre Equipment Company is the father of a baby girl. . . . Joe Ginns, branch manager, U-I, Washington, D. C., stopped off to see Jimmy Greenleaf on his way to Florida. . . . Mary Rust is the new typist clerk at Columbia. . . . Frank Mooney, assistant to Charles Boasberg, RKO north-south division manager, was conferring with branch manager Rovy Brannon. . . . Paul Patterson, son of "Pat" Patterson, office manager, Columbia, joined the navy, and is now stationed in San Diego, Cal. . . . Dewey Belton has taken over operation of the Pick, Mt. Airy, N. C. Former owner is J. J. Booth, Jr., Palmetto, King, N. C., and Walkertown Drive-In, Walkertown, N. C.

Standard Theatre Supply is building a clubhouse for employees and customers near Greensboro, N. C., complete with an artificial lake and barbecue pit. . . . Francis White reported Consolidated Theatres expecting to open its new Hilltop Drive-In on U. S. 1 near Augusta, Ga.

Visiting were: Levi Overton, Levon, Enfield, N. C.; Dennis Ramsey, Rosehill, Rosehill, N. C.; J. W. Freeman, Newland, Elk Park, Crossnore, N. C., and Roan Mountain, Tenn.; Mr. and Mrs. B. B. Anderson, Anderson Theatre Company, Mullins, S. C.; Jimmy Highsmith, Trio, Robersonville, N. C.; Max Zager, Standard Theatre Supply, Greensboro, N. C., and Buck Herlong, Saluda and Ridge Springs, S. C.

Memphis

In North Little Rock, Ark., Eddie Holland has been appointed city manager for Malco Theatres succeeding Max Pruniski, city manager for 26 years, and who has taken over an administrative job in the Malco home office. Holland has been manager, Malco, Hope, for the

past two years. Malco houses in North Little Rock are the Rialto, Park, Princess, and North Little Rock Drive-In.

New officers of the Variety Club are M. H. Branden, president, Film Transit, Chief Barker; Ben Bluestein, First Assistant Chief Barker; Tom Kirk, Second Assistant Chief Barker; Vernon Adams, Property Master, and J. A. Sawyer, Dough Guy. The new board includes: Adams, Bluestein, Branden, Frank Carter, Joe Keifer, Tom Kirk, M. A. Lightman, Sr., Sawyer, Richard Setteen, George Simpson, and Tony Tedesco.

Republic held its Christmas party at the Silver Slipper.

20TH-FOX—Exhibitors visiting included R. R. Clemmon, Parma, Mo.; J. H. Ernest, Morehead, Miss.; N. B. Fair, Somerville, Tenn.; Bob West, Centerville, Tenn., and Joe Wofferd, Eupora, Miss.

New Orleans

Many of the clan who attended the "Movietime in Dixie" luncheon are still chuckling over the words related by Father Edward Murphy. Page Baker, "Movietime in Dixie's" charge d'affairs at the court of Hollywood's luminaries, was busy as a bee enjoying every minute during their stay in New Orleans.

The rebuilt Ritz, Alexandria, La., a Bijou Amusement theatre, which was practically destroyed by fire reopened. . . . Home office executives visiting Warners were Norman Moray, short subjects general sales manager; John Kirby, division manager, and W. O. Williamson, district manager, with headquarters in Atlanta.

Lucille Maillet, Gentilich, is wearing a sparkler, the betrothal adornment from Donald J. Power. Wedding bells will ring in the near future. . . . Maurice Artigues, visited Bay St. Louis, Miss. His herald and poster advertising business is keeping him close to the grindstone. . . . Harry Thomas, McComb, Miss., booker, Teddy Solomon Theatres, was kept busy practically an entire day. . . . R. E. Almand, Sabine, Nerryville, La., had business as the object of his visit in Houma, La.

Roger Lebeau, Blanche, Chenal, La. says that all mail and other correspond-

ence will reach him quicker if it is addressed to the Blanche, Rougon Post Office, Louisiana. . . . Fred Houck, executive, Joy Theatres, Inc., and representative of Magnolia Sales Company, spent the week at Joy headquarters. . . . Cecil Howard advises that his associate in the Joy, Clinton, La., is R. R. Hodges, and that he is sole owner of the Rex, Jackson, La.

Visiting Allied headquarters and his buying and booking representative J. G. Broggi was B. V. Sheffield, Sheff, Poplarville, Miss. . . . In buying and booking were: Sam Pasqua, Gonzales, La.; Stanley Taylor, Crosby, Miss., and E. C. Jenner, drive-in baron, Ellisville, Miss.

Percy Guitreau, Gonzales Drive-In, Gonzales, La., visited with Russell Callen, Associated Theatre, his buying and booking agency. . . . Jack O'Quinn, "the Tabasco Kid," after conferring with the head of booking service, Willis Houck, made the rounds in the interest of his Echo Drive-In, New Iberia, La., and associate owned theatres, the Joy, Gueydan, Kaplan, and Welsh, La.

John D'Antoni, manager, Rex, Baton Rouge, La., visited the home office, Pittman Theatres, Inc., followed by a visit with E. G. Perry, Pittman, managing director. . . . Elizabeth Bacon, office manager, UA, reports peak business during the past three months. . . . A visitor from Atlanta was Ike Katz, president, Kay. From Dallas came G. E. Wiltse, owner, St. Bernard Drive-In. . . . Ira Olroyd, manager, Tanos Joseph's Theatres, motored in from Franklin, La. . . . Fred T. McLendon and his manager-booker, Al Morgan, Union Springs, Ala., made the rounds.

Mr. and Mrs. Neil Robinson, Florida, returned to their home and headquarters in Cresview, Fla., after a brief stay.

Richard "Dick" Guidry, associate owner, Star Galliano, La., has thrown his hat in the ring as a candidate for the House of Representatives from La-Fourche Parish. . . . Mrs. H. A. Everett says that instead of closing the 49 Drive-In, Magee, Miss., for the winter, she will continue operations as long as the weather permits.

A. W. Ashford, Hill Top, Clinton, Miss., closed the theatre. . . . Mr. and Mrs. Buddy Schaffer celebrated their third "happy occasion" on the starting date of the anniversary celebration of EXHIBITOR'S 33rd. . . . Dave Rizzuto, formerly in the shipping department, Republic, is now in the booking department as assistant to Al Riedl.

John Luster, manager-booker, W. W. Page Circuit, Robeline, La., was a caller. So was Ernest V. Landaiche, Biloxi, Miss. . . . On Dec. 15, Joe Silver took over as head booker, 20th-Fox, with whom he has been since 1933, first in the poster department and later as head shipping clerk. . . . Paramount-Gulf shuttered the drive-in at Prichard, Ala. . . . Captain Jack Wheems stopped to chat with the gang before his departure for Korea. He was formerly owner, Patsy, Osyka, Miss. . . . James Hobbs, manager, Monogram Southern,



Christmas Greetings

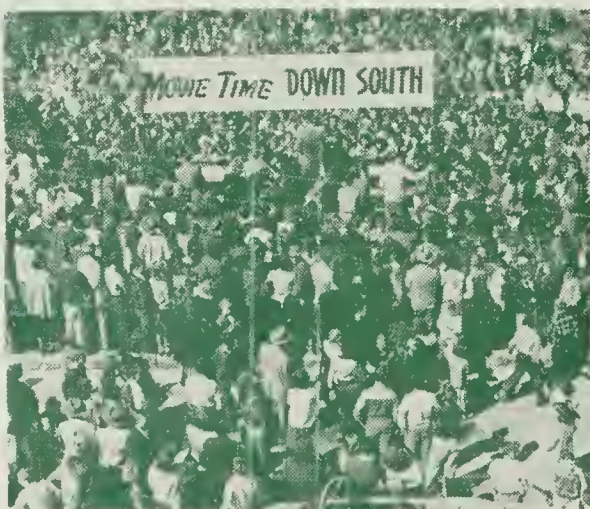
From the

New Orleans Exchange of

MONOGRAM SOUTHERN

EXCHANGES, INC.

Henry Glover	Geo. C. Nungesser
Earl W. Schroeder	J. J. Farbacher
Fannye Phillips	A. C. Bromberg



"Movie Time Down South" was recently greeted by this huge crowd when one of the star caravans visited in Statesboro, Ga., where the Family is located.

Atlanta, was a caller. . . . Curtis Dossett, was in to shop and book for the Mississippi theatres, the Star, Hattiesburg; Petal, Petal; Ace, Natchez, and drive-in, Columbus. . . . Also in from Mississippi was Joe Lyons, Lucedale. . . . J. Ken McCartney, Kay, checked in after an extensive trip. . . . Jack Zern, Altec Dallas representative, was here.

Given uproarious welcomes in the state capitals of Louisiana and Mississippi, 17 Hollywood personalities comprising the "Movietime, U.S.A." troupe for the exchange area split into three groups to make a bus tour of 69 cities and towns in Northern Florida, Alabama, and Mississippi. The state of Louisiana officially welcomed the personalities on the "Movietime in Dixie" at Baton Rouge in a three hour program. Fred Grace, president, Chamber of Commerce, welcomed the cavalcade on its arrival from New Orleans at a brief ceremony, where each member of the delegation was introduced from a gaily decorated stand by Abe Berenson, Gretna, La., theatre owner and alumnus of Louisiana State University. Mayor Powers Higginbotham, voicing the welcome from the city, stressed the accomplishments of the industry on a community level. Led by the uniformed band of the Catholic High School and preceded by state and city police escorts, the caravan wound its way to the air-conditioned Club El Tropicana to a capacity crowd of 400 people in a testimonial luncheon, arranged by exhibitors and managers. The state's official welcome was extended by Louisiana's First Lady, Mrs. Earl Long, representing the governor, who commissioned the personalities with honorary commissions as colonels on the governor's staff. The Baton Rouge committee of theatre owners and managers in charge of arrangements was headed by Tom Mitchell, with Joe Barcelona, co-chairman; assisted by Dick Coor, A. M. Jacob, Adolphus McKowen, Major E. O. Bauer, E. F. Kennedy, John Dantonio, and Roy E. Pheiffer. Mississippi's welcome reached crescendo proportions in Jackson. Massed bands led the delegation as it marched down Capitol Street to the governor's mansion, where the state's officialdom welcomed the Hollywood visitors at a twilight reception. Lieutenant Governor Sam Lumpkins introduced them. The Governor's dinner followed in the Victory Room of Hotel Heidelberg. Walter Johnson, general manager, The Jackson Daily News, presided as toastmaster. Mayor Allen Thompson paid tribute to the civic mindedness and community spirit of Jackson theatre owners and managers and the vital role they and their theatres play in community progress and development. George Murphy, principal speaker for the industry, said: "I think Hollywood could do a good job on an international political scale." Besides Murphy, the group included Robert Stack, Bruce Bennett, Charlton Heston, Lydia Clarke, Mr. and Mrs. Preston Foster, Julia Adams, David Brian, Adrian Booth, Frederick de Cordova, Joe Lewis, Maxwell Shane, Irving Asher, Robert Fellows, Leonard Stern, and Dorothy Hughes.



In connection with her recent personal appearance in New Orleans for the opening of UA's "The Lady Says No," Joan Caulfield joined with Dr. W. P. Gardiner, director of public health, in the annual Christmas Seal parade.

The No. 3 unit, composed of Robert Stack, Bruce Bennett, Charlton Heston, Lydia Clarke, Irving Asher, and Dorothy Hughes, were acclaimed by the townspeople of Forest, Newton, and Meridian, Miss. At its first stop at Forest, the troupe was greeted by citizens of Newton and Forest. At Meridian, a fire broke out in one of the troupe's buses during a visit to one of the city's schools. Meridian citizens immediately made their own cars available so that the personalities could visit other schools. Following the school tour, the visitors were guests of honor at a luncheon arranged by local exhibitors after which there was a parade. Exhibitors Rice, Royal, and Rose supervised the Meridian program and Max Connett was in charge of arrangements for Forest and Newton.

Florida Miami

Mitchell Wolfson, Wometco Circuit head and TOA president, urged the use of TV newsreels in theatres at a luncheon attended by members of his organization. He suggested a "wedding with TV" to bring sports, drama, etc., into the theatres, and also favored lower admissions for teen-agers, better customer service, better theatres, more courtesy, and better pictures.

Bob Clyman, general manager, Bernstein Theatres, became the proud father of a daughter, Betty Eloise.

E. N. Claughton, Jr., son of E. N. Claughton, head, Claughton Circuit, will wed Beverly Armstrong on Dec. 22.

St. Augustine

Governor Fuller Warren proclaimed Dec. 22 as "Florida Motion Picture Day." Governor Warren cited the world premiere of "Distant Drums," to be held at the Matanzas, as a milestone of progress towards bringing the industry to Florida. Practically the entire population of St. Augustine aided in launching the Florida location work in the production of "Distant Drums."

Georgia Savannah

W. J. Gordon, assistant manager, Highway 80 Drive-In, has been pro-

moted to one of the Augusta, Ga., theatres of the Dixie Drive-In Theatres, it was announced by Hudson Edwards, Savannah manager.

Louisiana Iberia

The Colonial is being built in the old Iberia courthouse, with the entrance in the main lobby maintaining the huge white colonial columns of the original structure. The house will seat over 1100. A Christmas day opening is hoped for, with reconstruction costing approximately \$200,000. Elias Elias is the new operator.

Shreveport

An editorial praising star Forrest Tucker and Strand manager, Bennie Bicknell as well as the industry appeared in The Journal.

George Murphy, Julie Adams, Fred de Cordova, and Robert Fellows and Lenard Stern were in on the "Movietime" tour. The cavalcade were met on the outskirts by a committee headed by Ben Bicknell, manager Strand, and civic leaders. A police escort headed the party, while they drove to the Washington-Youree Hotel, where they were guests of honor at the Kiwanis Club luncheon meeting. Following the luncheon, they were escorted to the courthouse square where Murphy, served as the major spokesman. Brief talks were made. When the 745th Air Force band from Barksdale Field struck up the tune, Murphy grabbed Mrs. Frank B. Larsen, and started dancing on the courthouse steps.

North Carolina Henderson

The Embassy held a toy matinee, with children gaining admission by gifts of toys which were turned over to the Vance County Welfare Department for distribution to the needy. A truckload of toys was received from the children. The program was arranged by S. S. Stevenson, Jr., manager, Embassy, in cooperation with the Junior Chamber of Commerce.

Hickory

Ministers asked the Hickory City Council to close the Fun Land Drive-In and amusement park in the West Hickory area on the grounds that it is a nuisance to the community and a bad influence on its citizens. They charged that the drive-in operated during church hours on Sunday nights in violation of a city ordinance, causing worship programs to be disturbed, that pictures of the objectionable type are shown, and that although they are advertised for adults only, people of all ages are allowed to go in. The Council stated that it would take the matter under consideration.

Raleigh

The safe at the Forest Drive-In was blown open with nitroglycerine but contained only \$20, which was stolen.



On the job!

Our volunteer speakers are saving thousands of lives *today* . . . in factories and business offices . . . at neighborhood and civic centers . . . at social, fraternal and service group meetings all over this land . . . by showing people what they can do to protect themselves and their families against death from cancer.

In laboratories and hospitals, from coast to coast, our volunteer dollars are supporting hundreds of

research and clinical projects that will save countless more lives *tomorrow*.

To find out what you yourself can do about cancer, or if you want us to arrange a special educational program for your neighbors, fellow-workers or friends, just telephone the American Cancer Society office nearest you or address your letter to "Cancer" in care of your local Post Office. One of our volunteer or staff workers will be on the job to help you.

American Cancer Society



NEWS OF THE

Territory

Chicago

Gigi Perreau, was in for "Week-End with Father." . . . J. V. Walker, recently appointed manager, Roxy, West Frankfort, Ill., took a checkup in a St. Louis hospital.

Max Milstein was named Norshore manager. . . . Harold Zeltner, MGM salesman and president, Film Salesmen's Guild of Chicago, is now associated with the New York exchange. . . . Sam Levin is new manager, Uptown. . . . Charles Wolk, son of Edward Wolk, projection parts manufacturer, wed Enid Gaynes. . . . Mayor Marshall, Tamaroa, Ill., and associates are planning to build a 325-car outdoor near Marion, Ill.

Samuel Goldwyn's petition for an extended run of "I Want You," instead of two weeks in the Loop as set by court decree, will be ruled on Dec. 29 by Federal Judge Igoe. . . . Harold Costello, Oriental managing director, vacationed at his ranch in Wyoming. . . . Milton Brown, Great Lakes city manager, reopened the Colonial, closed since last June, with Ted Kussman returning as manager.

Martin K. Spoor, 58, veteran motion picture cameraman, died at his home in suburban Evanston. He worked with the old Essennay Company.

The city tax on theatres in November was \$89,285 against \$97,135 a year ago. Total amusement taxes were run over \$161,659 and for the same month a year ago, \$161,094. . . . Captain Robert Emmett Ryan is the new head, film censor board. He succeeds Captain Harry T. Fulmer, retired.

Letters from Cardinal Stritch, asking all Catholics to shun the theatres showing "immoral" movies and "offensive" advertising were read from all Catholic church pulpits.

Balaban and Katz managers are receiving commissions on the sale of Christmas gift ticket books. . . . The Admiral and the Drake, Northside neighborhoods, were sold by Balaban and Katz to attorney Louis Sherman.

Raoul Ruple was made Capitol manager, Grand Island, Neb.

Jack Broder took over the Rialto for a three-week showing of "Bride of the Gorilla," with Barbara Payton on stage. . . . Variety Clubbers are aiding their charity, the La Rabida Sanatorium, in the annual fund raising. . . . Arthur Covilli was named manager, Lyric, Gillespie, Ill.

With the review of 100 pictures, totaling 524,000 feet, Captain Harry T. Fulmer had a busy November just before his retirement after three and a half years as censor board chairman. Three

of the films were marked for adults, and one Mexican picture was rejected.

Sale of the Cine, by Balaban and Katz, was underway. . . . The Woodlawn is to be reopened.

Al Sparguy was made resident manager by Fox Midwest in West Frankfort, Ill. . . . The Ridge, which had been closed, was acquired and reopened by the Lucas Theatre Corporation, as its fifth house. The theatre was completely renovated, and new seats and sound system installed. Paul Evans, Jr., was named manager.

Scores of blood bank donations have been made by executives and office staff members along Film Row. . . . Nick Bermel, Ponca, Neb., bought the Rex, Scranton, Ia., from Gail Ambrose.

Saul Cohn joined the Realart sales staff. . . . The Renwick Amusement Company, Ren, Des Moines, chose as officers: Otto Swanson, president; Thomas Gimer, vice-president; L. W. Heetland, secretary, and Raymond Gorrell, treasurer.

Dallas

As a public service gesture, Colonel H. A. Cole has asked National Screen Service to make up a series of trailers on safe driving, to be shown in Texas theatres.

In Belton, Tex., C. V. Griggs, managing partner, Griggs Equipment Company, manufacturer of theatre chairs, became the proud father of an eight pound boy, Victor Clarence.

Miss Gladys Matson was married to James Cooke Wallis in Salzburg, Austria, at the Salzburg Protestant Church. Chaplain John M. Bellam, officiated at the ceremony. The bride is the daughter of Mr. and Mrs. C. W. Matson, Rockdale, Tex., exhibitors. She attended the University of Texas, where she received BJ and MA degrees. She is a member of Gamma Phi Beta sorority and Theta Sigma Phi, honorary journalism fraternity for women. Before her marriage, she was associated with her parents in the theatre business. Wallis, also of Rockdale, is the son of Mr. and Mrs. J. C. Wallis of Rockdale, and is now assistant field director, American Red Cross, Salzburg, Austria. He is a graduate of Texas A and M College. The bride's mother and sister, Mrs. C. W. Matson and Miss Dorothy Matson, accompanied her to Europe.

Kyke Rorex, co-ordinator of activities for the Texas COMPO, announced a steering committee, whose main objective will be to plan material for the "Idea of the Week" bulletin to be mailed to all exhibitors in Texas every two weeks. Members of this committee are: Paul Short, Eddie Forrester, Don Douglas, Bob Euler, Jack Houlihan, Francis Barr, Al Reynolds, Charles E. Carden, and Col. H. A. Cole. A preliminary meeting of this committee was held, and the subject of heralds was discussed preparatory to compiling, edit-

ing, and mailing the second bulletin. The third bulletin will deal with ideas on the use of trailers. Texas exhibitors are urged to write in suggestions.

A Will Rogers Memorial Fund meeting of managers, office managers, and salesmen was presided over by Mark Sheridan, distributor chairman, and R. J. O'Donnell, president, Will Rogers Memorial Hospital Fund. A special rally was held in the Majestic for all personnel in distribution, attended by most of the people on Film Row. Sheridan called for 100 per cent from all elements of the industry, and urgently requested that they assist in rallying exhibitors to this cause. "The Germ and I" was shown. Salesmen in the Dallas area were contacting all exhibitors regarding participation in this "Christmas Salute" to the Will Rogers Memorial Hospital. Arrangements can be made for a showing of "The Germ and I" to any group of people that may be interested.

Paul Short, chairman, salesmen's banquet arrangement committee, Texas COMPO Showmen, received a letter of commendation from Ned E. Depinet, president, "Movietime, U.S.A.," which said in part: "I was so glad to hear that the banquet honoring the film salesmen was such a huge success. They well deserved this tribute, and I feel that you will always have their staunch support in carrying on 'Movietime in Texas'."

R. I. Payne issued a bulletin to all Texas partners and managers of Theatre Enterprise houses expressing the desire to have all their cities covered by the speakers bureau of Texas COMPO Showmen.

P. V. Williams, Roxy, Munday, Tex., underwent an operation for a cataract of the eye. . . . Sam Berry, sales manager, National Theatre Supply, was making an extended sales trip in southern Texas. . . . Charles E. Darden spent a week in the Houston, Tex., office of the Darden Company with Jake Davis, his Houston, Tex., manager. . . . Ernest C. Leeves, heading E. C. Leeves and Company, is handling large tonnage General Electric air conditioning for the trade in Dallas, Oklahoma City, Memphis, and New Orleans. He announced two installations at the Rialto, Refugro, Tex., and the Dixie, Rockdale, Tex.

Wallace Walthall, special representative, National Screen Service, drove to southeastern Texas with Frank Bradley for two speaking engagements. Walthall and Bradley were the guests of J. Wood Fain, owner, Fain, at his ranch house on Twin Lakes, Tex. They had the pleasure of meeting the genial manager of the Fain, O. "Preacher" Mills, who because of his good management, makes it possible for J. Wood Fain to serve the community as mayor of Woodville, Tex., and also manage several other properties.

Denver

Vandals caused \$500 damage to the Orpheum, according to manager W. T. Hastings.

Steve Ward, who formerly sold for U-I, and then managed the Santa Fe., has gone to work at Paramount as a salesman, to cover New Mexico. . . . Marlin Butler opened his new Sunset Drive-In, with Simplex equipment, at Albuquerque, N. M. . . . With the moving of the Veterans Hospital from Fort Logan to Denver, Peter Nelson closed the Post at the former place.

Paramount held its Christmas party at the Brown Palace Hotel. . . . Seen on Film Row were: Dr. F. E. Rider, Wauneta, Neb.; Walter McCandless, Greeley, Colo.; Edmond Hardin, Hay Springs, Neb.; Neal Beezley, Burlington, Colo.; Larry Starsmore, Colorado Springs, Colo.; James Peterson, Littleton, Colo., and J. P. Brandenburg and Floyd Buetler, Taos, N. M.

The Rocket, first theatre built in Iowa expressly for a film house, has been sold by Tri-States Theatre Corporation to S. A. Vogl, who has been associated with Tri-States in the auditing and booking departments. The theatre, originally known as the Garden, was built by A. H. Blank in 1913. . . . Stanley Ducelson, newly appointed salesman for United Artists, has taken over the Iowa territory formerly handled by Herman Coffman, who has moved to Florida. . . . Charles White, manager, Carson, Ia., theatre, has been inducted into the army, and Mrs. Vera Davis will serve as manager during his absence. White is the son-in-law of Howard C. Brookings, former president, Iowa-Nebraska Allied. . . . Herman Fields, Clarinda and Rialto, Clarinda, Ia., is in a hospital recuperating after an operation for appendicitis.

Kansas City

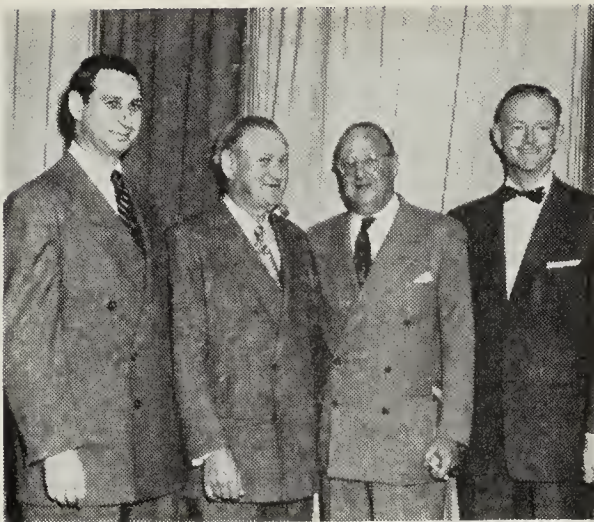
The Tower, closed for three weeks, will reopen on Dec. 20, according to manager Barney Joffe. New projection equipment was being installed, and a new marquee and other refurbishing took place.

Rudy Vinzant, back from service in Korea, resumed management of the Ashland. His brother, Monty Vinzant, who held his post during his absence, returned to the Commonwealth as assistant.

Elected directors of the Motion Picture Association of Greater Kansas City were Senn Lawler, Fox Midwest Theatres; Stanley Durwood, Durwood Theatres; Sam Abend, Exhibitors Film Delivery Service; Robert Withers, Republic, and Joseph Neger, 20th-Fox. The board is scheduled to meet shortly to elect officers.

Los Angeles

John O'Neill, Monogram booker who recently resigned, rejoined the same office as city salesman. . . . Gail Parker, formerly associated with Judy Poynter, succeeded Bill Wasserman in the Roy Dickson Theatre Service office. . . . Thieves who broke into the RKO Exchange found nothing of value to annex. They by-passed the Realart office next door, and tried their luck in the Embassy, where they once again met with dis-



Old friends got together recently in Des Moines, and seen are Myron Blank, president, Central States; A. H. Blank, Tri-States head; MGM producer Jesse Lasky, and writer Charles Hoffman.

appointment. . . . Mike Rosenberg, Principal Theatres, assumed operation of the Mayfair, Ventura, Cal., which was formerly operated by Mrs. Dodge. . . . The Rennie, San Fernando, Cal., is undergoing a complete renovation. New seats and a beautiful marquee are being installed, and the house will reopen as the Sierra on Christmas Day. . . . Jack Rosenberg manager, Laguna, Laguna Beach, Cal., recently suffered a heart attack. . . . Jack Malits is the new operator of the Savoy, which he recently acquired from Jack Chazin. . . . Phyllis Campbell, former switch board operator at Columbia, is now the "hello" girl at United Artists. . . . Jeanette Nadler, Lippert booker, is resigning to await the arrival of the stork. . . . Jeanette Banks, RKO secretary, is resigning to take a position with her former boss, Tom Charack, branch manager, Lippert. . . . Joe Buse is the new exhibitor of the Victoria, formerly operated by Byron Cunningham.

A newcomer to exhibition recently demonstrated that exploitation is not yet dead. Bob Strong, who now operates the Canoga, Canoga Park, Cal., saw a novel showmanship angle in the title of "Come Fill The Cup." Strong had 50 store counter cards printed and distributed with the words "come fill the cup" for some less fortunate family at Christmas. A small tin receptacle was attached to the bottom of the cards, and the response by the community was heart-warming. Pierce College immediately pledged \$100 to the worthy cause plus a contribution of a truck load of canned goods. The Chatsworth Chamber of Commerce invited Strong to present the plan to the community. In addition, Strong has pledged the profits from the engagement of "Cup" to the fund. Much goodwill has been created in Canoga Park for this gesture.

Milwaukee

A. B. Meskis, Egyptian manager, engineered the PTA into sponsoring a series of children's matinees. Then he did even better on a "beautiful legs" contest. He had the Upper Teutonia Avenue Businessmen's association foot the bill, which included a cash prize of \$25 and a dozen pairs of silk hose to the winner.

Ben Marcus, president, AITO, at a recent press conference asserted that no small town can afford, with few exceptions, to play pictures on a percentage basis, and make a profit. The exception, he said, was the picture that comes along once in a decade that warrants percentage terms. "Too much competition comes from night baseball, church functions, bowling, school activities, outdoor theatres, and now TV." He stressed the need for better pictures and more showmanship.

The Oriental kiddie matinee group met for the purpose of discussing manager Joe Reynold's launching of a "11 for \$1" small fry ticket gimmick. The group claims to be the only unit in the Milwaukee area which has functioned without a break for the past six years. The group would like to get the school board's permission to pass out heralds and flyers on coming pictures selected by the committee. Reynold's idea is to allow a spread of 15 pictures, since, if a child misses out a couple, he can still wind up getting his full buck's worth.

Gigi Perrau, was in plugging "The Lady Pays Off," Alhambra.

Wisconsin is setting the pace for the nation in organizing for "brotherhood week", Feb. 17-24.

Hearings on the proposed Wisconsin code for drive-ins were held by the Industrial Commission at Superior and Eau Claire. The code was suggested by Allied Theatres of Wisconsin.

Jack Levin Associates, national survey, research, and checking organization, scheduled the third in its series of three-day regional meetings at the Schroeder Hotel.

Florian Seitz, manager, Shorwood, was host at a special matinee preview party for chairmen and hostesses who have helped make his program of children's approved Saturday matinees a success. Parent-Teachers Associations, Home and School Associations, and various women's clubs in the area have been cooperating in the special matinees for two years.

Minneapolis

Judge Clarence E. Rinehard took under advisement motions of defendants' attorneys in the damage suit brought in Circuit Court, Chippewa Falls, Wis., by Spencer Rogers, Superior, Wis., against the Valley Outdoor Theatre Company, a partnership. Ted Karatz and Samuel Halpem, Minneapolis; Ted Bolnick, Los Angeles, and S. M. Grengs, Eau Claire, Wis., are members of the partnership. Rogers sued to recover for damages allegedly sustained when he fell from a scaffolding while painting the screen of the defendants' outdoor theatre on highway 53 between Chippewa Falls and Eau Claire. The court jury returned a verdict of \$63,369.10 against the partnership. Defense counsel in motions to the court claim that a verdict should have been directed in their favor, and ask reduction of damages.

Ben Berger was named Chief Barker, Variety Club of the Northwest, at the annual meeting. Berger succeeds Art Anderson. Roy Miller was named First Assistant, George Granstrom, Second Assistant Barker, Tom Burke, Secretary, and Sim Heller, Treasurer. The club pledged \$25,000 during the year for operation of the Variety Heart Hospital.

Twentieth-Fox sales personnel in the five branches in the midwest attended a meeting.

Minnesota Amusement has put up for sale the lease and equipment of the Strand, Minot, N. D. . . . Bob Hazelton and Marvin Mann, Princess and Metro, purchased the Royal, St. Paul, Minn., from Art Stevens. . . . Minnesota Amusement Company closed the neighborhood Nokomis. K-Investment Corporation, headed by Bob Karatz, purchased the house, and will convert it to commercial use.

Sargoy and Stein sleuths are all over the territory. . . . Parkway, nabe house, dropped its kid's admission price from 12 to 9 cents, and established a junior admission price of 30 cents. . . . The Gala, Kennebec, S. D., was gutted by fire. . . . Frank Hallowell and associates reopened the Rialto, Dickinson, N. D.

Wally Burton is new manager, Westgate. He formerly managed the Princess, St. James, Minn. Replacing Burton at the Princess is Baldwin Kuchenbecker, former assistant manager, Dakota, Grand Forks, N. D. . . . Herman Olson purchased the Baldwin, Baldwin, Wis., from Carl Holbert. . . . Thomas Lees purchased the Midway, Prairie du Sac, Wis., from William Charbonneau. Edward Orthaus will manage.

Norman Reule, Reule, Medina, N. D., and his wife are recovering from auto accident. . . . Mrs. Donna Seibel, 86, mother of Ev Seibel, advertising publicity director, Minnesota Amusement Company, died. . . . Verna Lekander, stenographer, Columbia, married Bill Fischer at Kimball, Minn. . . . Ben Hill, 61, Meadowlands, Meadowlands, Minn., died at Maple Lake, Minn.

Oklahoma City

Film Row was deeply shocked by the death of E. V. Weaver, owner, Osage, Shidler, Okla., who died of a heart attack in Shidler, Okla. Just before his death, he was on Film Row. It was the first time in several years that he had been in Oklahoma City.

Video Independent Theatres reopened the remodeled Kihekah, Pawhuska, Okla., and closed and dismantled the Circle A. . . . In Lindsay, Okla., the Hillcrest Drive-in closed for the season, and the Waldron has been reopened.

Exhibitors on Film Row included C. D. Hicks, Nowata, Okla.; Wright Hale, Spearman, Tex.; A. R. Walker, Broken Arrow, Okla.; Delbert Cummings, Stratford, Tex.; Mr. and Mrs. Taylor Joyce, Pryor, Okla.; Dana Ryan, Pawnee, Okla.; B. J. McKenna, Tulsa, Okla.; Homer Jones, Alva, Okla.; Mr. and Mrs. W. T. Henderson, Medford, Okla.; W. E. Jones,

Skiatook, Okla.; H. S. McMurry, Dumas, Tex.; Val Mercier, Cordell, Okla.; J. E. Jones, Tulsa, Okla.; Mrs. C. W. Duncan, Weleetka, Okla.; Mr. and Mrs. Wesley Hodges, Weatherford, Okla. and O. L. Smith, Marlow, Okla.

The damage suit of three minority stockholders against Ralph Talbot Theatres, Inc., Griffith Consolidated Theatres, Inc., Delman Theatres, Inc., and the Hotel Last Frontier, Las Vegas, Nev., involving \$4,700,000 began in U. S. District Court. The plaintiffs claim control of four theatres changed hands without their knowledge through deals between Talbot and Griffith interests.

Harold D. Bowers, Brook, Tulsa, Okla., is president of the Allied Independent Theatre Owners of Oklahoma, recently organized. Chairman of the board is R. V. McGinnis, Cosy and Cove, Tulsa, with B. J. McKenna, Jr., Gem and Royal, secretary; Earl Snyder, Apache Drive-In, Tulsa, treasurer, and Ed Jones, Sand Springs Drive-In, membership committee chairman. Nineteen independent exhibitors signed up at the first meeting. The others, in addition to the officers, who signed up are: E. M. Freiburger, Dewey, Dewey; Gilbert Grout, Grotto, Turley; Bob Busch, Villa and Uptown; Henry Simpson, Princess and Walmur, Bristow; Jack Guest, Ritz and North Fifth Street Drive-In, Duncan; Charles Ferris, Villa and Uptown owner; Glen Thomas, circuit owner, and son, Dick; Charles Smith, booking agent; Bill Jones, Harmony, Sand Springs, and Ritz and Palace, Skiatook; Mrs. J. F. Allred and manager Willard Cass, Allred, Pryor; Taylor Joyce, Castle, Pryor, and Howard Rugh, Mars, Dawson. Joining at a later meeting were O. F. Sullivan, Kansas exhibitor, who operates the Northwest Drive-In; F. D. Cummings, Roxy, Stratford, Tex.; Ray Hughes, Liberty, Heavener, and Tower, Poteau, and W. F. Deaton, Pix and Alva Drive-In, Alva. Headquarters are at 8 Main Street, Tulsa. A January meeting is planned for this city, with a film clinic a feature.

Omaha

Howard E. Brookings, Oakland, Ia., sold his theatre at Avoca, Ia., to Kenneth Gregg, Oakland, a retired farmer. . . . Mr. and Mrs. H. G. Dunn, Valentine, Neb., exhibitors, received bruises when their car skidded on an icy road. . . . Edna Nass, who recently joined the Columbia staff as cashier, returned to Republic as office manager-booker. She replaces S. A. Madsen, who resigned after 10 years to move to Seattle. Stella Robinson has taken the cashier's post at Columbia.

Mons Thompson, St. Paul, Neb., exhibitor, is completely redecorating the theatre which he purchased recently from M. G. Springer, Edgar, Neb. Work on the ramps for the new drive-in at O'Neill, Neb., is about finished, R. V. Fletcher reports.

Work has started on a 10-acre site on the west edge of Lexington, Neb., for a new drive-in to be operated by

Loton Todd. . . . Grading is expected to start soon on the new drive-in at Neligh, Neb., under Walt Bradley, Neligh exhibitor.

Jack Renfro, Theatre Booking Service, has been named Chief Barker, Variety Club. Glen Slipper is First Assistant, Iz Weiner, Second Assistant; Eddie Shafton, Property Master, and Hank McGrath, Dough Guy.

Portland

Universal-International has accepted the invitation of Governor Douglas McKay to participate in the "Oregon Covered Wagon Centennial" to be held the latter part of January. Universal-International will stage the world premiere of "Bend of the River" in Portland as kickoff for the Centennial. Governor McKay issued an official proclamation from his Salem, Ore., office, creating the Centennial as a tribute to the heroic pioneers who blazed the westward trail to settle Oregon and the Northwest.

St. Louis

W. W. Sharpe, Paramount salesman, was elected president, St. Louis Ioge Colosseum of Motion Picture Salesmen of America, succeeds Robert Lightfoot, Monogram, elected to the executive committee. Other officers are: vice-president H. J. Buschmann, United Artists; secretary, W. C. Fiddick, Republic; treasurer, George Ware, recently retired from 20th-Fox, and sergeant-at-Arms, Guy Pisani, RKO.

The 1952 officers of the Variety Club were elected at a meeting of the new crew. Members of the crew are: John Meinardi, present Chief Barker and district manager, Fox Midwest Theatres; Tommy James, Joe Ansell, Tom Canavan, Dick Fitzmaurice, Louis K. Ansell, Ben Rader, Mike Riordan, Dave Arthur, Edward B. Arthur, and James H. Arthur. The meeting elected Meinardi to the post of national canvassman while James and James H. Arthur were selected to be delegates to the 1952 national gathering.

Counterfeit \$20 bills are being circulated in the St. Louis trade area, Secret Service agents have warned. On several occasions in the past cashiers of theatres have aided in the arrest of bogus bill passers and the breaking up of gangs of counterfeiters. The federal government pays substantial rewards for such assistance. All owners and managers should have the cashiers keep a description of these bills in their boxoffice, and note carefully any \$20 bills presented, especially by strangers.

Out-of-town folks seen along Film Row included: Frank X. Reller, Wentzville, Mo.; Bill Williams, Union, Mo.; Forrest Pirtle, Jerseyville, Ill.; B. Temborius, Breese, Ill.; Paul Schroeder, Lebanon, Ill.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; A. H. Boemler, Upper Alton, Ill.; M. Steinberg, East Alton, Ill.; Bernie Palmer, Columbus Amusement Company, Paducah, Ky.; Herman Tanner and Mrs. Tanner,

Vandalia, Ill.; Mrs. Frieda Paul and her son, Carlinville, Ill.; George Barber Tuscola, Ill., and Bill Collins and son, DeSoto, Mo.

N. Fitzjarrald, owner, Mars, Martinsville, Ill., was in a hospital for a checkup. . . . Word came from Clarkton, Mo., that Mrs. Margaret Keys, owner of the Brenda Ann building, may take over the operation of the theatre. Howard F. Woodall, has been lessee of the theatre for the past several years.

Edward B. Arthur, president, St. Louis Amusement Company and assistant general manager, Fanchon and Marco, is taking an active part in the fund raising campaign for The Principia, the organization that supports Principia College, Elsah, Ill., and Principia High School.

Roger Moyer, Armentrout Circuit, Louisiana, Mo., was seen along Film Row. . . . Yeggmen who broke into the Princess, Alton, Ill., failed in their efforts to open the office safe. The sole loot, apparently, an adding machine taken from the office of manager Clarence M. Kulp.

San Antonio

Jack Chalman, publicity director, Area Interstate Circuit, in publicizing the Egyptian film starring the Egyptian dancer, Samia Gamal, Empire, had a job on his hands. The film is an Arabic language film and all of the publicity releases are printed in Arabic.

Fernando Obledo, chief booker, Azteca exchange, is passing out the cigars announcing the arrival of a baby son. . . . Among the exhibitors in to book were Ed Brady, Palace, Sen Benito, Tex., and Frank Fletcher, Ritz, Houston, Tex.

MGM's "Lone Star" is slated for a world premiere in Texas, either in Austin or Houston. . . . The Texas, Hubbard, Tex., burned with a reported loss of \$25,000. . . . L. Novy, city manager, Austin, Tex., Interstate Theaters, announced a special toy matinee at the Paramount. Toys will be given to needy children.

Guy Madison and Andy Devine will be featured at a special Christmas party to be held at the Sam Houston Coliseum, Houston, Tex., given jointly by the Variety Club and Henke and Pillot, Inc., grocery chain. . . . The Ulex, Port Arthur, Tex., has been reopened. New owners are W. T. Joiner and Ray Emmons, who purchased the house from D. E. Manning. The new owners have announced that they plan to redecorate and remodel. . . . The 250-car capacity Eagle Drive-in has been opened at Eldorado, Tex., by Delbert Edmiston.

All theatres except drive-ins were closed temporarily in Odessa, Tex., in the wave of a polio epidemic which struck the town. There was a general exodus of children to neighboring towns.

Salt Lake City

The Capitol, was scheduled to close for a three-week period ending on Dec. 25, reopen with a stage show, and there-

after continue its present dual bill film policy.

The Variety Club elected Bill Gordon, Warners branch manager, as Chief Barker. Others named were Ken Friedman, First Assistant; Giff Davison, Second Assistant; Howard Pearson, Third Assistant, and Charles Iocona, Fourth Assistant. New crewmen are Bob Brady, Earl Stein, Bill Davis, Irving Gillman, Ralph Trathen, and Eugene Jelesnik.

Deal Wilson, booker, Metro, received a 10-year service pin from branch manager Carl Nedley. Four years of Dean's service with the company were spent in the armed service.

Mrs. Bayloe Gillman was named president, Women's Motion Picture Club, to succeed Mrs. Helen Kostopulos. Other officers were Mrs. Wanda Pickerell, vice-president; Mrs. Doris Seib, secretary, and Mrs. Kathryn Braby, treasurer. Committee chairmen are Mrs. Joanne McGillis, entertainment; Mrs. Louise Green, charities; Mrs. Edith Ross, budget and finance; Mrs. Mildred Pearson, publicity, and Mrs. Tete Gordon, membership. They joined with the Variety Club, Tent 38, in the annual Christmas party and in the children's party.

San Francisco

Joseph Daly, stage doorman at the RKO Golden Gate for the past 21 years, died of a heart attack. He was 59.

Unicorn Theatres opened Northern California administrative offices in the Golden Gate building. The circuit, headed by Carlton Hunt and Hans deSchulthess, will direct activities of the Dinuba Drive-in, Dinuba, Cal. . . . An art theatre, a neighborhood, and a drive-in promoted stories on the drama pages. Maury Schwartz, Rio, put on a benefit for the Italian Flood Relief Fund when "Heart and Soul" opened at the Rio; the Granada, Golden State Theatres, was reserved for a Christian Science lecture, and Frank Woods turned Lippert's Terrace Drive-In over to the Church of the Nativity for a benefit.

Guy Meek, owner, Palo Alto Drive-In, Palo Alto, Cal., inaugurated "Bargain Night." Every Thursday, all cars, regardless of the number of people, go through the gate for \$1. . . . Two men walked up to assistant manager James P. Sincich, California, Oakland, Cal., produced a gun, and demanded money he refused, and turned his back on them. One of the gunmen clicked the gun, which failed to fire, giving aide Rebecca Jacobs time to summon police. . . . Harry Weaverling, salesman, 20th-Fox, is reported to have purchased three state theatres; the 425-seat Reo Rodeo; the 400-seat Sebastiani, Sonoma, and the Boyes, Boyes Springs. . . . Harry Spaulding, booker, Lippert, purchased a home in Menlo Park. . . . Mike Vogel, publicist, U-I, returned from a business trip to Denver.

Donald Miller, shipper, National Screen Service, is back after a stint at army school. . . . Maurice Frey, NSS, was home ill. . . . Laura Pierce replaced

William Stevenson, shipper, NSS. . . . Michelle Lusk, secretary, California Theatre Association, returned to Los Angeles, and the position of secretary has been eliminated. . . . Gladys Paul, head contract clerk, Warner, will hostess the Christmas party at the exchange. Office manager J. A. Hanley will host the bar. . . . Verla Lancaster, switchboard operator, Columbia, married a fireman, Henry Manning. . . . The Variety Club set Dec. 20 for the parents-and-children-of-the-industry Christmas Party. . . . General Theatrical named Nathan G. Grossman, formerly of the Marina and El Presidio, manager of the Roosevelt. He succeeds John Bulmer. . . . Alice Nagelmaker, at one time with 20th-Fox, returned as bookkeeping machine operator at MGM. . . . General Theatrical closed the 450-car Hecker Pass Drive-In for the winter. GT's Lil Curran was given a birthday party by her fellow workers. . . . The Film Colony Club Girls elected the following officers: Frieda Fleishmann, National Screen Service, president; Milda Major, Fox West Coast, first vice-president; Babe Barrett, 20th-Fox, second vice-president; Irene Glosser, Blumenfeld Theatres, secretary, and Ruby Silverman, Paramount, treasurer.

Seattle

Frank L. Newman, Sr., president, Evergreen Theatres, hosted two Christmas parties at the Olympic Hotel. The Evergreen executive office also held its annual Christmas party.

The western premiere of "The Wild Blue Yonder," was a smash success. The combat crew of the Spokane, Wash., Air command, consisting of 11 men recently returned from Korea, appeared on the stage.

Walter Coy, White Center, Wash., exhibitor, charged with falsifying his income tax returns for 1946, 1947, 1948, and 1949, in a total of \$27,000, was found guilty on all four counts after trial in federal court in Tacoma, Wash. He was ordered to jail without bail to await sentencing on Dec. 20.

Hyman Blatt, 72, a resident of Seattle for 39 years, died at his home. He is survived by his wife; by Eve Rubenfeld, a daughter, who is secretary to Jack Burk, 20th-Fox branch manager, and a son, Harry Blatt, salesman, U-I. . . . Max Bercutt, exploitation representative for Warners, was here setting the campaign for "Distant Drums," Orpheum.

On January 1, Walter Thayer will become head booker-office manager at Paramount, to succeed Ralph Hayden, resigned. Anatole Malysheff, shipper, will be Thayer's assistant. . . . Sam Gardner, assistant to George Hickey, MGM district manager, flew in from California. . . . Mrs. George Patterson, will come from Los Angeles to spend the Christmas holidays with her husband, Evergreen Theatres treasurer. . . . Ed Cruca, Monogram branch manager, returned from a trip. . . . Bud Denton, MGM head shipper, is in Veterans Hospital as a result of injuries. . . . Mary Graham, MGM inspectress, returned to work after illness.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Four RKO downtown houses, the Albee, Palace, Grand, and Lyric, have inaugurated a special shoppers' ticket price on Monday and Thursday evenings, when downtown stores are open. Between 9 and 10 p.m., admission is 55 cents instead of the usual 70 cents. The special price will be in effect until Christmas.

In were Sam Galanty, Washington, D. C., Columbia district manager; Meyer Adelman, Philadelphia, president, States Film Service; Bennett Goldstein, Schine Circuit, Cleveland, and Carroll Lawler, Shea Circuit, New York City.

R. D. Von Engeln, district manager, Manley-Burch Popcorn Company, Inc., attended the Western Pennsylvania Allied convention in Pittsburgh. . . . Jay Goldberg, Realart branch manager, was in Columbus and Zanesville, O. . . . Jack Finberg, UA branch manager, spent a weekend with his mother in Cleveland.

The office force at U-I celebrated with ice cream and cake for the birthdays of Helen Gerin, secretary to William Blum, branch manager, and Phylis Wagner, general clerk.

Elvie Dellapost, UA biller, was convalescing from surgery. . . . William Woodruff, son of Margaret Woodruff, Lippert office manager, escaped serious injury when his car was damaged in a traffic accident.

Truman Thompson is now operating the suburban Jackson. . . . Ora Frazier Jennings, head inspectress for Film Service and well known along Film Row, resigned, succeeded by Marie Fledderjohn. . . . Audry June Wash is a new clerk in the cashier's department at Columbia, and Marie Joyce Thomas is a new confirmation clerk at U-I.

Manley-Burch Popcorn Company, Inc., recently installed popcorn machines in the Mingo, Mingo Junction, O., and the Putnam, Marietta, O.

The Variety Wives have two seasonal events scheduled. On Dec. 15, they staged their annual Christmas party for children of members and friends, with cartoons being shown until the arrival of Santa with gifts, ice cream, and candy. The annual dance will be held on Dec. 22 in the Variety Club rooms in the Netherland Plaza Hotel, with Mrs. Arthur VanGelder as chairman and Mrs. Sam Weiss as co-chairman. Entertainment will be provided by Jimmy Cain and Kay Turner, WKRC-TV, and the Wally Mechlin Trio will play for the dancing.



Bob Wile, veteran trade pressman and publicist, was recently appointed secretary, Independent Theatre Owners of Ohio, with headquarters in Columbus.

Checking on bookings and also doing some Christmas shopping were: Raymond Edwards, Somerset, Ky.; Charles Bowles, Beattysville, Ky.; James Denton, Owingsville, Ky.; Bill Settos, Springfield, O.; Carl Pfister, Troy, O.; C. A. Metro, Portsmouth, O.; Durward Duty, Marietta, O.; Jack Bumgardt, Lancaster, O.; William Gillim, Newark, O.; Joe Scanlon, Zanesville, O.; Dale McCoy, Cambridge, O.; Mr. and Mrs. C. S. Babalis, Dayton, O.; Jack Needham, Columbus, O.; Fred Helwig, Allan Gunter and Harold Moore, Charleston, W. Va.; Lou Shore, G. W. McCoy and Sylvan Banks, Williamson, W. Va.; J. Woodrow Thomas, Oak Hill, W. Va.; Frank Mandros, Cabin Creek, W. Va.; J. S. Joseph and Paul Estel, Salem, W. Va.; Al Thalheimer, Logan, W. Va., and John Goodnow and Mr. and Mrs. Bert Hukle, Huntington, W. Va.

Her many friends along Film Row are extending sympathy to Marie Donelson, secretary-treasurer, Screen Classics, Inc., in the recent death of her mother, Mrs. Nancy Peek, in Nashville, Tenn.

Cleveland

Henry Greenberger, one of the heads of the Community Theatres Circuit, has been elected Chief Barker, Variety Club, for the coming year. He succeeds Abe Kramer. Serving with him are: Jerome Wechsler, First Assistant; Nat Wolf, Second Assistant; Leonard Greenberger, Property Man, and Justin Spiegle, sergeant-at-arms. I. J. Schmertz continues as Dough Guy, a post he has held through a succession of elections. The board consists of all of the above officers and also Kramer, Irwin Shenker, Milton A. Mooney, Nate Schultz, M. B. Horwitz, Irwin Pollard, Jack Silverthorne, Milton Grant, and Oscar Ruby.

P. L. Tanner, for 27 years sole owner, Film Transit Corporation, a film delivery service, sold out to Karl Roesch and H. Richard Stickel. The new owners have no previous association with the industry, and will be inactive in its operation. Tanner continues as president. Arthur A. Marchand continues as general manager, with Albert Myers as his assistant. Even the office personnel remains unchanged with Dorothy Gasper as secretary and Mrs. Edith Myers as bookkeeper. Tanner announced that there will be no change in present operation policies.

Herbert Ochs, head of a drive-in circuit operating in Canada and Jack Ochs, circuit booker, attended a stockholders meeting in Toronto. . . . The Salesmen's Club party in the Theatrical Grill Penthouse was a great success, according to the 50 couples attending. Variety Club member Dr. Arthur Hirsch, a prominent dentist, entertained with legerdermain, using 20th-Fox branch manager I. J. Schmertz and Herbert Miller, owner, Ritz, as stooges.

Mrs. Gertrude Vincent, mother of United Artists booker Betty Bluffestone



It was a big day recently at the Kearse, Charleston, W. Va., when Paramount held the world premiere of its short, "Sadie Hawkins Day." The subject had been filmed at Morris Harvey College. On hand were Jim McIntyre, president of the student body, who acted as m. c.; Dr. Leonard L. Riggleman, president, Morris Harvey; students, and participants in a special stage show with some of the film's original cast. The premiere was sponsored jointly by The Gazette, the theatre, and the student body. Ronald Coleman manages the theatre. The above shows part of the audience, which also included Governor Patteson and family. The film was produced by Justin Herman, internationally known anthropologist, research student, and curator of Lumberville, Pa., who entered production after several years on EXHIBITOR.

and Mrs. Mae Rosian, wife of the U-I district manager, died of a heart ailment. Two sons, Sidney and Herbert, also survive.

Irwin Pollard, Republic branch manager, and local chairman, Will Rogers Hospital Drive, has the welcome sign out for all contributors. . . . Frank Murphy, Loew's Theatres division manager, was enjoying a vacation.

Credit Jack Gertz, Jack L. Gertz Enterprises, with shooting the first deer in this year's shooting season. . . . George Manos, Toronto, O., prominent independent Ohio theatre owner, added three more theatres to his circuit when he concluded a deal with Jack Cohen, East Palestine, O., to lease the Grand and East Palestine, and the East Palestine Drive-In. Cohen will devote his time to other interests.

Jean Bush is Warner's new biller. She succeeds Dorothy Janik, resigned. . . . Carl Schwyn is now sole owner, Paramount, Toledo, O., with purchase of the interests of two former partners. . . . It was a seven-pound boy delivered to Eleanor Drapp Gulas in St. Anne's Maternity Hospital. Mother was with National Screen Service for seven years until about a month ago. The young man has been named George Johnathan.

George Bressler, U-I booker, was taken ill in the office. . . . Edward Miller, for many years manager, Warners' Hippodrome, and on sick leave for the past three months, stopped in before leaving to spend the winter in Florida. . . . Mrs. Joe Leavitt, wife of one of the charter members of Local 160, suffered a stroke in Miami, Fla., where the Leavitts live during the winter. Their sons, Sanford, Washington Circuit, and Morton, architect, flew down.

W. N. Skirball, head, Skirball Brothers Circuit, is reopening the Granada, Toledo, O., on Christmas Day. The house, closed the past two years, will offer double features with three changes a week. . . . The MGM Club elected the following officers: President, Anne Friedman; vice-president, Dick Hedglen; secretary, Eleanor Yanowitz; and treasurer, Margaret Barko.

Norman Schlessel shipped out his last case of MGM film, and is now working for the Marine Corps.

Cleveland Film Row now has two Sol Gordons. One is the well-known Monogram salesman. The other is the newly arrived 20th-Fox promotion-exploiteer appointed to succeed Lee Siegel. . . . The 1952 "Ned Depinet Drive" was outlined to local RKOers at a meeting with Nat Levy, eastern division sales manager, and Morris Lefko, district manager, doing the explaining. . . . The MGM Christmas party started out with gift exchanges in the office, and ended with dinner-dancing in the Hollenden Hotel Vogue Room. . . . National Screen Service also selected the Vogue Room as the scene of its Christmas party. This is also the date of the 20th-Fox holiday party. . . . Arnold



Mel Ferrer, touring on behalf of "Movie-time, U.S.A.," is seen with prominent Allied man Morris Finkel, chairman of the board, Allied of Western Pennsylvania, at the recent convention of the Allied organization in Pittsburgh.

Gates, manager, Loew's Stillman, and wife returned from a Tucson, Ariz., ranch vacation which Gates won in the Paramount contest on "The Furies."

Harris Dudelson, Lippert division sales manager, will shortly be moving from Detroit to Chicago, where division headquarters are being moved. . . . The Variety Club made a contribution to the fund to provide Christmas gifts for the TB patients at City Hospital.

Detroit

United Detroit Theatres' experiment with a stage show policy at the Regent on Friday nights ended.

An airplane arrived for the Allied Theatres of Michigan convention bearing Kroger Babb, Hallmark, and a retinue of stars including Ginger Prince. Babb brought entertainment to the convention, but also brought a dynamic personality which he threw at full voltage into one of the highlight speeches. Advertising and more advertising is the only way to sell pictures, he declared. "You've got to tell them to sell them." The ordinary exhibitor is doing a slipshod job of selling his pictures, Babb said. He cited one instance in which his "Prince of Peace" was booked into a town, and only \$18 was spent to advertise it. That exhibitor grossed only \$156, he said. In a nearby town, \$700 was spent for advertising, and that exhibitor grossed \$6,003, on the same picture.

Albert Dezel, William Flemion, and Edward Shulman acquired the stock of Irving Teicher in the Studio Theatre Corporation, with Teicher bowing out as house manager. Ernie Forbes equipment Company is installing new seats, new booth equipment, and lighting fixtures.

Albert Dezel entered Evangelical Deaconess Hospital for surgery.

Daniel J. Lewis, Wisper and Wetsman Circuit booker, was to undergo surgery.

Indianapolis

Benjamin Batchfield, manager, Times, Anderson, Ind., was named manager, Riviera. Paul Ziegler succeeds him at

the Times. Both are Alliance Theatre Corporation houses.

William Conway, Irvin, Cannelton, Ind., installed a new screen and new lenses. . . . Harry Coleman, Smartest Drive-In, Evansville, Ind., spent the day in Princeton, Ind., on business. . . . Edward Hochstein, Columbia salesman, will spend the holidays in Detroit. . . . R. V. Graber, Monogram auditor, is checking the local branch. . . . National Theatre Supply is in the midst of redecorating and renovating its salesrooms.

U-I employees will celebrate their holiday with a party at the exchange. . . . Mr. and Mrs. Vern Gorrell, Isis, Winamac, Ind., are vacationing in Florida. . . . W. C. Kohlhorst, Fairy, Napanee, Ind., is confined to a lima, O., hospital with an infected foot. . . . Ora Ledbetter, Howard, Monon, Ind., was in Michigan. . . . James Ackron, formerly booker-buyer, Mallers Circuit, Fort Wayne, Ind., is now managing the Riley, Greenfield, Ind.

Katherine Gramelspacher, Gem, Huntingburg, Ind., was saddened by the death of her mother. . . . The mother of H. Quante, Star, Ferdinand, Ind., was stricken with paralysis. . . . L. Worland acquired the Hope, Hope, Ind., from H. A. Sittow. Worland is also interested in the Skyline Drive-In, Shelbyville, Ind. . . . Meyer Abelman and Bud Wessel, States Film Service, Cincinnati, were at the local office on a tour of inspection. . . . Mr. and Mrs. Harry Yutze, he's the shipper, Realart, Cincinnati, were visitors of Mr. and Mrs. Joseph Bohn, Realart.

Oscar Fine and his brother, Jesse, Premiere, Evansville, Ind., were in Louisville, Ky. . . . Mr. and Mrs. Hollis Bass, Ritz, Ownesville, Ind., moved into their new home. . . . Tom Spear, Monroe, Monroe City, Ind., visited Vincennes, Ind. . . . Mrs. Annette Kuebler, Tivoli and Astra, Jasper, Ind., spent the day in Evansville, Ind.

Mid-West Theatre reported installation of eight RCA in-car speakers in Marion County, with complete booth equipment. . . . Earl W. Penrod, head, equipment. . . . Earl W. Penrod, head, Affiliated Advertising Distributors, announced new accounts for "Lucky Name."

Exhibitors visiting were: Arthus Clark, Vonderschmitt Circuit, Bloomington, Ind.; C. A. Marshall, Sunshine, Darlington, Ind.; Mrs. Guy Hancoak, Prewitt, Plainfield, Ind.; Harry Van Noy, Van Noy, Middletown, Ind.; Mrs. Dora Blankenbaker, Vee, Veedersburg, Ind.; George Lindsay, Lindsay, Ky.; Homer Wirth, Crane, Crane, Ind.; Mrs. Hilda Long, Hippodrome, Sheridan, Ind.; Al Blankenbaker, Pastime, Richmond, Ind.; William Studebaker, Logan, Logansport, Ind., and H. W. Boyd, Princess, Cayuga, Ind.

Claude McKean, manager, Warners, was elected Chief Barker, Variety Club. Others elected were: Burdette Peterson,

First Assistant; Richard Lochry, Second Assistant; Barney Brager, Property Master; Morris Cantor, Dough Guy, and Guy Hancock, chairman, "Heart Fund" committee. Members of the 1952 board are Trueman Rembusch, Kenneth Dotterer, William A. Carroll, and Joe Barr. Thomas McCleaster, retiring Chief Barker, was elected international canvasser.

Pittsburgh

The drive-in robber who got \$1,500 in five armed robberies in the area was sentenced to three to six years in Western Penitentiary after admitting the holdups.

Sol Gordon replaced Lee Siegel as 20th-Fox exploitation man for the Pittsburgh, Cincinnati, and Cleveland offices. Gordon comes from the Fox Midwest, Milwaukee.

C. C. Kellenberg, sales manager, 20th-Fox, bruised his elbow in a fall.

Francis Guehl, U-I branch manager and head of the Will Rogers Hospital Fund drive, called a meeting of all branch managers and salesmen in Paramount to stimulate efforts. Salesmen are to contact theatres, and leave one of the scrolls. Theatremen are to have employees and friends sign, and, when the scrolls are filled, salesmen will collect them. The quota for the Pittsburgh area is \$5000.

Amelia Goldstein, cousin of William and Morris Finkel, was in town for

Rondo Records to exploit the Tommy Carlyn record of "I Found A Rose."

The newly elected board of directors of Allied of Western Pennsylvania held its first regular meeting on Dec. 12. Morris Finkel was reelected chairman of the board and national director. Fred Herrington was renamed secretary.

Robert Folliard, RKO district manager, was in conferring with branch manager Dave Silverman and staff relative to the forthcoming "Ned Depinet Drive." . . . Perry Como came to town to sing at a banquet in honor of Princess Gabriella Pacelli, niece of the Pope.

Tony Stern, at one time booker for the Warner Circuit and later moving to Cleveland to open his own booking office, is returning to Pittsburgh to enter the automobile business. He will handle Hudsons.

Bill Elder, Loew's Penn manager, flew to New York to attend a meeting on "Quo Vadis." . . . Fred Dabney in one of the advertising agencies, won the \$2000 grand prize at the Variety Club. Ray Scott, also of the same agency, had a third interest in the ticket. All the other capital prizes were won by non-members.

The National Screen Service office has been busy selling special Christmas material not only to theatres but to many commercial customers who display 40 x 60's and other pieces in windows and stores. Banks and utilities bought many of the display material.

Fred Herrington, secretary, Allied of Western Pennsylvania, was home for a few days with a slight ailment. . . . The Variety Club held its annual gigantic "Bingo" and awards, with a two-week trip to Paris and London with all expenses paid being given as the main prize. Other vacation trips to Mexico City, Hollywood, Las Vegas, Nev., and New York were also awarded.

Wayne Township, near Corry, Pa., voted for Sunday movies although there are no theatres in the area. However, an outdoor will be built, providing material is available. . . . Mike Manos head of the circuit of the same name, with headquarters in Greensburg, Pa., left for his annual Florida sojourn with Mrs. Manos.

Phil Brozier, former owner, Avella, Avella, Pa., announced the engagement of his daughter, Marianne, to Lieutenant Thomas McDermott, Jr., Dormont, Pa., now stationed at Scott Field, Ill.

Ben Rosenberg, Parkway, McKees Rocks, Pa., spent several days in the hospital because of a sinus condition. . . . George Wain, former head bookkeeper, Republic, is expected back from the navy. . . . Sympathies go to William Liebovitz, Penn, Mount Pleasant, Pa., in the loss of his sister. . . . John H. Harris cancelled his plans to visit Ireland to attend the installation of a new Variety Club in Dublin as Mrs. Harris, Donna Atwood, couldn't be spared from "Ice-Capades."



Season's Greetings

Midwest Theatre Supply Co., Inc.

1638 Central Parkway

Cincinnati 10, Ohio

William Zeilor, Harris Theatre Circuit executive who took a leave of absence because of illness, is now back to work. He has been named managing director, Gardens. Joe Miggliaozzi remains as resident manager. Zeilor was manager, Harris, before leaving.

George Wasco leased the Rex, Portage, Pa., from Harry Horloff. Cooperative Theatre Service is buying and booking. . . . Over 1500 subscriptions to the Nixon have been sold since the new drive started. Goal is 10,000 or 80 per cent of the capacity of the theatre, thus assuring certain attractions a guaranteed gross when they play the house. The Nixon usually runs legitimate shows.

Mary Bodnar, J. P. Harris, changed her name to Mrs. Frank Damrat, and plans to continue work. . . . Kaspar Monohan, The Press columnist, reports that Loew's Penn and the J. P. Harris will install large screen theatre TV.

The Variety Club annual Christmas party was held in the club rooms. Every child attending brought a present, which was later given to one of the children at the Roselia Foundling Home.

State visitors to Film Row included: Louis Ponsetta, Apollo; Dave Hadburg, Hazelwood; Ray Mervis, Embassy, Aspinwall; Harry Hendel, New Granada, Pittsburgh; James Nash, Gerard, West View; Tom Schraeder, Granada, Beaver Falls; Mike Winograd, Oriental and Family, Rochester; William Basle, Basle, Washington; Fred Serrao, Kent, Arnold; Bernard Buchheit, general manager, Manos Circuit, Greensburg; Gilbert Gelman, Swissvale; Lee Conrad, Park and Meade, Meadville; Ray Woodward, Kayton and Orpheum, Franklin; Speer Marousis, Newcastle; Lou Litz, Penn and Victor, Newcastle, and Ben Rosenburg, Parkway, McKees Rocks.

Indiana New Castle

Kenneth Elmore, manager, Starette, found success with a merchant-sponsored Saturday afternoon candy giveaway, which ran for five consecutive weeks. He also found added revenue in the amount of over \$400 by selling merchants' holiday greetings trailers. When soliciting these ads, he took several old trailers, clipped out frames of the completed ads, mounted them in small frames available at local camera stores, and then purchased a small transparency viewer.

For the Best—

**THEATRE OPERATING FORMS
AND MANAGEMENT SYSTEMS
there is only one
experienced source**

YOU'LL SAVE MANY HOURS-PER-WEEK OF
NEEDLESS LABOR BY INVESTIGATING THEM

Ask for **SAMPLE SHEETS!**
Sold **ONLY** to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.



Bob Hope's new Paramount picture, "My Favorite Spy," had its debut recently at the home of a contest winner in Bellaire, O., and seen here are Hope, fourth row, left, and other invited guests in the living room of the lucky winner, a dentist's wife.

Then, going to the merchant, he actually showed them how an ad looks after it is projected on the screen. This, Elmore, found worked like a charm, and he succeeded in selling 27 merchants ads out of 36 calls.

Kentucky Louisville

The Switow Amusement Company's New West End, now under construction at 33rd and Broadway in the west end section, is going into the final construction stages, with formal opening within approximately three weeks.

John Nolan, co-owner and executive director, Parkway Drive-In, which recently closed for the season, left for a vacation.

Out-of-town exhibitors seen included: R. L. Gatrost, Victory, Vine Grove, Ky.; H. L. McKinney, Moon-Lit Drive-In, Clarksville, Tenn.; C. O. Humston, Lyric, Lawrenceburg, Ky.; Davis Duff, Lost River Drive-In, Bowling Green, Ky.; George Settos, Settos Theatres, Indianapolis, and Bob Enoch, State and Grand, Elizabethtown, Ky.

George Settos, Indianapolis circuit owner, is planning to build a \$250,000 shopping center in Shively, Ky., on the site of Worcel Auto and Trailer Sales, Inc., with construction slated to begin in the spring. He recently took over the lease of the Towers, now undergoing complete remodeling, and which is scheduled to reopen as the New Knox.

Quite a number of theatres joined with the Royal Crown Cola Company in presenting an auction at the various theatres. Schwinn bikes, footballs, baseball gloves, and other toys are auctioned at the theatres, and awarded to the highest bidders of bottle caps.

With the closing of the Theatair Drive-In, Jeffersonville, Ind., Mr. and Mrs. Robert L. Harned were scheduled to leave for their annual Florida vacation.

Passing of Mrs. M. Switow, president, M. Switow and Sons Enterprises, was mourned. Her sons, Sam J., Harry R., and Fred T. Switow, are respectively vice-president, secretary, and treasurer of the circuit she headed.

Michigan Bay City

Art Narlock, Empire, hopped to Philadelphia for conferences with Howard Minsky, Paramount district chief, and stayed to see a screening of "The Greatest Show On Earth" in the Quaker City. He came back tremendously enthused.

Ohio Columbus

Hallmark's public relations director, Bill Copeland, formerly radio-TV director of the Byer and Bowman Agency, was in to set up special exploitation on the simultaneous showing of "The Prince of Peace" at Academy Theatres', Westmont, Boulevard, Cleve, Esquire, and Beechwold.

Mrs. Lelia Stearn installed a new upright sign at the downtown Southern. . . . Robert Wile will join the local Rialto on Jan. 7 when he assumes his new position as secretary, Independent Theatre Owners of Ohio.

Johnny Jones, columnist, The Dispatch, devoted a Sunday spread to Fred Hartwick, veteran Loew's Ohio projectionist, who will celebrate his golden anniversary on June 30.

Six additional local neighborhoods are showing the Ohio Bell Telephone Company 25-minute civil defense film, "Modern Minute Men," at the Hollywood, Drexel, Grandview, Clinton, Lincoln, and Bexley.

Pennsylvania McConnellsburg

Mark Lodge, owner, Fulton, was making slow progress after a recent major operation.

Osceola Mills

Bick Notopolous is trying out a single day Sunday change following a victory for Sunday shows.

State College

Manager Neilson, Cathum, is up after being bedded with the flu. He made it just in time to greet the stars on "Movietime, U.S.A."

NEWS OF THE

Territory

Boston
Crosstown

The entire Yankee Network of 26 radio and TV stations in New England will participate in promotions relating to Walt Disney's "Snow White and the Seven Dwarfs," Terry Turner, RKO exploitation chief, announced. The stations will participate in the search for local "Snow Whites" and "Prince Charmings," and will carry on other promotions for the picture, such as the "most popular school teacher contest" and news of the Coronation Ball. Home TV stations of WNAC-TV will carry the Walt Disney TV show on Christmas Day, and will also televise the Coronation Ball in Boston on Feb. 23, when the area's "Snow White" and "Prince Charming" are selected.

Suffolk Superior Court was to submit to the Supreme Superior Court a query as to whether cellulose acetate films are excluded as a matter of law from the "combustible films" category listed in the General Laws and in the Commissioner of Public Safety's regulation, as the latest move in an equity action filed by exhibitors Nathan Yamins, Leslie Bendslev, and Irving Isaacs against Daniel I. Murphy, Massachusetts Commissioner of Public Safety. The theatremen assert that certain requirements imposed by the Commissioner are not legally valid. The case is expected to reach the higher court for argument during the January session.

Loretta North, "Miss Kangaroo," a beauty contest winner in Australia, is due in Boston on Jan. 20 for a three-day stint ballyhooing 20th's "Kangaroo." . . . The Richford Drive-In, Richford, Vt., is installing new RCA equipment. Ray Brown is manager.



John Huston is shown in New York City as he recently met the press following a location trip to Africa, where he directed UA's "African Queen," has been slated for general release during Easter Week.

The Universal, Fitchburg, Mass., formerly operated by E. M. Loew, is now under the guidance of Sam Feldman, Winchendon, Mass. . . . Graphic Circuit reopened the Methuen, Methuen, Mass.

Louis Score, Randolph, Me., in town lunching with his daughter, Mrs. Alice Tarlow, Peabody, Mass., reported his theatre, razed by fire a year ago, slated to reopen on Dec. 20. With the interior decor in knotty pine, the theatre was completely outfitted by Capitol Theatre Supply, which installed RCA booth equipment, 400 RCA International seats, a vinyl plastic screen, new plastic wall fixtures, drapes, and wall coverings. Score designed, and erected, the marquee himself, with his son, David, designing the extra large candy counter. A Manley Aristocrat popcorn machine was also installed. A large parking space has been provided for patrons in the rear of the theatre. The building is topped by a seven-room apartment occupied by Score and his son.

Head table guests at the Independent Exhibitors convention banquet in the Copley Plaza included: Si Fabian, principal speaker; Maurice Wolf, MGM, toastmaster; Trueman Rembusch, president, National Allied; A. F. Myers, general counsel; Norman Glassman, Independent president; Senator John F. Powers; City Censor Walter Milliken;

New England Bowling

Theatrical Bowling League

DECEMBER 4 RESULTS

NE	4	Harry's	3
Independents	0	Affiliated	1
Kenmore	3	RKO	3
MGM	1	Legion	1

Standings	Won	Lost
Kenmore Theatres	31	17
MacAulay Post	30	18
Harry's Snack Bar	29	19
MGM	18	22
RKO	20	24
Affiliated Theatres	18	26
Independents	20	28
New England Theatres	18	30

TEAM AVERAGES

Harry's	454	RKO	424
NE	436	Affiliated	415
Independents	434	Legion	415
Kenmore	430	MGM	412

High single score: Hill—119-102; Chase—104-115; Smythe 102-107; Kelly -101-102-102; Plunkett 101-110. High single-season: Serra—134. High three strings: Hill -316; Smythe—308; Kelly -305; Chase—304. High three single-season: Freeman—326. Team single-season: Kenmore—508. Team three-season: Independents—1417.

INDIVIDUAL AVERAGES

Freeman, HSB	96.6	McGerigle, RKO	87.2
Plunkett, NE	94.5	Jennings, NE	87.2
Kelly, Leg.	94.3	Vieira, Leg.	86.9
Cooney, HSB	93.9	Leahy, Ken.	86.8
Hill, Ind.	93.3	McGowan, MGM	85.5
Chase, HSB	91.8	Rathgeb, MGM	85.4
Morton, HSB	91.6	Young, Ind.	85.2
Serra, Ind.	91.4	Larson, HSB	84.7
Grover, RKO	90.8	Goldman, Aff.	84.3
Smythe, RKO	90.4	Fahlbusch, NE	84.0
Abramo, Ken.	89.3	Owens, Ind.	82.4
Arsenault, NE	89.2	Rahilly, Ken.	82.1
Burlone, NE	89.0	O'Hara, RKO	81.9
Field, Aff.	88.5	Hochberg, Aff.	81.8
Farrington, Aff.	88.0	Dooley, Leg.	79.4
Heher, Ken.	87.3	Lynde, Leg.	78.1
Sandler, Ken.	87.2	Rowe, Aff.	77.1

Edward Fay; Arthur Lockwood, ex-president, TOA; Mike Simons, MGM; Nathan Yamins; Walter Mitchell; Congressional Medal of Honor holder Captain Raymond Harvey; James Gaurino, general chairman for the event; Irving Isaacs; Bill Koster; A. E. Chadick; Philip Waxman, producer, "The Big Night"; Leon Bamberger, RKO; John Barrymore, Jr.; Claude B. Cross; Paula Baker; Wilbur Snaper, New Jersey Allied president, and Denise Darcel.

Adrienne Corri, featured in UA's "The River," spent a busy two days when she appeared on four radio shows, made four p.a.'s onstage at Beacon Hill, appeared in Filene's window with Santa Claus, in between times lunching with local critics at Mrs. Richard Lee's home, and dining with a group of Harvard lads at the university.



Among those on hand at the recent convention of the Independent Exhibitors of New England at the Copley Plaza Hotel, Boston, were, from left, Max Finn, Loew's Theatres; A. E. Chadick, Motion Picture Advertising Service Company, New Orleans; Al Lourie, Adams, Dorchester, Mass.; Leon J. Bamberger, RKO sales promotion manager; Harry Goldstein, RKO salesman; Phil Berler, Loew's Theatres; William Canning, public relations director, Yamins Theatres, Fall River, Mass.; James Guarino, convention chairman; Ray Feeley,

executive secretary, Independent Theatres; Bamberger; Harry Browning, ad.-publicity director, New England Theatres; Louis Klebenov, ABC Vending Company; Mel Safner, treasurer, Independent Exhibitors; Richard Smith, Phil Smith Circuit; Frank Broschetti, Star, Lawrence, Mass.; Walter Mitchell, Morse Franklin, Mass., chairman of the board, Independent Exhibitors; Stanley Sumner, University, Cambridge, Mass.; Bamberger, and Leonard Goldberg, Adams, Quincy, Mass. All are prominent in New England industry operations.

Season's Greetings



*Season's
Greetings*

from

**CAPITOL THEATRE
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**MONOGRAM
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INC.**

Extend the

*Season's
Greetings*

BEN ABRAMS
NAT LEVIN
DICK COHEN
JOHN PAVONE
CHARLES WILSON
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1952



If you sold your theatre the new owner would refurbish and refurbish it, probably install Large Screen Television and prepare for Third Dimension Pictures—and, he would be in business—WHY NOT YOU!



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Everything for the Theatre

*Season's
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131 ARLINGTON STREET
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**SEASON'S
GREETINGS**

ARTHUR K. HOWARD

SETH H. FIELD



**AFFILIATED
THEATRES CORP.**

1103 Park Square Building

Boston 16, Mass.

Season's Greetings

**20TH
CENTURY-FOX
FILM CORPORATION**

E. X. CALLAHAN
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SAM BERG
MICHAEL ZAMAN
STANLEY YOUNG
HENRY SCULLY
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115 BROADWAY
BOSTON, MASSACHUSETTS

to All Our Friends

THE VARIETY CLUB OF NEW ENGLAND

Extends Christmas Greetings



and pledges for the New Year — to keep always in mind our original purpose — to create happiness — by first of all, the health needs of children, by doing so, we are offering to people of all branches of our industry an opportunity for them to continue being part of the “JIMMY” Fund and all our other worthy charities, which fulfill the highest standards of Americanism.

Chief Barker
SAMUEL PINANSKI

*President of the Children's
Cancer Research Foundation*
MARTIN J. MULLIN

Executive Director
WILLIAM S. KOSTER

*Season's
Greetings*

**AMERICAN
THEATRES
CORPORATION**



SAMUEL PINANSKI
President



646 Washington Street
BOSTON, MASS.

*Season's
Greetings*

**DAYTZ
THEATRE ENTERPRISES
CORP.**



AL DAYTZ
MICKEY DAYTZ
BURT JACOBS
JERRY CROWLEY



260 Tremont Street
BOSTON, MASS.

152 Temple Street
NEW HAVEN, CONN.

*Season's
Greetings*



**NEW ENGLAND
THEATRES, Inc.**



MARTIN J. MULLIN
President



260 Tremont Street
BOSTON, MASS.





Season's Greetings

**IMAGE and SOUND
SERVICE CORPORATION**

GEORGE SCHAEFER

LON HACKING



445 Statler Building
BOSTON, MASS.

Best Wishes of the Season

EMBASSY PICTURES CORP.

JOE LEVINE

JOE WOLF



16 Piedmont Street
BOSTON, MASS.

Season's Greetings

UNITED ARTISTS CORP.

HARRY SEGAL

MAX BURLONE

KENNETH ROBINSON

AGNES DONAHUE

AL FECKE

SAM LEVINE



52 Church Street
BOSTON, MASS.

Merry Christmas

Season's Greetings from

JACK and HARRY

YOUR HOSTS AT

HARRY'S SNACK BAR

53 Church St., Boston 16, Mass.

71 Parkingway, Quincy, Mass.



"First Run Food at Popular Prices"

Season's Greetings

MANLEY, INC.

Popcorn Machines



SAMUEL HORENSTEIN
New England Representative



45 Church St., Boston, Mass.

Season's Greetings

REGAL PICTURES OF NEW ENGLAND

"EDDIE" RUFF

"MAC" FARBER



246 Stuart Street
BOSTON, MASS.



*And the best of everything in 1952
to my friends—*

CURT ELIE
EXHIBITOR

First National Stores of New England, comprising 979 supermarkets and food stores in six states, are joining in the promotion of Walt Disney's "Snow White and the Seven Dwarfs." Announcement was made by Terry Turner, RKO director of exploitation, who attended the meeting with First National executives to finalize arrangements. The tieup was made by Ralph Banghart, of Turner's field staff. According to plans, the First National Stores will sponsor the contest to find a "Snow White," "Prince Charming," and the most popular school teacher in New England to act as their chaperone. First National Stores is purchasing some 300,000 lines of space over and above its regular advertising schedules in about 70 cities in New England for the promotion. Their schedule calls for 4,000 lines devoted exclusively to the contest in large cities and 2,000 lines in smaller. This lineage will be at the disposal of RKO to promote cooperation with newspapers in those cities, to be used at the time most beneficial to the playdates. The stores will also distribute several millions of application blanks and voting coupons, and use special one-sheets and window and counter cards to promote the plan. Application blanks and voting coupons will be collected through the local stores, and turned over to the Yankee Network, which also tied in with the promotion. The Yankee Network will supervise all auditions and vote counting. To stir up interest in the plan among the store managers and their assistants, RKO arranged a number of "Snow White" screenings for them and their families. At the same time they saw a film in which the president of the First National Stores, four division managers, and their advertising manager, discussed the contest. Turner also announced that the Hearst newspapers in Boston, The Sunday Advertiser, The Record, and The American, have agreed to cooperate in the promotion.

Ansel Sanborn, operator of several theatres in and around Wolfeboro, N. H., and a member of that state's House of Representatives, was among those present at the recent convention.

Arthur Canton, handling special assignments on "Quo Vadis" for MGM came in from Buffalo to work on the film.

"Seeing Red" the 104th edition of the Harvard Hasty Pudding Club show, has a Hollywood background which affords the boys the opportunity to yodel a song entitled "Movies Are Better Than Ever Before." The lyrics were written by Ralph Blum, son of silent film star Carmel Meyers.

The old Salem, Mass., theatre building was completely destroyed by fire. For many years a landmark on the North Shore, the property in recent years had been converted into a supermarket.

RCA lark theatre TV equipment is being installed in Loew's State. Similar to the equipment in the Pilgrim, it will



Mrs. Estelle Parker O'Toole, formerly in the Hartford, Conn., district office, Warner Theatres, was recently named house manager and director of public relations, Art, Hartford, under managing director Henry L. Needles. The house opens on the day after Christmas.

operate via telephonic hookup, and is tentatively slated to be in operation by Dec. 20.

Mrs. Doris Mollica, Opera House, Lebanon, N. H., has reopened the theatre following extensive redecorating. Included in the facelifting job was the installation of new seats. . . . The Rialto, Everett, Mass., formerly leased by Jed Prouty, has been taken over by Bob Rappe, with Prouty now concentrating on operating the Park, Nashua, N. H. Arthur Rosenbush, former manager, Park, resigned.

Film District

Personnel of Republic set a fine example for the rest of the district by donating blood at the Blood Bank Center. Those who gave a pint were: Frank Dervin, Mel Davis, Herbert Shaefer, Jack Martin, and George Bacon.

The engagement of Bruce Glassman, son of Independent Exhibitors President Norman and manager, Lafayette, Haverhill, Mass., to Miss Maxine Jacobson, Worcester, Mass., has been announced.

Mr. and Mrs. Nate Yamins, Yamins Circuit, have taken off for a winter at Palm Beach, Fla. . . . Ray Feeley,



Horace McMahon, left, star of Paramount's "Detective Story," is seen recently officiating at the bow of the remodeled Morton, Dorchester, Mass. Others noted are Sam Pinanski, ATC head; model Juli Dane, and ATC executives Harry Wasserman, district manager, and Harold Shaw, house manager.

Independent Exhibitors' executive secretary, is proudly displaying the gorgeous Jules Jurgensen wrist watch presented to him by exhibitors of New England.

Mrs. Spero Latchis, wife of the Latchis Circuit head, is recovering from surgery at the New England Baptist Hospital. . . . Zig Cohen, a Film Row familiar, has been absent from his usual haunts due to illness. . . . Jim Fountain, Woodstock, Vt., had to cancel plans to attend the convention when his wife was rushed to the hospital.

Mr. and Mrs. Larry Laskey named their new daughter Suzanne. . . . Joe Mansfield, UA fieldman, is busy covering the territory for "The African Queen" and "Another Man's Poison." . . . Monogram's Christmas party is slated for Dec. 20 at the exchange. Following tea and crumpets, those able to navigate will adjourn to Chinatown for dessert. . . . Mr. and Mrs. Louis Rosenzweig, Victoria, Greenfield, Mass., left for a winter's vacation in Arizona. They're expected back in April.

Arthur Silverstone, 20th-Fox eastern division sales manager, and Bill Gehring spent two days conducting a joint conference among salesmen and bookers of the Boston and New Haven exchanges. Peter Levathse, short subject sales manager, also attended the meetings, and took time out to address the convention.

New Haven Crosstown

Morris Rosenthal, Loew's Poli, held his Christmas kiddie show, sponsored by a New Haven manufacturer. For "Fixed Bayonets," manager Rosenthal and staff worked out a nice campaign with the army. Sergeant H. L. Wise, Stamford, Medal of Honor winner, made a personal appearance on the stage. . . . Sid Kleper, Loew Poli College, worked out some nice lobby displays for "The Prowler" and "Too Young To Kiss." . . . The Lincoln was to close for its annual Christmas vacation period. . . . Henry Cohan, Dixwell, worked on the Junior Police benefit show.

The Dixwell, Rivoli, and Howard have a "Sweet Bike" contest. Youngsters receive the opportunity to get a bike through a coupon deal in conjunction with the refreshment counter at each of the three theatres. . . . Henry Cohan got a neighborhood appliance merchant to sponsor the annual kiddies Christmas show at the Dixwell. . . . Frank Ponzi, Fairmount, scheduled his free kiddie show for Dec. 22. That same afternoon at the regular show, he is to give the youngsters free ice cream and candy. . . . The Whalley, Westville, and Whitney have kiddies Christmas shows set for Dec. 24. . . . A Lionel train was the prize to be awarded for the candy counter contest at the Whalley.

Meadow Street

One of the largest crowds ever to attend a trade screening was that which saw MGM's "Quo Vadis" at the Bijou.

. . . The Bloomfield Drive-In, Bloomfield, owned by Philip W. Maher and Peter LeRoy and now under construction, is expected to be completed by spring. Projection and sound equipment will be installed by National Theatre Supply, W. Gillespie Milwain, New Haven manager. The outdoor theatre is expected to take care of approximately 741 automobiles.

John R. Shields, manager, Capitol, Ansonia, was injured by an auto, and was removed to the Griffin Hospital. . . . The Alhambra, Waterbury, has been running "Family Night." All children under 12, accompanied by their parents, are admitted free. . . . Many theatres throughout the state were having their annual kiddie Christmas shows, some sponsored by clubs, others by firms, and others by the managements.

Circuits

Loew Poli

Division manager Harry F. Shaw and publicity director Lou Brown were around the circuit. . . . Theatres were having their annual Christmas-sponsored kiddie shows.

Variety Club

New Haven, Tent 31

The installation party at the club rooms was one of the finest. Cocktails were served, and there was dancing. George Hoover flew in from the south to attend the affair. As Variety Clubs' International First Assistant Chief Barker, he inducted the new officers: Bob Ellianno, Chief Barker; John Pavone, First Assistant Chief Barker; Morris Jacobson, Second Assistant Chief Barker; Sam Germaine, Dough Guy, and George Weber, Property Master. Past Chief Barkers of the tent are also honorary canvassman: Ray Wylie, Barney Pitkin, Herman Levy, and Lou Brown.

Connecticut

Hartford

Henry L. Needles will be honored at a testimonial dinner tonight Dec. 19, in the Hotel Bond. Needles, who recently resigned as Hartford district manager, Warner Theatres, is now managing director of the 700-seat Art, which opens on Dec. 26 with UA's "The River." Lou Cohen, Loew-Poli, and Jim McCarthy, Strand, are co-chairmen. Bill Mortensen, managing director, Bushnell Memorial, will be toastmaster. On the honorary committee are: M. J. Mullin, Hy Fine, E. A. Cuddy, Chet Stoddard, Ben Rosenberg, and Ray McNamara, New England Theatres; Harry F. Shaw, and Lou Brown, Loew-Poli New England Circuit; Richard F. Walsh, Rube Lewis, and Charles North, IATSE; Michael Rogers, American Federal Federation of Musicians; Herman M. Levy, TOA and MPTO of Connecticut; I. J. and B. E. Hoffman, and Allen M. Widen, Hartford Times.

Paul S. Purdy, for the past 20 years in the industry, has gone to work for the United Aircraft plant, Meriden. . . . Jay Finn, former manager, Hartford



Arnold Picker, newly-appointed UA vice-president in charge of foreign distribution, is pictured in New York City as he recently reported to the trade press on the reorganization of the company's foreign setup upon his return from his first trip overseas in behalf of UA.



Nat Levy, left, RKO division manager, and Sam Pinanski, American Theatres Corporation head, are seen at a recent luncheon in Boston which launched plans for "Snow White and the Seven Dwarfs," for a February premiere in the area.

Drive-In, Newington, is house manager, E. M. Loew's. . . . Bernie Levy, State Management Corporation, appointed Bill Marcinko, formerly at the Dreamland, New Haven, as assistant, State, New Britain. He replaces Mack Herbert.

Middletown

Sal Adorno, Jr., Adorno-Middletown Theatres, was appointed to the Middlesex Hospital board of corporators.

Massachusetts

Lynn

The Waldorf closed temporarily. Manager Ben Gruber was transferred to



Joe Stanwood, manager, Regal, Hartford, Conn., is currently marking his 15th year of association with the Warner Circuit.

the Broadway, Lawrence, Mass. . . . Richard Martin, Joseph Duffy, and Donald Pickering are new on the Warner staff.

Rose Gluck, for 20 years assistant manager, Capitol, and acting manager on many occasions, has been transferred to E. M. Loew's home office, Boston.

The arrival of Santa Claus by helicopter was followed by a parade, ending at the Paramount, where Santa and his crew were received inside the theatre by Mayor Stewart Tarr. . . . Two Christmas parties will be held at the Paramount, one by the Elks for underprivileged children, with manager James Davis on the committee, and the other by the Kiwanis Club for the home classes of the public schools.

The Olympia, which closed early last spring, to reopen this fall, closed again for an indefinite period. With the Waldorf closed, this leaves only the remodelled Colony, open in this section of Lynn's business district.

Salem

Loew's new Salem may open as early as New Year's, which will give the city four houses, all on the same street.

New Hampshire

Lancaster

The Amusu is giving either a doll or a Santa Claus to ticket holders at matinees.

Littleton

Free tickets donated by the Jax Jr. were given away in bags of candy distributed by Santa Claus during the Christmas parade and festivities.

Rhode Island

Providence

Burton A. Emery, former theatre owner and real estate man, left a personal estate valued at \$50,000, according to his will.

Vermont

Burlington

Construction of a drive-in between Burlington and Rutland, Vt., on Route Seven is underway. O. F. and L. L. Barr and E. J. and Ann D. Morin are owners of the 400-car spot. Construction is expected to be completed for a May 1 opening. It will be called the Mid-Haven Drive-In.

Fairlee

Leighton K. Godfrey Associated Enterprises announced the construction of a drive-in under NPA regulations, to be located in Orford, N. H., on Highway 10, north of Dartmouth College. Construction is under the direction of H. E. Sargent Company, also of Fairlee. The equipment, RCA, is being installed by Capitol Theatre under the supervision of Don Falco. Bookings and management will be handled by Shirley Doyle.

NEWS OF THE

Territory

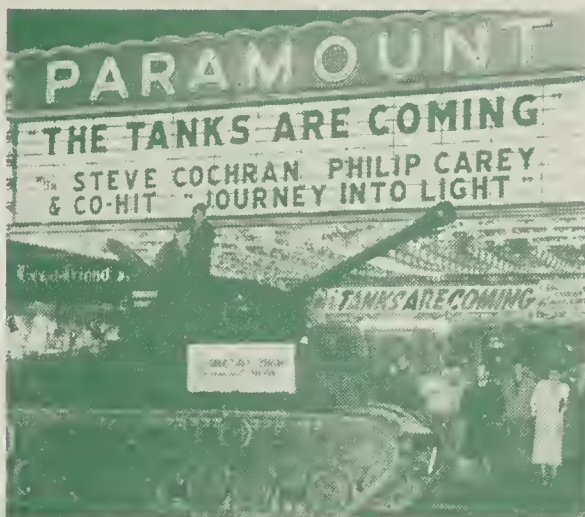
New York City
Crosstown

Abraham Isaacs, booker, Paramount New York branch, has been transferred to Charlotte as a salesman.

In commending the company chairmen for their efforts in getting the home office personnel to participate in the current drive for the Federation of Jewish Philanthropies of New York, Emanuel Frisch, who shares the leadership of the industry drive with Barney Balaban and Si Fabian, urged that contributors increase their pledges over last year's gifts. Company chairmen of the respective home offices participating in support of Federation's campaign include: Martin W. Newman, Century Circuit; Abe Schneider and Max Seligman, Columbia; Phil Harling, Fabian Theatres; Irving Greenfield and Leo Friedman, Loew's; Burton Robbins, National Screen Service; Lou Novins and Arthur Israel, Jr., Paramount; Harry Mandel and Sol A. Schwartz, RKO Theatres; Charles Boasberg, RKO; Louis M. Weber, Skouras Theatres; Donald Henderson, 20th-Fox; Max Youngstein, United Artists; Edward L. Hyman and Robert Weitman, United Paramount Theatres; Leon Goldberg and Adolph O. Schimel, U-I, and Samuel Schneider, Warners.

Douglas Fairbanks, Jr., producer, "Another Man's Poison," planed out after completing arrangements for the nationwide premiere on Jan. 16. Fairbanks met with William J. Heineman, United Artists vice-president in charge of distribution, and Max E. Youngstein, vice-president in charge of advertising, publicity, and exploitation, to start all sales and promotion plans.

The Criterion, U-I, and Winston Television Stores set a three-way promotion in connection with "The Strange Door," Criterion. The Criterion installed a special door in its lobby, and Winston distributed keys through its television



A 40-ton tank of Buffalo's own 127th Tank Battalion was recently placed on display in front of the Paramount, Buffalo, throughout the showing of Warners' "The Tanks Are Coming." An equipment display was set up in the lobby.

programs and its newspaper advertising, with the holder of the lucky key getting a television set.

A son, William James, their second child, was born at Margaret Hague Hospital, Jersey City, N. J., to Mr. and Mrs. William Sorenson. Dad is assistant manager, Criterion.

Oliver A. Unger, national sales director, Snader Productions, announces his resignation as treasurer, Fine Arts Theatre Company, Inc., operator of the newly opened theatre by that name on East 58th Street. Unger has also disposed of his interest in the theatre.

John Payne, star of "Crosswinds," Globe, arrived for about two weeks of radio and television appearances.

Harold Zeltner, formerly of MGM's Chicago sales staff, has been transferred to the local selling force.

George Weltner, president, Paramount International, returned from England after a two-month business trip abroad. With him was James E. Perkins, Paramount's managing director of the United Kingdom and Northern Ireland.

Publicists at the RKO Service Corporation voted for the Sign, Pictorial, and Display Union, Local 230, AFL, to represent them as their bargaining agent in a new NLRB election. They formerly were represented by District 65, Distributive, Processing, and Office Workers



In cooperation with a radio station, Basil's Lafayette, Buffalo, recently sponsored a "Tall Topper Club" in conjunction with Columbia's "Ten Tall Men." Culmination of publicity was the initiation on the stage of a local ballroom.

of America, which did not appear on the ballot. The NLRB set today (Dec. 19) as the date of new elections for publicists at Loew's, Inc. and Loew's International. Local 230 is the sole union on the ballot, District 65, having withdrawn from the elections.

The annual beefsteak get-together for all members of the industry will be held at the Ritz Restaurant, Passaic, N. J., on Dec. 20, it was announced by Wilbur Snaper, president, Allied Theatre Owners of New Jersey.

James R. Grainger, Republic executive vice-president in charge of sales and distribution, left for Milwaukee, first stop-over on a trip to Minneapolis, Seattle, Portland, and San Francisco, and Los Angeles. He will arrive in Los Angeles on Dec. 23.

Norman H. Moray, Warners' short subjects general sales manager, returned to the home office from a trip to the company's Burbank studio and a tour of the western and southern branches.

Results from United Cerebral Palsy's 15-hour weekend television marathon climbed to a total of \$280,106, Leonard H. Goldenson, president, announced. "We are deeply grateful to all the thousands of men, women, and children who sent in donations, or made pledges, to help our work for Cerebral Palsied children," said Goldenson, who also is president, United Paramount Theatres. "Our heart-



Tony Curtis and his wife, Janet Leigh, recently stopped off in New York prior to a trip overseas, and met Universal-International executives. Seen, left to right, are F. J. A. McCarthy, southern and Canadian sales manager; Maurice A. Bergman, executive in charge of public relations; Miss Leigh; Alfred E. Daff, director of world sales; Curtis; circuit sales head, Jordan, and Charles Simonelli, eastern publicity head.



Jody Lawrance, currently featured in Columbia's "Ten Tall Men," recently arrived in New York for a series of press and radio interviews in connection with the showing at the Victoria.

Season's Greetings



Season's Greetings



FAVORITE FILM CORPORATION

151 W. 46th Street

New York City

MOE KERMAN

JOE FELDER

*A Very Happy
Holiday
Is Wished To All*

by

THE

MOTION PICTURE BOOKERS CLUB

of

NEW YORK



Season's Greetings

MONOGRAM DISTRIBUTING CORPORATION

630 Ninth Avenue, New York City

*Best Wishes
of the Season*



Arnold Farber

to All Our Friends

GREETINGS OF THE SEASON



AND

A HAPPY AND PROSPEROUS NEW YEAR

FROM

THE STAFF OF SCREENCRAFT PICTURES, INC.

JACOB S. BERKSON

BERNARD H. MILLS

EDWARD BERKSON

SIDNEY RUBINSTEIN

CEIL BERNERT

PHILIP COOPER

ABRAHAM (JIMMY) GLASSMAN

*Season's Greetings
and Best Wishes*

from

Nayfack Films

FILM BROKERS

354 West 44th Street, N. Y. 18

PL 7-4188 and PL 7-4173

Correspondents All Over the World
(FRENCH FILMS)

SECRET AFFAIR

NOAH'S ARK

and

16MM AND 35MM

IMPORTS AND EXPORTS

Domestic-Foreign

FAVORITE PICTURES EXCHANGE

630 Ninth Avenue

New York City

Extends

Season's Greetings

To All Our Friends



MOE KERMAN

JOE FELDER

IRVING WERNICK



*Happy Christmas
to All My Exhibitor Friends*

BEN SMITH

Season's Greetings

"Tony Draws a Horse"

"Reluctant Widow"

"The Inheritance"

"Train of Events"

"Hue and Cry"

"The Dark Man"

FINE ARTS FILMS, Inc.

1501 BROADWAY

NEW YORK 18, N. Y.

WI 7-0930

Season's Greetings

FROM

COLOSSEUM OF MOTION PICTURE SALESMEN OF AMERICA

NEW YORK - LOGE #29



At the recent 83rd annual Salon of Culinary Art held in conjunction with the National Hotel exposition in New York, the pastry chef of the Essex House, Fernand Moray, designed at his exhibit an elaborate Roman feast buffet, and emerged as one of the three prize winners. This credited "Quo Vadis."

felt thanks also go to the more than 1,500 persons whose combined effort made this great show possible."

A syndicate headed by William MacKee purchased the 21-year lease on the 600-seat Center, Queens Boulevard and 43rd Street, Long Island City.

Bernard J. McGuire, 49, U-I sales promotion department and a veteran of more than 25 years with the company, died of pneumonia at St. Vincent's Hospital. He is survived by a sister, Mae.

An audience of 270 youngsters and 80 adults was so engrossed in "Mighty Joe Young" at the York that they didn't notice the crash of several hundred bricks onto the roof of the theatre after a section of a chimney and wall on an adjoining building collapsed. Thirty minutes afterward, police ordered the auditorium cleared as a precautionary measure, but not before the youngsters demanded, and received, passes to return the following day. Manager George Reisner said he heard a loud rumbling, but the noise apparently was overlooked by the patrons. Some of the young patrons said that a fire sequence was on the screen at the time, and they thought the noise of the bricks was coming from the sound track.

Mrs. Samuel Rhonheimer, owner, Mayfair, Flushing, L. I., and Drake-Rego Park, Rego Park, L. I., was given a certificate of honor by Bell-Oak Post 648, Jewish War Veterans, for her decision to cancel contracted bookings of "The Desert Fox." She substituted "Desert Victory," which depicts Rommel's defeat in North Africa.

Bosley Crowther, The New York Times, became chairman, New York Film Critics, and Leo Mishkin, The Morning Telegraph, was named vice-chairman. Howard Thompson, The New York Times, was elected secretary. The group will meet on Dec. 27 to select the best pictures of the year. . . . Paris manager John Breu was robbed of \$2,668 by two bandits. . . . Mac Schwartzman, Quality Premium representative, has been named district manager, with supervision over Boston and New Haven as well.



Glimpsed at the recent preview of U-I's "Meet Danny Wilson," Park Avenue, New York City, are Milton Berle, singer Pam Kavan, Frank Sinatra, star of the picture; his bride, Ava Gardner; C. J. Feldman, U-I domestic sales manager, and David A. Lipton, U-I vice-president in charge of advertising and publicity.

New Jersey Asbury Park

Detective chiefs of all the New Jersey communities where his theatres are located were guests of Walter Reade at a special screening of "Detective Story" at the Mayfair. The New Jersey detectives were guests at a luncheon, and then attended the matinee show. Tape recordings of their comments were taken by WJLK, and in each city their comments on the picture, along with their photographs, will be used in newspaper ads when the picture plays their town.

Fort Lee

The appointment of Marvin Rosen as manager, B. S. Moss' Lee, has been announced by Charles B. Moss. Rosen, a resident of Cliffside Park, N. J., formerly managed the Grant Lee, Palisades, N. J., from 1941 to 1942, when he enlisted in the U. S. Army, and served with military intelligence in the European Theatre of Operations until his discharge in 1945. He returned to the Grant Lee, and remained there until its closing in 1951.



Six of the principals attending the recent Times Square, New York City, blood donor rally tied in with the world premiere of 20th-Fox's "Fixed Bayonets!," Rivoli, were, left to right, Montague Salmon, managing director; Lieutenant Carl Dodd, Congressional Medal of Honor winner; Dorothy Sarnoff; Captain Raymond Harvey, Congressional Medal of Honor winner, and the film's technical adviser; Ruth Hussey, and Binnie Barnes.



Gigi Perreau, starred in U-I's "Week-End With Father," recently met U-I executives in New York City, and is seen with, left to right, Ben Cohn, foreign department; Alfred E. Daff, director of world sales; Americo Aboaf, foreign sales manager, and Fortunat Baronat, foreign advertising-publicity director.

Newark

Nicholas Capirsello, former assistant at the Stanley, Jersey City, N. J., has taken over the management of the U. S. Hoboken, N. J. He was presented a briefcase by the staff of the Stanley. Frank Kares, treasurer, Stanley, has been upped to assistant. Miss E. Rinehart, former assistant U. S., Hoboken, has been shifted to the Fabian, Hoboken.

Jack Conhaim, manager, Stanley, used a 10-foot robot, and ran a special science exposition on "The Day The Earth Stood Still." . . . Mrs. Cora Lieb is the new assistant at the Cranford, Cranford, N. J.

Frank Hall, manager, Capitol, Passaic, N. J., ill for a few months, returned.

During December, many of the Warner Jersey theatres have giveaways. . . . On Dec. 22, the following Warner Jersey theatres will have a Disney-"Bugs Bunny" Christmas party, the Warner, Harrison; U. S., Hoboken; Roosevelt, Union City, and Union, Union.

The Central, Jersey City, N. J., held a Christmas kiddie party for underprivileged children. . . . "Chalkey and the Giant," WATV, appeared on the stage of the Regent, Elizabeth, N. J., in conjunction with a Saturday kiddie show. . . . Jack Barrett, manager, Wellmont, Montclair, N. J., is using barbecued chickens as a holiday giveaway.

Twenty-one winners in the Community Chest key contest in Paterson, N. J., presented with awards from the stage of the Fabian. Don Kerr, WPAT, acted as m.c. Twenty-one stores participated.

Herman Jacobson, manager, Regent, Paterson, N. J., made a tieup with the Marcal Tissue Company, and gave out tissues with "The Blue Veil." . . . William Waldron, manager, Central, had good returns on "People Will Talk" by mailing postcards to doctors and nurses.

New York State Albany

Howard Smidt, assistant to Harold Becroft, head, Paramount's bidding

department, has been promoted to salesman in the Albany branch.

Jim Cole, former Warner Theatres' upstate sound engineer, is now connected with Altec in New York City, and spends weekends at his home here. . . . Dave Leff, UA branch manager, Buffalo, was in to confer with Max Friedman, Warner Theatres' film buyer. . . . Mike Klein, U-I traveling auditor, is spending several weeks in the exchange. . . . Leo Rosen, transferred from the Fabian drive-in regional operation to the circuit's New York offices, spent a weekend here. His new position is connected with television. . . . Morgan Ryan, general manager, Schine-owned WPTR, since June, and former ABC network executive in New York, resigned. George B. Chelius, Jr., manager, Ten Eyck Hotel, a Schine property, assumed temporary charge of the station. . . . Mike Nuzzala, former 20th Century-Fox salesman, appeared on the Arthur Godfrey television program with his dog, Boots.

Visitors were: Moe Dudelson, UA district manager; Nat Nathanson, UA division manager; Harry Rogovin, Columbia district manager; Morris Lefko, RKO district manager, Cleveland; Danny Leventhal, aide to Nat Levy, RKO eastern division manager, and Joe Lebworth, 20th Century-Fox exploitation man.

Vicki Grygiel, U-I biller, celebrated her silver wedding anniversary on Nov. 25.

The following officers were elected for the coming year at a meeting held by Local F-43: Vicki Grygiel, U-I, president; Catherine Riebou, Loew's, treasurer; Phyllis Dembo, Loew's, secretary, and Margaret Hildreth, Loew's, vice-president. . . . Loew's has been completely repainted, and has that new look.

A temporary board of directors and the arrangements for organizational meetings here and in Watertown were set up by upstate exhibitors meeting informally in the offices of Harry Lamont to reactivate the local TOA unit. Named as executive director of the pro tem group was Lewis Sumberg, film attorney; Joel Miller, Jules Perlmutter, Sam Ullman, Don Gibson, Sid Dwore, Mrs. Jean Burgess, and Lamont. Meetings in the nature of luncheon-business sessions were scheduled for here on Dec. 17 and at Watertown on Dec. 18. Grievance panel discussions will follow the organizational activity, it was announced by Sumberg. TOA's executive director Gael Sullivan and executive committee chairman Si Fabian were expected to attend the meetings.

Chief Judge John T. Loughran, Court of Appeals, signed an order permitting an appeal to the U. S. Supreme Court on the constitutionality of the Board of Regents' ban on the showing of "The Miracle." —M. E. B.

Buffalo

Carl Bell, manager, Perkins Theatre Supply, reports his son Carl, Jr., doing



Following a recent screening of Cecil B. DeMille's "The Greatest Show On Earth" in New York, A. W. Schwalberg, right, president, Paramount Film Distributing Corporation, met Arthur Concello, left, general manager, Ringling Brothers Barnum and Bailey Circus, and John Ringling North, president. The film bows at Radio City Music Hall in January.



At a recent meeting in Syracuse were, left to right, Jack Roe, owner, Turn Hall; Bill Dipson, Dipson, Buffalo; Harry Berinstein, president, Cornell Theatres, Ithaca, and Harry Unterfort, who is zone manager, Schine Theatres.

well after his tonsilectomy. . . . Ann Weaver, RKO inspectress, went into the General Hospital for a major operation. . . . Clara Resinski, RKO inspectress, was recuperating after undergoing a major operation.

June Papero, former secretary to Jack Chinell, RKO branch manager, joined the Monogram staff as secretary to Harry Berkson, branch manager. . . . Catherine Turano, Republic booker, was on her annual vacation.



Tony Curtis, star of U-I's "Hear No Evil" and "Son Of Ali Baba," recently arrived in New York from Hollywood enroute to Europe with wife, Janet Leigh, soon to be seen in RKO's "Jet Pilot."

Arthur Canton, MGM home office, and Abe Bernstein, MGM Buffalo and Albany exploiter, are working with Eddie Meade, Shea's publicity director, and Bill Carroll, assistant, on "Quo Vadis."

Jack Mundstuk, MGM branch manager, held a special invitational showing of "Quo Vadis" at the Cinema. Exhibitors and press representatives from Buffalo, Rochester, and Syracuse attended. Civic officials, educators, and religious leaders also were invited.

Ed Meade tied in the Red Cross blood campaign with the showing of "Fixed Bayonets" at Shea's Buffalo. Guest tickets were given to blood donors signing up at a special booth.

Condolences go to Matthew V. Sullivan, former branch manager, Warners, on the sudden passing of his father. . . . Original costumes from "Quo Vadis" will be used by Carl Rindcen, manager, Shea's Buffalo, for a special window display in the William Hengerer department store. . . . Jack Mundstuk laughingly claims that the burglar who broke into MGM was probably a spy from one of the other exchanges trying to get away with a print of "Quo Vadis". The thief almost got away with a topcoat, but was captured by police.

James Ryan resigned as booker at Columbia to take a similar job at UA, succeeding Dick Carroll, now manager, Commodore.

Dave Leff, United Artists branch manager, announced the Christmas party for Dec. 17 at Chez Ami. . . . Evelyn Garnham, 20th-Fox inspectress, was recuperating after leaving the Sisters Hospital. She is also financial secretary, Local B-9. . . . Jack Rubach, former RKO shipper, was home to visit sisters Francis, RKO, and Helen, Republic.

Abe Bernstein, press representative for Buffalo, Albany, and New Haven for MGM, was in working in advance of "Quo Vadis," Buffalo. . . . Jack Mundstuk, MGM branch manager, returned from New York. . . . Mary Ryan, MGM office manager, said that the annual office Christmas party will be held at the Variety Club (today) Dec. 20.

Abe Harris, MGM Rochester and Syracuse salesman, was out of the General Hospital, Rochester, and was home recuperating.

Opening his campaign for "Ten Tall Men" on a French accent, publicist Bill Brereton, Basil's Lafayette, followed through with a rousing plan of promotion action. To start the ball rolling, Brereton had a letter of invitation to a special premiere translated into French, and sent by manager George MacKenna to newspaper editors and columnists, radio personalities, and the French consul. One radio station instituted a search for a Buffalo veteran of the Legion, with the

aid of the French consul. The hunt was unsuccessful, but the concentrated effort, publicized as it was, was a top promotion stunt. Another station sponsored a "Tall Toppers" club, to be made up of extra tall people. After a series of announcements, the applicants gathered at the city's most popular ballroom to be initiated. The ceremony was broadcast. A tie-up was effected with the army whereby 24 of its recruiting A-boards were plastered with posters asking tall or short men to enlist, and promising thrills to all who went to see "Ten Tall Men." A local magazine distributor bannered his trucks with plugs for the film, mentioning that Coronet magazine, had recommended "Ten Tall Men." Several thousand bookmarks, mentioning "Ten Tall Men," and listing available Foreign Legion books, were distributed through the public library branches. Street ballyhoo was carried on by a tall man dressed in Legion uniform, and before and during the run the aides all wore Legion kepis or caps, bearing the legend, "Ten Tall Men."

The following were named directors of the Variety Club at the annual meeting: Charles B. Kosco, Robert Hayman, Constantine J. Basil, Vincent R. McFaul, Max M. Yellen, Billy Keaton, Walter Gluck, Albert F. Ryde, Arthur Krolich, David Miller, and William E. J. Martin. Miller and Ryde were named delegates, and William P. Rosenow and V. Spencer Balsler alternates, to the convention in Las Vegas, Nev.

The special Pearl Harbor Day commemoration ceremonies were held on the stage of Carl Rindcen's Shea's Buffalo, in connection with "Fixed Bayonets." The army, National Guard, and Red Cross cooperated during the week by manning special booths.

Ed Miller, Paramount manager, had his hands full these days with two stage shows in rapid succession.

Dalton Burgett, Dunkirk exhibitor, is making plans for his annual trip to Florida. He has taken over the State, Dunkirk, and has remodeled it, changing the lobby and concession stand, redecorating, and recarpeting. He and his wife, Dorothy, and son, Dauby, leave in February for Fort Lauderdale, Fla., for a six-week vacation.

Finals in the amateur show arranged by the Amherst were held on the stage of the theatre. The prizes included a trip to New York, where a special audition was to be held for the Ted Mack amateur show, with a chance to be included on the program also included. The affair was a success from every angle. —M. G.

Gloversville

The Schine theatres in the area had a natural exploitation peg on which to hang their campaign for Columbia's "The Mob." Betty Buehler, who made her film debut, is a Gloversville girl, and Manny Winston, Glove, arranged, through her mother, to have the actress come home for the opening. A series of



The Capitol, Passaic, N. J., recently arranged with a neighboring television dealer for a receiving set give-away. The winner is seen receiving his gift from Lew Preiskel, manager, left, and Simon Brothers, who cooperated in the stunt.



Evelyn Keyes, star of UA's "The Prowler," recently arrived in London for the premiere of the Horizon production.

events, preceded by a publicity barrage, were arranged not only for Gloversville, but for Illion, Herkimer, and Little Falls. Five days before her appearance, the Glove's publicity corps went to work. Highlight of the activities was a luncheon attended by most of the prominent people of the area at which time gifts, donated by various organizations, were presented to Miss Buehler. A huge cake, donated by the bakers' association and baked by her father, a member of that trade, was brought out. Later, Miss Buehler cut pieces in the lobby of the Glove. Concluding the festivities were the

(Continued on next page)



Van Heflin, star of U-I's "Week-End With Father," accompanied by Mrs. Heflin, recently arrived in New York from Hollywood for some appearances.

ITOA Flays Stories on Service Admissions

NEW YORK—Max A. Cohen, executive vice-president, Independent Theatre Owners Association, last week sent a letter to Roy Howard, publisher, The World-Telegram and The Sun, protesting against "two unfair articles" printed by the newspaper regarding treatment of service men.

The letter read:

"The membership of the Independent Theatre Owners Association has passed a resolution taking exception to, and condemning, the two unfair articles printed in the New York World Telegram on Dec. 3 and 4. These articles stated that New York motion picture theatres, particularly in the Broadway area, along with other elements of the amusement industry, give servicemen a 'shabby welcome', and 'do not think the members of the armed forces rate any ticket privileges for being international cops.

"In the first place, the article is insulting in much the same manner as it would be for our theatres to run a trailer criticising the newspaper business for not thinking that members of the armed forces rate free newspapers. Adding injury to insult, the charges made are absolutely incorrect. For your information, the Broadway theatres of this association are presently giving out free passes to servicemen through the Inter-Service Ticket Committee at the rate of 2,500 per week, which has been funnelling them to the army, navy, air force, marines and coast guard. Arrangements, completely satisfactory to the armed forces, were made by Harry Brandt, president of this association, with Lieutenant General Crittenberger and Lieutenant Colonel Kendall.

"Can any other industry be named that gives away its merchandise as does the motion picture industry? Yet we are held up to censure instead of being praised for our generosity. The average layman is apt to lose sight of the fact that a theatre's merchandise includes not only the show but its seats for each performance. A seat filled by virtue of a free pass is lost revenue that can never again be obtained. This industry is proud of its war record and its treatment of servicemen and need never take a back seat to any other industry. During the last war, the theatres of New York distributed 12,000,000 free admissions to their theatres. We were even more generous than the government, which until a month ago, required theatres to collect a tax on free passes or reduced admissions to servicemen.

"During World War II, the theatre owners of New York City expended \$600,000 of their own money to promote the sale of government bonds. In one specific instance, an unexpected contingent of 6,000 servicemen, placed on the alert with midnight sailing orders, were entertained in New York City theatres free of charge, and were furnished with refreshments. What other industry can match this record?

"In view of these facts, I think you will agree that we have been unfairly

(Continued on next page)

Gloversville

(Continued from preceding page)
flying trips, made in bannered cars, to the three neighboring towns which also participated.

Mt. Vernon

Harry Brandt sold the Embassy property to Louis Rubinstein, and then leased the house for 21 years.

Syracuse

An extensive editorial and pictorial publicity campaign launched in Sunday supplements by 20th-Fox for "Decision Before Dawn" kicked-off in the New York State area with multi-paged layouts in The Buffalo Courier and The Syracuse Post-Standard.

Sol Sorkin, manager, RKO Keith, staged a highly successful contest for "Detective Story" in cooperation with The Post-Standard. Pictures of a man whose face was partially hidden were run in the paper, and contestants had to identify the man in one of several stores where he was listed to appear. Four entrants identified the man at once, and manager Sorkin had to break the tie by drawing names. Prize was a deluxe television set.

For the Best—

- 1—Daily BOXOFFICE STATEMENTS
- 2—Weekly PROGRAM SCHEDULES
- 3—BOOKING and REVIEWING SERVICES
- 4—Pocket-Size DATE BOOKS
- 5—Weekly PETTY-CASH SYSTEMS
- 6—Annual THEATRE BOOKKEEPING SETS
- 7—Weekly PAYROLL SYSTEMS
- 8—TRAINING MANUALS for NEW HELP
- 9—Large DATE BOOKS

and for many other helpful
Theatre Forms and Systems.

Ask for **SAMPLE SHEETS!**
Sold **ONLY** to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.



EYEING THE
Exchanges

NEW YORK—The results of the annual election of officers of the Motion Picture Bookers' Club of New York saw Lou Wolf, Brandt, elected president. First vice-president is Bernard Meyer-son, Fabian; second vice-president, Lou Solkoff, RKO, and treasurer, Myron Starr, United Artists. Shirley Sussman, Rugoff and Becker, is again financial secretary; Shirley Chester, Cinema Circuit, was named recording secretary, and Ben Levine is sergeant-at-arms. The following were selected to serve on the board: Harry Margolis, MGM; Harold Klein, J J Theatres; Lillian Siedman, Cinema Circuit; Ben Drexler, Brandt; Alex Arnsvalder, 20th-Fox, and George Trilling, Fabian. Morty Lightstone, Island Theatre Circuit, and Kitty Flynn, Paramount, were named trustees.

MGM—Herman Garris, print booker, is back after a vacation. . . . The film room has two new film inspectresses, Rose Levine and Molly Ross, both formerly with 20th-Fox. . . . There have been changes in desk and office space in the booking department. . . . Doris Wisner, former employee who recently went to France to visit relatives, paid a visit.

U-INTERNATIONAL — Visitors are greeted by a striking color photograph ballyhooing "Flame Of Araby." . . . Charlotte Eiselhart, daughter of film examiner Florence Knight, celebrated her first wedding anniversary. . . . December 1 was the date of the Family Hobby Show, organized by New York salesman Fred Mayer as part of his work with the 110th Precinct Coordinating Council, Queens, L. I.

MONOGRAM—The office was saddened to learn that head booker Etta Segall's mother, Charlotte, passed away. Most of the staff attended the services. . . . Plans were completed for the annual office Christmas party. . . . The office expects to get away for a fast start in the company sales drive starting in February.

RKO—George Nussbaum, boxoffice department, left. . . . Ann Levy, secretary to the district manager, recently was ill. . . . Elmer Hollander, Saint Cloud Amusement Corporation, Washington, N. J., was in. . . . Birthday congratulations were in order for the film room's Helen Ventarola. . . . New York salesman Charles Penser also said good-

ITOA

(Continued from preceding page)
criticised. I think it is about time the motion picture theatre industry, which has acted so importantly in the bond drives, in recruiting efforts for the armed services and government establishments, in collections for army-navy emergency relief and Red Cross and countless other activities tied up with the war effort, be given credit since credit is long past due."



Lewis Cotlow, left, explorer-producer of RKO's "Jungle Headhunters," visited manager John D'Orin, Rialto, New York City, when the film recently opened.

bye to another year. . . . Rose Sardone, stenographer, passed another milestone. . . . Sadie Pollack, secretary to the office manager, was ill. . . . The office Christmas party is set for Dec. 24.

20TH-FOX—Frances Singer, secretary to Martin Moskowitz, will be celebrating another birthday on Jan. 3. . . . Former shipper Milton Brown was visiting. . . . New Jersey salesman Moe Kurtz will be accepting birthday congratulations on Jan. 2. . . . Everyone is looking forward to attending the home office Christmas party on Dec. 21 at the City Center.

SALESMAN'S STORY—Dynamic and personable, Republic's New York salesman Bob Finkel had an interesting, varied career before getting into the industry. A native New Yorker, sports played a major role in Finkel's youth. He enjoyed pitching, and played in that capacity with the Bushwicks, Brooklyn. In addition, he played semi-pro football, and was a professional swimmer for a time. Later Finkel got a job in the sports department of The Herald-Tribune. Then a desire to get into show business began to make itself felt. Although Finkel got a job singing on WMCA, he finally gave up the idea, and came to Paramount as an assistant booker in 1934. Later he was a booker for Brandt and U-I, and was made a U-I salesman in 1941. In 1947, he went with ELC as salesman, moved to sales manager, and came to Republic in May, 1951. A charter member of the New York loge, Colosseum, Finkel is presently serving as president of the organization.

RAMBLIN' 'ROUND—Lippert's third anniversary collection drive ended on Dec. 15. . . . Bonded shipper Jack Greenberg was off because of a severe asthma attack. . . . At Favorite, tvnist Claire Haller handed in her resignation, replaced by Margot Dougherty. . . . The offices at Screencraft have recently been done over. . . . Burt Topal, United Artists booker, is getting ready for his wedding on Dec. 23, after which the young couple takes off for a Florida honeymoon. . . . Navfack reports that it recently sold a number of films, including serials and features, to the Mitsuba Trading Company, Tokyo, Japan.

—ARNOLD FARBER

Barry Goldman Heads Baltimore Variety Club

BALTIMORE—The Variety Club, Tent 19, at the annual election of officers voted into office for 1952 Barry Goldman, Chief Barker; Milton Schwaber, First Assistant Chief Barker; Fred Sapperstein, Second Assistant Chief Barker; William Schnader, Property Master, and Bernard Seaman, Dough Guy. The board consists of Pell Schmidt, James H. Pollack, Edward Perotka, George Rich, Spaulding Alber, and Walter Gettinger.

NEWS OF THE

Territory

Philadelphia Crosstown

The Aurora was reported sold by Berlo Vending Company to the Furniture, Casket, and Allied Workers Union, Local 37, for \$20,000.

Charles Goldfine's South City Drive-In is now a weekend operation.

Vine Street

Eileen Cohen, daughter of Leon Cohen, 20th-Fox projectionist, made the honor society at Overbrook High School. . . . Paramount played host to exhibitors at a luncheon and screening of "The Greatest Show On Earth." . . . The trade heard that Trans Lux had offered about a quarter million or so for "Quo Vadis."

Howard Minsky, Paramount mid-eastern district chief, was host to a group of invited local, Washington, Pittsburgh, Ohio, and Michigan exhibitors at a luncheon at the Hotel Warwick, followed by a screening of "The Greatest Show On Earth" at the exchange. The exhibitors, who paid their own expenses into town (the luncheon was on Paramount), appeared to be tremendously enthused over the Cecil B. DeMille production.

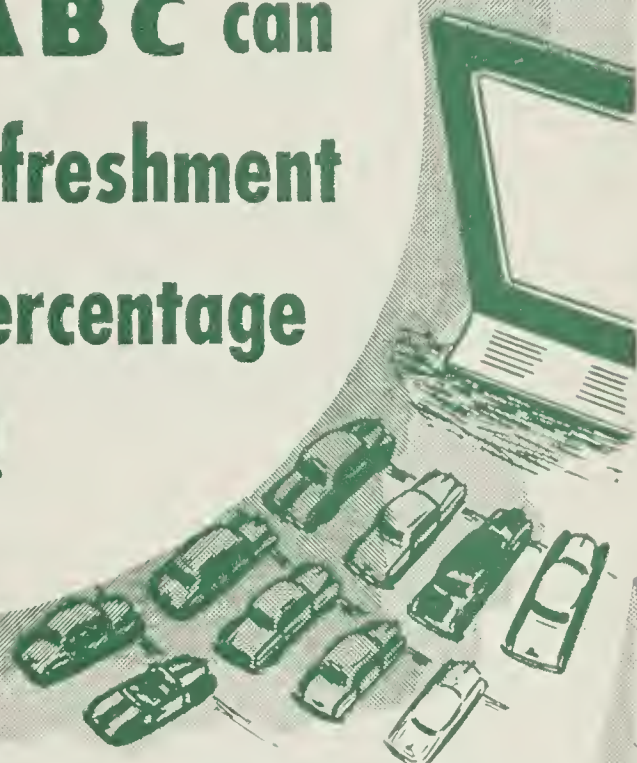
Sam Diamond, 20th-Fox branch manager, was in Boston for a sales meeting.



Maurice Bergman, center, U-I public relations director, talks over film matters with Irving Blumberg, left, Warner Theatres, and Ted Vanett, Goldman Theatres, at a recent affair of the Public Relations Association in Philadelphia, where Bergman was guest speaker.

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sales to top percentage
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new ideas developed in ANY Berlo
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**B. Berlo sales help is trained and
supervised by experts.**

**C. Berlo systems carefully control
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**BERLO MERCHANDISING METHODS
ARE TODAY DELIVERING THE
HIGHEST PER-CAPITA SALES IN THE
AMUSEMENT BUSINESS.**

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**WE CAN PROVE OUR STORY
IN 10 MINUTES.**

Write or Phone—



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**Operators
of Major Park
Concessions**

Berlo is now operating all food concessions at the mammoth Cleveland Stadium — added proof of Berlo's greater effectiveness.

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Season's Greetings
To All

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HARRY BLUMBERG



BEN BLUMBERG

TWENTIETH CENTURY-FOX

Holiday Greetings to All



SAM E. DIAMOND
DICK DOHERTY
HORACE WRIGHT
HERMAN HIRSCHHORN
DENIS COHALAN
ALAN STRULSON

SHEP BLOOM
FRANK KELLY
LIL ROSENTOOR
MAE GREENUS
JACK FORSCHER
ETHEL RUDICK



PHILADELPHIA



Merry Xmas and Happy New Year

from

Y & Y POPCORN SUPPLY CO.

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LO 7-1016

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to EXHIBITORS and FRIENDS!

BOX OFFICE ATTRACTIONS, INC.

Distributing REALART Pictures

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LO 3-6848



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JOHN SCHAEFFER

HELLA R. BIBER
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All Our Friends ★ ★ ★

**HOLIDAY GREETINGS
TO ALL!**



UNITED ARTISTS

THE HOME OF BOXOFFICE HITS

JOHN TURNER

STANLEY KOSITSKY

JACK BERGIN

ELIZABETH McCAFFREY ZIEGLER

MORT MAGILL

"MICKY" MARRANDINO

JANET HALLARD

... AND THE WHOLE PHILADELPHIA **UA** GANG

*Season's Greetings
To All Our Friends*

LIPPERT-SCREEN GUILD

1315 Vine Street

Philadelphia

Merry Christmas

AND A

Happy New Year



WILLIAM J. HUTCHINS

BOB WARNER MICKEY LEWIS BUD MILLER



National Theatre Supply

1225 Vine Street

PHILADELPHIA 7, PA.



*A Merry Christmas and
A Happy New Year*

FOR THE 36th YEAR



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309 N. 13th St.

LO 7-2698

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ALEX ALLEN



Holiday Greetings

to

All Our Good Exhibitor Friends

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BEN STERN

MAURICE (HARP) LEVIN

M. L. KOPPELMAN

NATIONAL SCREEN SERVICE

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Season's Greetings

BENNY HARRIS

AMERICAN FILM

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WA 2-1800



UNUSUAL ANTIQUES FOR SALE

Season's Greetings

from

ALL THE ARTISTS

at

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LO 7-0191

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Season's Greetings

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Holiday Greetings

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JAKE FLAX, Manager

ALBERT LANDGRAF, Office Manager

ESTHER KATZNELL, Booker

SAM TABOR, Baltimore Salesman

MAYNARD MADDEN, Clinch Valley Salesman

JOE COHAN, Eastern Va. & Eastern Shore, Md.

CLARE CUNNINGHAM, Cashier

AND THE REST OF THE REPUBLIC GANG



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WASHINGTON 1, D. C.

Holiday Greetings

Serving You Affords Us Great Happiness

COLUMBIA PICTURES CORPORATION

SAM GALANTY, Mideast Division Manager

BEN CAPLON, Branch Manager

JACK J. HOLLISCHER, Office Manager

MARTIN KUTNER, Salesman

C. A. WINGFIELD, Salesman

NORMAN JACKTER, Salesman

WM. R. FISHER, Head Booker

928 NEW JERSEY AVE., N.W.
WASHINGTON 1, D. C.



At the election of the Colosseum of Motion Picture Salesmen last week, J. J. McFadden, RKO, was named president; Keith Godfrey, Columbia, vice-president; Joe Schaeffer, Republic, secretary; Addie Gottschalk, RKO, treasurer, and Dick Melvin, U-I; Eli Ginsburg, Lippert, and Ben Feltcher, Columbia, members of the board.

Elayne Gerber, Columbia secretary, married Charles Bellak, and is on a Florida honeymoon. . . . Cheryl Balslem is a new clerk at Columbia. . . . Bobby Weiner, son of Columbia division manager Harry Weiner, is now an exploiter for the company up Rochester, N. Y., way. . . . Bill Brooker, Columbia tub thumper, home for Thanksgiving, returned to the Kansas City territory. His son is now in the navy.

Moe Koppelman, National Screen Service, returned from a California vacation. . . . Max Miller, hustling, rotund UA exploiter, hit the road for Richmond, Va., Washington, D. C., other spots to shout the praises of some current product, but he'll be back in time for Christmas.

Nat Nathanson, UA eastern division manager, was in for a sales session with branch manager Johnny Turner and staff.

Charles H. Brasuell, Central Pennsylvania state representative, National Foundation for Infantile Paralysis, is asking drive-in owners to make use of their marquees to publicize "The March of Dimes" during the January campaign. Area MOD groups will be glad to cooperate with the open-airers.

Gene Roth, now an actor but formerly a manager for Atlantic Theatres, sends holiday greetings, and writes: "I am now getting into TV films, such as "Boston Blackie," "Mystery Theatre," and "Dick Tracy."

A first-run neighborhood house has an opportunity for an assistant manager willing to show how good he is. Salary is \$45 per week to start. This is a real opportunity for someone. For information, call the editorial department of EXHIBITOR, which has been instructed to pass on the name of the spot.

Dan Gillis, son of Maxwell Gillis, Monogram branch head, sent in a card from Pembroke College, Oxford, England, saying that he has been seeing plenty of "Bowery Boys" pictures. He

USED THEATRE CHAIRS

- Refinished or as they are
- Large selection to choose from

JOHN P. MORGAN CO., INC.

317 N. 13th ST., PHILA. 7, PA. LO 4-0226

THE NEW TELEVISION INSTALLATION
AT THE
STANLEY THEATRE, PHILADELPHIA
WAS ANOTHER CONTRACT
HANDLED BY

PROGRESSIVE ELECTRIC CONSTRUCTION CO., Inc.
240 N. 13th Street Philadelphia 7, Pa.

Philly Area Mourns Death of John Schreck

ASHLAND—The trade was saddened last week by the death of industry veteran John Schreck, 69, who passed away after an illness which had him confined to Graduate Hospital, Philadelphia. He was assisted in the operation of his houses, the Roxy, Ashland, Pa., and the Majestic, Tamaqua, Pa., by his son, John Jr., who survives, as does his wife.

Schreck was a member of the Variety Club, Tent 13.

was looking forward to a six-week vacation in France and Italy.

District of Columbia Washington

Richard L. Brecker, State Department Information and Education exchange, addressed the Washington Film Council on the work "The Voice of America" is doing.

A combination of "The Desert Fox" and "Desert Victory" were shown at the K-B Apex, Flower, and Naylor. . . . The Glebe had a dog contest. . . . RKO Keith's gave away diamonds in connection with "The Lady Pays Off."

In connection with "Man in the Saddle," the Warner let in anyone to see the picture free who came to the theatre riding on horseback. A hitching post was set up in front of the theatre, and the theatre assured the taking care of the horses. Frank LaFalce, Fred McMillan, and Florenz Hinz worked on the stunt.

MGM—Ida Barezofsky is back from her vacation in Florida. . . . Jerry Adam's daughter, Penny, injured her hand. . . . New employees are Elizabeth Myers, general clerk and typist, and Mrs. Jean Romani, new biller. . . . The Christmas party is planned for Dec. 22.

RKO—Helen Robertson, former contact clerk, brought her seven-week-old baby girl, Susan Vallie, to visit. . . . A Christmas party took place on Dec. 17. . . . The bowling team tied for first place with Highway Express. . . . Isadore Rappaport, Baltimore, Md., was in.

MONOGRAM—Judy Glickman celebrated her birthday. . . . A catered buffet Christmas party took place on Dec. 17. . . . Blanche Hayre was busy making those Christmas dolls for the family. . . . Barbara Workman, one of the younger clerks, has a new baby sister. . . . The new clerk typist is Bernice Bernard.

UNITED ARTISTS—Betty Nuckles is back after sickness. . . . Open house for a Christmas party will take place on Dec. 21.

EQUITY—Nate Shore had a party at the Variety Club celebrating his birthday.

KAY—Joe DiMaio is sticking close to the office coaching the new bookkeeper and booker, Mrs. Dorothy Kelly.

U-I—Branch manager Joe Gins was vacationing in Florida. . . . Miss Agnes K. Baker resigned. . . . The Christmas party is Dec. 20. . . . Barney Frank's mother died recently.

WARNERS—Mrs. Corinne Bertin is back after a vacation in Florida. . . . Miss Clara Jeter's nephew, Henry Dunnington, died recently in the Perry Point Hospital.

COLUMBIA—Dorothy Kelly resigned. . . . Thomas Dixon is now in the service of Uncle Sam. . . . Sid Zins, publicity man, returned from exploiting "The Barefoot Mailman."

LIPPERT—Lippert is holding a national convention in Chicago on Dec. 27, 28, and 29. Branch manager Elmer McKinley and salesman Jerry Murphy and Bill Michaelson will attend. . . . Max Cohen, division manager, was conferring with Elmer McKinley.

KEITH'S—Tom Camarda is on a week's vacation in Pennsylvania. . . . Charles W. Noske retired at 78.

PARAMOUNT—At the Christmas party, Santa was to present each employee with a bonus. . . . Helen Schultz and Fred Von Langen had birthdays.

20TH-FOX—Marion Bowen had a birthday celebration. . . . Elaine Holbrooke and Bob Kullen also birthdayer.

WARNER THEATRES—Mrs. Claire Zakar is resigning as clerk in Frank LaFalce's office. Her place is to be taken by Miss Colene Heeney, from Nebraska. . . . Louis Ribnitzki went with George A. Crouch, zone manager, to a meeting of Warner Zone managers in New York. . . . Tom Blaney, contact department, is out with a leg injury. . . . The new mail clerk is Lowell Suthard.

—RICK LAFALCE

Delaware Wilmington

The annual pledge of the Legion of Decency, in which Catholics resolve to shun indecent and immoral films and literature, was taken by an estimated 35,000 members of local parishes at all masses. . . . Don Turpin joined the S-W Warner.

Walter Sullivan, formerly on the Ace projection staff, was taking basic training in a heavy tank battalion at Camp Roberts, Cal. . . . Bill Boyce, projection staff, Ace, was responsible for the interesting pictures taken of Young Timer activities. . . . G. Park Weaver, projectionist, Ace, kindly sent your correspondent a copy of the Dec. 8 issue of The Young Timer News.

—HENRY L. SHOLLY

Maryland Baltimore

The Hiway, Essex, Md., wants to play "Quo Vadis" day-and-date with Loew's Century, so much, in fact, that manager Robert T. Marhenke has written Jerry Adams, MGM branch manager, Washington, that Essex is approximately 16 miles from the Century, that traveling

time into Baltimore is 45 minutes each way, as long as it takes to go by train to Washington, and that the round-trip bus fare is 58 cents. Manager Marhenke states he doesn't believe Clearance should be given the Century because his Hiway is in an entirely different area. If his request is denied, he claims he has no alternative but to instigate legal proceedings.

Norbert C. "Nick" Haeefe, manager, National Theatre Supply, celebrated his 40th wedding anniversary by being at work as usual. . . . Freddie Schmuff, district manager, Durkee Enterprises, suffered minor injuries in an auto accident. . . . The State's TV installation is now complete. . . . Most neighborhood exhibitors decided to close their theatres all day on Dec. 24, and reopen on 3 p.m. on Christmas Day. . . . Nat Rosen, Elkton, Md., and DelMar, Md., Drive-In owner, has been visiting.

Hamilton Durkee, Jr., Durkee Circuit, went deer hunting. . . . C. Elmer Nolte, Jr., general manager, Durkee, made an important business trip to New York. . . . Leon Bach, executive, Rome houses, journeyed to Philadelphia for a screening of "The Greatest Show On Earth."

Eddie Mulgrew, with Loew's publicity department, takes off for the U. S. Air Force two days after Christmas. . . . The Towson, Towson, Md., boosted admissions. Top price is now 50 cents. . . . J. Lawrence Schanberger, owner-manager, Keiths, will entertain a theatrefull of crippled children on Christmas Day.

Leonardtwn

At the New, an organist has been added for holiday season weekends. Celia Holly resigned. . . . Elaborate Christmas decorations have been added at the Park, Lexington Park, Md., in preparation for the Christmas Jamboree to be held on Dec. 22 under the sponsorship of merchants and the Lexington Park Lions Club. Santa Claus will arrive at the Park by helicopter, and will be welcomed by manager Ray Trumbule, assistant manager T. L. Harrison, and the committee in charge. . . . Fred W. Biersdorf planned a Christmas party at his Plaza, Lexington Park, Md. . . . Tommy Bradburn, assistant manager, Plaza, Lexington Park, Md., was busy killing hogs and storing the meat. . . . George Morgan Knight, Jr., EXHIBITOR correspondent, extends season's greetings to his many friends.

New Jersey Trenton

John R. Bodley, manager, Broad and State, died. One of the best known managers in New Jersey, he came to Trenton from New England in the early '20's, and managed the Orpheum. A former president of the Conjurers' Club, Elks, Tadpole Club, International Brotherhood of Magicians, and the Gaiety Club, he is survived by his wife, Mrs. Irma Brenfleck Bodley, and a nephew, Ronald Brenfleck.

Pennsylvania Bethlehem

Real estate taxes here for 1952 will mount from 16 mills to 17½ mills, if a tentative budget prepared for City council is adopted. The amusements tax income is estimated at \$56,000, city and school district sharing equally in this amount.

Birdsboro

Borough Council, at its monthly meeting, studied questions relating to fire inspections of borough buildings. It was suggested that the theatre be placed on the list of inspection places by the fire company, as a matter of routine, in the firemen's prevention and safety program.

Reading

Theatremen here are not inclined to take at face value City Hall explanations as to drop in admissions taxes collected this year, compared with last year's. "Television," say city officials. "How about the parking meter collections slump?" said a theatre manager, analyzing a report by City Treasurer John L. Hoch, showing a drop of \$34,009 for the first 11 months of 1951, compared with 1950, first 11 months. "You can't blame television for loss in parking meter receipts." Plenty of theatremen believe that if all amusements taxes were collected, and that if parking meters were checked regularly city revenues from these sources would rise sharply. Councilman John A. Gingrich estimated last year that 1951's amusement tax income, all sources, would be \$150,000, for the full year. Actual receipts for the first 11 months, \$130,549, are far below the \$164,559 for the same 11 months in 1950. The December, 1951, receipts will be far below the \$20,000 needed to bring 1951 up to the budget estimate of \$150,000. November's income was only \$13,216, compared with \$14,133 collected in November, 1950. Largest monthly admissions tax here, all sources, the past two years was for February, 1950, \$18,817, and the smallest was July, 1951, the height of the paid outdoor sports season, when total income was only \$9,700. Collections in 1950 passed \$15,000 a month in six months, but thus far in 1951, no month has reached the \$15,000 mark.

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 N. 13th) Jan. 9, 2.30, "Room For One Moore" (Cary Grant, Betsy Drake, Iris Mann).

RKO—(Palace) Dec. 19, 9.30, "A Girl In Every Port" (Groucho Marx, Marie Wilson, Don DeFore, William Bendix).

The usual capacity crowd marked the Astor's annual "Football Night" program, with a presentation of the Astor trophy to the Reading High School outstanding player as the feature. Lenny Moore received the award this year, J. Lester Stallman, Astor manager, and Andy Stopper, head coach, Reading High, were in the presentation ceremony.

J. Lester Stallman, manager, Astor, was drawn for jury duty and on the list for a murder trial, but lawyers in the case challenged all family men called for the murder trial.

Paul E. Glase, manager, Embassy, spent his vacation in New York City. . . . A. Birk Binnard, who took over the Penn, West Reading, Pa., on Dec. 14, will continue as Warner manager until a new manager is named. Binnard took a long lease from the H. H. W. Corporation, operated by H. H. Whittle, manager-lessee, Penn, for 10 years. The building is owned by the Fabian interests.

Virginia Richmond

Producer Frank J. McCarthy, 20th-Fox, a native of Richmond, addressed the Virginia Military Institute Faculty Club in Lexington. . . . Lou Golding and Charles Fabian were here. . . . E. E. Ours closed his drive-in in Winchester. The Bellwood Drive-in was also closed. The Broadway will close on Dec. 24.

Two new films on Virginia wild life have been completed, and will be ready for distribution soon, the Virginia Commission of Game and Inland Fisheries announced. The longer film is a three reel sound and color subject entitled, "Prescription for Wildlife." The second film, "Feathered Bombshell," also in sound and color, tells the story of upland shooting.



At the recent rally in Philadelphia which set up the RKO "Ned Depinet Drive" are pictured, from left, front row, Charles Donohue, William J. Quinlivan, Martha Clark, J. J. McFadden, Ely Epstein, Robert Folliard, eastern district manager, and, back row, Hugh MacKenzie, Joseph Farrow, Jack deWaal, Edward Fisher, John Phelan, Gene Gantz, Pat Beck, Nat Levy, eastern division sales manager, branch head Charles Zagrans and Addie Gottschalk. Extra selling efforts on RKO product were planned.

Philly VC Honors Schlanger, Blanc

PHILADELPHIA — Variety Club Tent 13, Philadelphia, announced its annual dinner to be held at the Bellevue-Stratford Hotel on Jan. 7. The affair will honor Ted Schlanger, zone manager, Warner Theatres, Philadelphia, as the retiring Chief Barker, and Victor H. Blanc, newly elected Chief Barker and his crew for 1952.

The guest speaker will be the Mayor-elect of the city, Joseph S. Clark, making his first public appearance after being inaugurated as the city's chief executive. Former U. S. Senator Francis J. Myers, will act as toastmaster. Jack H. Greenberg is chairman of the dinner committee.

Jimmy Mathews is back on the job in the Westover booth after a long illness. . . . Ben Pitts closed his Patrick Henry. . . . William Bryan Fox and Harry Jarvis, projectionists, visited Mack McCart at Pine Camp, and reported that he is steadily improving. . . . Norman Jackter, Columbia salesman, was busy calling on exhibitors for the Will Rogers Memorial Hospital. . . . The first Christmas card was from old friend Leon Bamberger. . . . Bob Coulter, Byrd manager, invited all the school bands to be his guests during the showing of RKO's "Here Comes the Band." . . . Ben Pitts has been confined to the Medical College Hospital for a few days. . . . Dorothy Smith, secretary to Sam Bendheim, Jr., general manager, Neighborhood Theatre, Inc., spent her vacation visiting a sister in Boston.

Mrs. Cora Barron, Grand, is a proud grandmother for the third time. . . . Jerry Adams, MGM Washington manager, was in calling on some of his accounts. . . . Dick Overton, home office, Neighborhood Theatre, Inc., was sick. . . . Stewart Tucker, State manager, arranged with the Capitol News Company to paste banners on trucks tying in "The Blue Veil" and McCalls magazine. He also had a tieup with WRNL on "Sirocco," getting a daily total of 11 spot announcements during the showing at the State and Byrd.

Archie Bryant, State staff, was confined to a bed in McGuire's Hospital with a heart ailment. . . . George Summers, home office, NT, vacationed. . . . During the showing of "Rhubarb," Colonial, Floyd Stwals, publicity representative, Fabian Theatres, found a local cat lover with his own "Rhubarb," and landed a nice picture and story. . . . Several projectionists have taken vacations, most of them staying at home. Among those on furlough were "Pruny" Morrisette, Capitol; Stafford Price, Capitol; Bryant Fox, State, and Jim Moore, Byrd. . . . Ober Boyd, Capitol manager, took his winter vacation, Tom Connell substituting. . . . Lillian Bishop is an addition to the home office staff of NT. . . . Ivan Rosenbaum and Mrs. Rosenbaum celebrated their 23rd wedding anniversary. He is head booker for NT. . . . Beverley Harvey succeeded Violet Gray at the

Letters to the Editor

Gentlemen:

I was looking over a scrap book today. In it, I found a clipping from EXHIBITOR in 1933 where I predicted what we would find in the business in another 15 years. It's been 18 years now and I almost hit 100 per cent in my predictions. Here's a quote of that prediction made in 1933.

"Theatres will own their equipment and not lease it; screens will be of large size; pictures will have depth and illusion; sand buckets will not be in booths; shows will be sent by wire from one central exchange; world series, congressional sessions, etc., will be shown on screens at time of occurrence; advertising will be done from home-office by radio; Radio City will be ancient history; four screen theatres built on four sides of the stage will stretch seating capacity to 40,000; everything will be shown in natural colors; theatres in towns of less than 5,000 will disappear; Paramount stock will go up."

Here's my prediction for 1971.

"All pictures will be in color playing net-works of theatres via TV transmission; pictures will have depth, and size of screen will change automatically with size of scene; one exchange center will handle all companies' product; home TV and radio will sell theatre attraction during hours theatres are not open; government restrictions on advertising deductions in income statements will

Grand. . . . John Walker is new at the Grand. . . . Sympathy is extended to Harris Williams, NT poster artist, who lost his mother.

Bobby Hatcher, Lee manager, is very elated over the success of "Opera Week." . . . Paramount screened "Flaming Feather" before managers and officials of Neighborhood Theatre, Inc. This is a new idea in screenings. Paramount hopes to get exhibitor ideas on how to advertise and exploit the picture, which is scheduled for a March release. Among those on hand were: Sam Bendheim, Jr., Morton G. Thalheimer, Jr., Dan Wilkinson, Howard Rubin, David Kamsky, Bob Coulter, Sam Pulliam, Ivan Rosenbaum, Ober Boyd, Allen Brown, Stewart Tucker, Frances Neenan, John Zenner, and Roy Herkimer. . . . Sympathy is extended to Charles Jackson, veteran employee,



Fred S. Kogod, left, K-B Theatres, Washington, D. C., recently had his life dramatized by NBC, and is seen here receiving a record of the broadcast from Eugene Jester, general manager, WTC.

have reduced program quality on home TV and radio to point where theatre income will save what home programs are available; theatres will be networked as is today's radio and TV; transportation of prints will only be between transmittal centers; there will be more drive-ins than indoor theatres, and they all will be open the year round; Helicopter development will bring the stage back to life everywhere; transportation will be a cinch! Theatre TV will have done to home TV what the talking picture did to vaudeville. Atomic energy will furnish the theatre light, power, and heat. Newsreels will be on-the-spot coverage; war pictures, based on World War III, will have had their run, the public debt will be small, and we will have learned our lesson through the bust of 19—?

"EXHIBITOR will be celebrating its 53rd anniversary, and reprinting this prediction with comments. One of these comments will state that in spite of all that has happened since the year 1901, when the first film theatre opened, there is still no question but that the public will always have the theatre, and the theatre will always be here to serve the public. Mass entertainment will never die. People will never be satisfied to stay home as long as there is someplace to go."

Sincerely,
LARRY WOODIN

Arcadia Theatre Company

Wellsboro, Pa.

State, and his family over the loss of his grandson in Korea. . . . Gordon Culley, assistant manager, State, went to Norfolk to meet his brother-in-law, who returned with the fleet from South America. —S. T.

Variety Club Tent 13, Philadelphia

The tent will hold its usual New Year's Eve frolic beginning on Dec. 31 at 10 p.m. Music will be by Alan Fielding and orchestra, and there will be more favors, fun, and frolic than ever before, according to house chairman Cecil M. Felt. Admission is \$12.50 per couple, including a buffet supper. Reservations are limited, and the deadline is Dec. 24.

The tent, in cooperation with The Daily News, is holding a Christmas reunion party on Dec. 22 at the club-rooms for the 100 handicapped children who attended the camp last summer. A committee headed by such standbys as Meyer Adelman, Ralph Preis, Norman Silverman, Mickey Lewis, Harry Romaine, and Ray Gathrid is in charge of the affair, and will see to it that there are plenty of decorations, gifts, etc. Mr. and Mrs. Herman Rubin are furnishing the food for the small guests, while a special film program is being furnished courtesy of Paramount.

The current "Heart Fund" drive is progressing in satisfactory fashion due mainly to the untiring efforts of William Hutchins, National Theatre Supply manager, and Mickey Lewis. The results of the drive will be announced at the dinner on Jan. 7.

COLUMBIA

Boots Malone (419)

DRAMA
103M.

ESTIMATE: Good race track yarn.

CAST: William Holden, Johnny Stewart, Stanley Clements, Basil Ruysdael, Carl Benton Reid, Ralph Dumke, Ed Begley, Hugh Sanders, Henry Morgan, Ann Lee. Produced by Milton Holmes; directed by William Dieterle.

STORY: William Holden, a jockey's agent down on his luck, has a new boy, Stanley Clements, who is too fond of food to be a great jockey. They run into strange youngster Johnny Stewart, anxious to learn to be a jockey. Basil Ruysdael loses his only horse to rich racer Ed Begley in a claiming race. Holden and the rest of the boys decide to get even with Begley, and make a killing. Begley owns a good horse, but Clements has been holding it back, and Begley decides to sell. Everyone chips in to buy the horse. Holden, Clements, and Ruysdael decide to train the horse on small tracks, and Stewart insists that they take him along. On Clement's urging, Holden discovers Stewart is a natural jockey. Holden and Stewart become very close, and the boy even uses Holden's name. When the horse and jockey are ready, they return to the track where Holden learns that Stewart is the son of a rich career woman, Ann Lee. Holden hands him over to his mother for the reward money. Stewart, hurt, returns the night before the race, determined to ride. On the day of the race, Holden learns that big time gambler Hugh Sanders has the race fixed. Holden attempts to tell Stewart to throw the race, but he can't, and the kid wins. Knowing Sanders is out to get him, Holden goes with Stewart, whose mother has agreed to buy him a stable of horses.

X-RAY: Avoiding most of the cliches usually found in this type of entry, here is a revealing yarn about race tracks and the people that make up its population. Holden gives a strong performance as the agent, and newcomer Johnny Stewart is okeh. Although there is not even a trace of romance, the tender relationship between Holden and Stewart prevents this from being strictly a man's picture. The screen play is by Milton Holmes.

TIP ON BIDDING: Good program price.

AD LINES: "See Exciting Newcomer Johnny Stewart In A Thrilling Race Track Story"; "William Holden As A Guy Who Learns There Is More To Life Than Win, Place, And Show"; "A Guy And A Kid Search For Happiness On A Horse's Back."

Death Of A Salesman (423)

DRAMA
115M.

ESTIMATE: Fine drama.

CAST: Fredric March, Mildred Dunoan, Kevin McCarthy, Cameron Mitchell, Howard Smith, Royal Beal, Don Keefer, Jesse White, Claire Carleton, David Alpert, Elizabeth Fraser, Patricia Walker. Produced by Stanley Kramer; directed by Laslo Benedek.

STORY: Fredric March, a salesman selling for the same house in the same territory, New England, for 34 years, is beginning to crack. All through the years, he has acted the part of an important man to his family until his sons, Kevin McCarthy and Cameron Mitchell, really believe it. One day, McCarthy makes a trip to Boston to speak to March to get him to influence his teacher to pass him so that he could go to college on an athletic scholarship, and finds his father in the hotel room with another woman. Disillusioned, McCarthy loses all ambition

and desire to be important, and drifts out west, coming home occasionally. He returns home, and his brother, Mitchell, also forsakes his apartment and the chasing of women for the night of reunion while March returns, after starting out for Boston, unable to continue the journey. March has been on a strictly commission basis, and hasn't been able to sell any merchandise. With debts to meet, he again turns to longtime friend and neighbor Howard Smith, who has been loaning him money. March rambles on through the past, often meeting his brother, Royal Beal, in his dreamy wanderings, but never being able to catch on to anything concrete. The next day, he asks for employment in the New York office, only to be fired. From that point on, his confused mental moments come more rapidly, with Beal urging him to end it all so that they can collect the \$20,000 due on his life insurance. His sons and widow carry on to see what they can still do with life.

X-RAY: A deep dramatic offering this is filled with superior performances, absorbing story content, excellent direction and production. It is not pleasant entertainment but it is absorbing, and is reminiscent of a stage play in the fewness of sets, locales, and limited motion. People should go to see this either because they have heard of it or seen it as a play, because of word-of-mouth detailing the general excellence of the work as a whole, because of fine acting, or merely for curiosity. Whatever the reason, those who like their entertainment taut, highly dramatic, heavy, serious, and well-made, should go for it. The cast deserves commendation, with perhaps March and McCarthy shading the others. The screen play is by Stanley Roberts, based upon the play by Arthur Miller.

TIP ON BIDDING: Higher bracket.

AD LINES: "A Great Play Becomes A Great Picture"; "A Screen Experience That Will Not Be Forgotten"; "The Story Of A Man Who Loved Life And His Family."

MGM

The Sellout (219)

DRAMA
83M.

ESTIMATE: Drama will fit into the duallers.

CAST: Walter Pidgeon, John Hodiak, Audrey Totter, Paula Raymond, Thomas Gomez, Cameron Mitchell, Karl Malden, Everett Sloane, Jonathan Cott, Frank Cady, Hugh Sanders, Griff Barnett, Burt Mustin, Whit Bissell. Produced by Nich-

olas Nayfack; directed by Gerald Mayer.

STORY: With daughter Paula Raymond happily married to county prosecutor Cameron Mitchell, Walter Pidgeon is content as editor of a small town newspaper. Picked up by Sheriff Thomas Gomez on a technicality, Pidgeon is thrown into jail with Whit Bissell. Both men are subjected to man-handling by the prisoners. In court Bissell pleads not guilty, and is forced to remain in jail for 30 days awaiting trial. Gomez's lawyer, Everett Sloane, recognizes Pidgeon as Mitchell's father-in-law, and he is let off easy. Pidgeon, however, starts a campaign against Gomez. Under this pressure, the state sends down prosecutor John Hodiak, who arrives to find Pidgeon has disappeared with the evidence. Hodiak is picked up by Audrey Totter, who tells him Gomez sent her. Hodiak goes to the gang hangout where Sloane attempts to bribe him, but he refuses. Hodiak and detective Karl Malden learn that Totter has been jailed, so they get her out at gunpoint, and she leaves town. Pidgeon returns but refuses to testify, but at the trial Mitchell admits he once made a crooked deal with Gomez, and this was being held over Pidgeon. Pidgeon gives enough evidence to get an indictment.

X-RAY: Although the story line is familiar, smooth performances make this an okeh drama for the double bills. With the current nationwide investigations, this yarn of corruption in local government has a topical selling angle. Although numerous sub-plots place emphasis on conversation, there are a few action-

EXHIBITOR

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The original *Pink Section* Evaluation of features, short subjects.

SECTION TWO
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HONEST OPINION



based on **KNOWLEDGE!**

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filled sequences. The screen play is by Charles Palmer.

TIP ON BIDDING: Lower bracket.

AD LINES: "Audrey Totter As A Girl With Orders To Get A Guy"; "Rips Through To The Rotten Core Of Corruption In Local Government"; "Walter Pidgeon As An Editor Who Learns That Truth Can Be A Costly Virtue."

Shadow In The Sky (221)

DRAMA
78M.

ESTIMATE: For the lower half.

CAST: Ralph Meeker, Nancy Davis, James Whitmore, Jean Hagen, Gladys Hurlbut, Eduard Franz, Dennis Ross, Nadene Ashdown, Jonathan Cott. Produced by William H. Wright; directed by Fred M. Wilcox.

STORY: James Whitmore lives with his wife, Nancy Davis, and their two children, Nadene Ashdown and Dennis Ross. Every Sunday, Whitmore and Davis visit Davis' brother Ralph Meeker, in a veterans' hospital with a psychological disorder. Meeker and Whitmore had been buddies in the marines, and Meeker had saved Whitmore's life. Meeker is okeh until it rains, and then has an attack of crying and hiding under the table. When they learn that nothing more can be done for him in the hospital, Whitmore and Davis are afraid to take him home because of the children. Jean Hagen, one of the girls who comes to the hospital, is in love with Meeker, and takes him home with her. They go to visit Whitmore. When they see how Meeker loves the kids, they let him come to live with them. Although the children soon come to worship him, Whitmore and Davis are terrified. Whitmore wants Meeker to become a partner in his filling station but he wants to travel. With Hagen's urging, Meeker buys an old ship, and starts rebuilding it. Feeling that Meeker owes them something Davis resents Hagen's attempt to get him to leave. Hagen and Meeker quarrel, and he sends her away. Meeker launches the boat, and prepares to leave. Ross hides on the boat, and, during the night, it rains, and he falls overboard. Ross calls for help, and Meeker wakes from a sleep to save him. The shock puts Meeker in a mood to thrash out his fear of rain, and he and Hagen clinch.

X-RAY: The problem of the public's attitude toward people suffering with mental and psychological difficulties is an important one, and this entry makes a good attempt to shed some light on the subject. Meeker is convincing as the troubled vet, and Whitmore and Davis make a realistic married couple. The yarn unfolds easily, and the direction is aimed at dramatic entertainment rather than preaching. However, dealing with a subject that most people like to avoid, and with no real names, this will have to be sold. The screen play is by Ben Maddow.

TIP ON BIDDING: Low bracket.

AD LINES: "The Story Of A Vet Who Came Back With A Scar You Can't See"; "Ralph Meeker In A Daring And Different Role"; "A Vet With A Wound Only Love Could Heal."

MONOGRAM

Aladdin And His Lamp (5289)

FANTASY
66M.

(Wanger)
(Cinecolor)

ESTIMATE: Picturization of classic is packed with selling angles.

CAST: Patricia Medina, John Sands, John Dehner, Richard Erdman, Ned Young, Rick Vallin, Arabella, Norren Nash,

Charles Horvath, Steve Roberts, Joe McGuinn, Billy House, Fred Berest, Baines Barron, John Bleifer, John Hart. Produced by Walter Wanger; directed by Lew Landers.

STORY: John "Aladdin" Sands, a pick-pocket, steals a purse from evil prince John Dehner, and a price is placed upon his head. Sands then steals into the palace of the Caliph of Bagdad to see the princess Patricia Medina despite the warnings of market place companions Richard Erdman and Ned Young. Sands falls in love with her. She is attracted to him but summons the guard, who almost trap him until he is rescued by a magician who induces him to enter a cavern to obtain a magic lamp. Trapped, Sands learns the secret of rubbing the lamp which causes a genie to appear to grant whatever wish is made. However, the wisher must guard himself against the genie, who then can try to kill the holder of the lamp so that he can be free. Sands wishes for a palace and wealth so that he may court Medina. Dehner then overcomes the Caliph but Medina and Sands get away. They are captured by a slaver, who sells them, with Sands being bought by Erdman and Medina by Dehner, who doesn't know he has the princess. She and Sands arrange a rendezvous, and, with the aid of the lamp, succeed in overcoming Dehner and his evil forces.

X-RAY: The story of Aladdin and his lamp is known the world over, so there should be a ready audience of young and old alike. Where this can be sold it has possibilities on its own, but otherwise because of its short running time, it should fit nicely into the duallers. The story holds interest, direction and production are standard, and the players okeh. The screen play is by Howard Dimsdale, Millard Kaufman, and Sam Roeca.

AD LINES: "Now . . . The Amazing Story Of Aladdin"; "You've Waited Years For Aladdin And His Wonderful Lamp"; "Thrills . . . Splendor . . . Excitement."

PARAMOUNT

Flaming Feather

OUTDOOR
ACTION DRAMA
77M.

(Color by Technicolor)

ESTIMATE: Good action programmer for the duallers.

CAST: Sterling Hayden, Forrest Tucker, Barbara Rush, Arleen Whelan, Carol Thurston, Edgar Buchanan, Victor Jory, Richard Arlen, Ian MacDonald, George Cleveland, Bob Kortman, Ethan Laidlaw, Don Dunning, Paul Burns, Ray Teal. Produced by Nat Holt; directed by Ray Enright.

STORY: In the 1870's, an outlaw known as "The Sidewinder" has been ravaging the Arizona Territory with a band of Indians, eluding capture by the cavalry. When rancher Sterling Hayden's place is burned, he starts searching for clues. He meets Lieutenant Forrest Tucker, who commands a cavalry detachment, and the two bet to see who catches up with him first. Other people with whom Hayden comes in contact are entertainer Arleen Whelan, who offers him a job getting money she said is due her from trader Victor Jory; Richard Arlen, a gambler in love with Whelan, and Barbara Rush, on her way to marry Jory. Hayden turns down Whelan, frustrates Arlen's attempt to kill him, and upsets Whelan's plan to kidnap Rush to be held for ransom from Jory. The scene shifts to the town, where Jory is the principal citizen. When Hayden finds his rifle in Jory's trading post, he senses the wanted outlaw is close by, and accuses Jory. Tucker agrees to let

Jory show where he gets his gold. Tucker, Hayden, Rush, Whelan, and Arlen are in the party with the soldiers and townspeople when Jory's men attack. Jory tries to get away with Rush but is killed after he is proved to be the outlaw.

X-RAY: With superior photography, good action sequences, a fast-moving and interesting story, and capable performances, this should make a good addition to the program. The film, enhanced by Technicolor, should prove satisfactory to the action fans. The story and screen play are by Gerald Drayson Adams.

TIP ON BIDDING: Program price.

AD LINES: "A Band Of Indians Follows The 'Flaming Feather'"; "Action And Adventure In Thrilling Technicolor"; "A Mysterious White Man Directs A Band Of Indian Killers."

20TH-FOX

Decision Before Dawn

WAR DRAMA
119M.

(205)

(Made in Germany)

ESTIMATE: Well-made war melodrama has plenty of angles for the selling.

CAST: Richard Basehart, Gary Merrill, Oskar Werner, Hildegard Neff, Dominique Blanchard, O. E. Hasse, Wilfried Seyfert, Hans Christian Blech, Helene Thimig, Robert Freytag. Produced by Anatole Litvak and Frank McCarthy; directed by Anatole Litvak.

STORY: In December, 1944, American lieutenant Richard Basehart is assigned to an army intelligence unit in Alsace headed by Gary Merrill which has been granted permission to use German prisoners of war for espionage behind the German lines. Prisoners Hans Christian Blech and Oskar Werner are picked. Blech is a former animal trainer, while Werner is a young German of a higher educational plane who loves liberty. Werner is given the job of discovering the location of a Panzer Corps. He is parachuted into Germany, and makes the acquaintance of SS sergeant Wilfried Seyfert, who suspects him. Werner is once recognized by a friend of his father but is later aided, thanks to Hildegard Neff, a cafe entertainer. Eventually, Werner gets a job as medical orderly to commanding colonel O. E. Hasse, where he secures valuable information, and then moves on, in the process of which he is forced to shoot Seyfert. Werner makes contact with Blech and Basehart in Manheim, but their radio transmitter has been damaged, and actual contact must be made to relay the data Werner has uncovered. The trio is discovered, and during the chase Blech is shot while trying to escape. Werner surrenders to make it possible for Basehart to get away.

X-RAY: This screen version of a best seller is a high rating show on many counts but the grosses won't come easily. The use of Nazis on the side of the Allies during World War II is a new source of film material, but the scope almost seems too much at times. The big war scenes, the bombed out cities, etc., are of an exceptionally high order but not enough time is devoted to individual characterizations in order to build up sympathy for Werner, the central character. Performances are first-rate. While Merrill hasn't much to do, Basehart is his usual competent self. Werner turns in an ace performance, and Blech, Hasse, Neff, and the others are also good. The film should be studied as to the needs of the individual situation before the merchandising can be decided upon. The story was written by George Howe.

TIP ON BIDDING: Good program price.

AD LINES: "The Secret Story Of World War II"; "The Mystery Of World War II

... Told For The First Time"; "They Risked Their Lives Working Against Their Countrymen In The True Story Of World War II."

The Girl On The Bridge (139)

DRAMA
77M.

ESTIMATE: For the lower half.

CAST: Hugo Haas, Beverly Michaels, Robert Dane, Johnny Close, Anthony Jochim, Judy Clark, Darr Smith, Maria Bibikoff, Rose Marie Valenzuela, Richard Pinner. Produced and directed by Hugo Haas.

STORY: Hugo Haas, a watchmaker whose family had been killed in Europe by the Nazis, sees Beverly Michaels standing on a bridge, and speaks to her to stop her from suicide. Later, she comes to him, tells him she is unmarried, and has had a child by musician Robert Dane, whom she loved, but whom she hasn't seen since. Haas, touched, likes the child, and eventually offers Michaels marriage. They are happy, and another child is on the way when Dane, learning where Michaels is, drops in to see Haas. Later, Johnny Close, a gangster cousin of Dane, drops around, and tries to blackmail Haas, threatening to tell Michaels that Dane is back in town. Haas kills Close in self-defense, and disposes of the body, which is found, and Dane, who has been heard threatening Close, is arrested. Tormented, Haas decides that if Dane is convicted, he will reveal the truth. Dane is acquitted, and comes to Haas to tell him he is leaving town but that he should write him regarding the child. Haas, condemning himself, throws himself off the bridge. Dane is reunited with Michaels.

X-RAY: Lacking the punch that Haas' previous effort, "Pickup", had, this is headed for the lower half. Performances are able, but the story is hardly new, and the film is in a sombre, slow moving mood, which will probably have audiences restless. The story, written by Haas and Arnold Phillips, is old-fashioned, and so is the treatment.

TIP ON BIDDING: Lower bracket.

AD LINES: "He Accepted Her Child . . . But Not Her Lover"; "Can A Girl Love Two Men?"; "He Saved Her From Sin . . . But Her Arms Were Meant For Another."

UNITED ARTISTS

Chicago Calling

DRAMA
74M.

(Berneis)

ESTIMATE: Will fit into the duallers.

CAST: Dan Duryea, Mary Anderson, Gordon Gebert, Ross Elliot, Melinda Plowman, Roy Engle, Jean Harvey, Judy Brubaker, Bob Fallon, Bud Stork, Mark Lowell, Glaze Loman, Mel Pogue, Marsha Jones, Rudy McKool. Produced by Peter Berneis; directed by John Reinhardt.

STORY: In Los Angeles Dan Duryea returns to find his wife, Mary Anderson, packing to go back to her folks in Baltimore, Md., after getting a ride with an elderly couple. Their seven-year-old daughter, Melinda Plowman, is to accompany Anderson. They leave despite his promises to reform. Later, Duryea returns to the apartment to find a telegram informing him that Plowman has been injured in an auto accident near Chicago, and that Anderson will call him. He also finds telephone company man Ross Elliot waiting to take the phone out for non-payment. Duryea persuades Elliot to leave the instrument while he tries to get together the money to pay the bill. He is

refused immediate financial aid with the exception of a waitress, who gives him \$5. Duryea meets Gordon Gebert, a lonely youngster who lives with his sister, Judy Brubaker, and reluctantly accepts Gebert's offer to lend him his savings. However, Brubaker has hidden the bank, and Gebert, seeing her fiance, Bob Fallon, leave some money around, decides to take it. Touched, Duryea decides to return it, and Fallon threatens arrest. Duryea gets a temporary job, tries to check on his daughter's condition from an outside phone, and returns home to find that Elliot has turned on his service. Just then, the police arrive, and as they are about to take Duryea, the call comes through from Anderson saying that the daughter is dead. The police arrange to forget about his arrest. Duryea wanders off in a daze, with Gebert following him. Separated in a railroad yard, Gebert is afraid Duryea might kill himself but arrives in time, and is claimed as Duryea's son when questioned by a railroad man. They walk off.

X-RAY: Although this has some touching moments, it is dual bill material. The cast is adequate but the nature of the story and the lack of cast strength limit its appeal. The original screen play is by John Reinhardt and Peter Berneis.

TIP ON BIDDING: Low bracket.

AD LINES: "He Had To Wait For A Call That Could Change His Life"; "Why Was This Phone Call So Important?"; "A Phone Call And The Devotion Of A Youngster Played Important Parts In This Man's Life".

U-International

The Cimarron Kid (213)

WESTERN
83M.

(Color by Technicolor)

ESTIMATE: Routine Technicolor western.

CAST: Audie Murphy, Beverly Tyler, James Best, Yvette Dugay, John Hudson, Leif Erickson, Noah Beery, John Hubbard, Hugh O'Brian, Palmer Lee, Rand Brooks, William Reynolds, Roy Roberts, David Wolfe, John Bromfield, Frank Silvera, Richard Garland, Eugene Baxter. Produced by Ted Richmond; directed by Budd Boetticher.

STORY: Audie Murphy, known as "The Cimarron Kid", serves a term in prison as the result of a frameup set by railroad detective David Wolfe. Despite his attempts to go straight, Murphy is forced into a deal with the Daltons, his outlaw friends. In a raid in Coffeyville, Kans., most of the Daltons are wiped out, but James Best and sweetheart, Yvette Dugay; Hugh O'Brian, Frank Silvera, John Hudson, and Murphy survive. Despite the attempt of Beverly Tyler, daughter of reformed outlaw Roy Roberts, Murphy continues as an outlaw. The noose on the bandits closes, more being killed. Finally, John Hudson comes up with a deal whereby railroad worker John Hubbard is to help them steal gold. Actually, the scheme is a trap, but Murphy manages to thwart it. Alone, he comes back to Roberts' ranch, where Tyler decides to turn him in to sheriff Leif Erickson, promising to wait when he returns from jail.

X-RAY: Following the well-worn western trail, this hasn't anything that hasn't been seen before. The Dalton outlaw pattern is familiar, and the story is filled with the usual cliches. However, western addicts should be satisfied, and there is the usual quota of riding, fighting, and action. Performances are routine. The story was written by Louis Stevens and Kay Lenard. Legion of Decency: "B".

TIP ON BIDDING: Program price.

AD LINES: "Framed . . . He Made The Name Of 'The Cimarron Kid' One To

Fear"; "She Offered Him Love . . . In Exchange For His Freedom"; "One Man Against Many . . . What Chance Did 'The Cimarron Kid' Have?"

Finders Keepers (211)

COMEDY
74M.

ESTIMATE: For the lower half.

CAST: Tom Ewell, Julia Adams, Evelyn Varden, "Dusty" Henley, Harvey Lembeck, Harold Vermilyea, Douglas Fowley. Produced by Leonard Goldstein; directed by Frederick de Cordova.

STORY: Three gunmen hide loot in a vacant lot where it is found by two-year-old "Dusty" Henley, who carts it home to his grandmother, Evelyn Varden. She conceals it. Tom Ewell, Henley's father and Varden's son, who is on parole from prison, and wife Julia Adams return from work for dinner, with Ewell's parole officer, Harold Vermilyea, who is seeing to it that Ewell is going straight. After he leaves the money is discovered. Ewell wants to keep it, but Adams insists that he burn it. Henley gets another load the next day, and when Adams finds it thinks that Ewell hasn't destroyed it. She walks out on him. Ewell manages to explain, and Adams agrees to return. Meanwhile, the crooks kidnap Henley, learn who he is, and phone Varden, who hurries off to meet them with the money. She and the leader of the crooks, Douglas Fowley, are old buddies, and she agrees to turn the money over to them, and join the gang, but when they insist on taking Henley along, she balks. The police trace them, and arrive for a showdown. Henley succeeds in driving the crooks into the arms of the police, and everybody is happy at the outcome.

X-RAY: This should fit on the lower half. Too little in the way of story material is stretched into too much, with the result that the outcome is weak. There are a few laughs, but nothing much to get excited about. Story and screen play are by Richard Morris.

TIP ON BIDDING: Lowest bracket.

AD LINES: "A Two-Year-Old Found A Fortune But Could They Keep It?"; "There's More Fun Than A Barrel Of Monkeys When A Two-Year-Old Stumbles On A Fortune"; "The Year's Laugh Hit."

WARNERS

I'll See You

MUSICAL
BIOGRAPHY

In My Dreams (112)

110M.

ESTIMATE: Highly entertaining musical.

CAST: Doris Day, Danny Thomas, Frank Lovejoy, Patrice Wymore, James Gleason, Mary Wickes, Julia Oshins, Jim Backus, Minna Gombell, Harry Antrim, William Forrest, Bunny Lewbel, Robert Lyden, Mimi Gibson, Christy Olson. Produced by Louis F. Edelman; directed by Michael Curtiz.

STORY: Danny "Gus Kahn" Thomas drives a delivery wagon, and aspires to write music. He delivers some of his compositions to Doris Day at the music publishing firm where she works, and she tells him to forget about writing about President Taft and the Statue of Liberty, and write lyrics about love, boys, and girls. He takes her advice, and turns up at her home with the lyrics to "I Wish I Had A Girl." She writes some music to it, and the tune is published by James Gleason. It's a hit, and they team up but success eludes her tunes. She tricks him into teaming with another tune writer, and he has another hit. Thomas finally realizes he is in love with her, and they get married. They have two children, and

things go fine until the stock market crash, after which Thomas is reduced to writing parodies for burlesque artists. Thomas and Day have an argument, and he walks out, going to Hollywood. He can't do much there, and later collapses. He and Day have a reconciliation, and, though the doctors tell him to take it easy, with Day's encouragement and help, he writes more successes. The music industry gives him a testimonial dinner, and he insists on sharing the guest-of-honor spot with Day.

X-RAY: A good entry of its type, having much in the way of pleasant entertainment, tuneful popular music, good production numbers, smart direction and production, and better performances, this should garner a good reaction from those seeking light screen fare. Word-of-mouth should do it much good. Thomas and Day are okeh in the leads, with the former showing he can handle straight roles in addition to comedy, and the balance of the cast provides good support. The screen play was written by Melville Shavelson and Jack Rose. Music heard either wholly or in part includes: "I'll See You In My Dreams", "I've Lost My Gal", "It Looks Like A Big Night Tonight", "Castle Walk", "Won't You Come Over To My House", "Can't You Hear Me Calling Caroline", "Shine On Harvest Moon", "I Wish I Had A Girl", "The Month Of June Is A Song Of Love", "Memories", "The Yama Yama Man", "Geraldine", "Pretty Baby", "The One I Love Belongs To Someone Else", "Nobody's Sweetheart", "My Buddy", "Toot Toot Tootsie", "Pack Up Your Troubles In Your Old Kit Bag", "Yes Sir, That's My Baby", "Swinging Down The Lane", "H'lo Baby", "Carolina In The Morning", "Love Me Or Leave Me", "My Isle Of Golden Dreams", "No, No, Nora", "My Eyes Have Told Me So", "Ukelele Lady", "Beside A Babbling Brook", "I'm Just Wild About Harry", "Ain't We Got Fun", "San Francisco", "Liza", "I Never Knew", "I'm Through With Love", "Carioca", and "The Very Thought Of You."

TIP ON BIDDING: Higher bracket.

AD LINES: "Wonderful Music, Beautiful Girls, An Entertaining Story All In 'I'll See You In My Dreams'"; "Fun For Everyone"; "Music, Fun, Pretty Gals . . . Entertainment Galore For Young And Old."

MISCELLANEOUS

The Thundering Trail

WESTERN
55M.

(Realart)

ESTIMATE: Mediocre western.

CAST: Lash LaRue, Al St. John, Sally Anglim, Archie Twitchell, Ray Bennett, Reed Howes, John Cason, Clarke Stevens. Produced and directed by Ron Ormond.

STORY: The west is growing, and with it comes a rash of killings, robberies, and violence. A rancher accidentally reveals that the President has appointed Archie Twitchell as territorial governor, and Marshal LaRue, and his pal, Al St. John, are ordered to see that Twitchell gets to the city safely. Ray Bennett, head of a gang of bandits, orders his men to get the marshal, and the gang kills an innocent cattle buyer by mistake, and puts LaRue on his guard. At Twitchell's ranch, the boys are introduced to his niece, Sally Anglim. They work out a plan but Twitchell's supposedly deaf mute servant, really a spy for Bennett, reveals the details. The gang forces LaRue and his party to turn back, and LaRue suspects the servant, and outlines a false plan. When the gang attacks the wagon, they are surprised to find it filled with armed

agents. The deputies round up most of the gang, and LaRue goes after leader Red Howes, and Howes falls to his death, Twitchell is installed as governor, and LaRue and Anglim clinch.

X-RAY: This will satisfy only the most avid of the six-gun set. LaRue fans might be disappointed by the fact that his famous whip is brought into action in only one brief scene. The screen play is by Alexander White.

AD LINES: "Outlawed Men With But One Thought—Silence 'The Lash'"; "All Outlaws Cringed Before The Flick Of The Lash"; "His Calling Card, The Star, His Authority, The Lash."

FOREIGN

Little Miss Devil

FANTASY
MUSICAL
95M.

(Oriental)

(Egyptian-made)

(Made in Egypt) (English titles)

ESTIMATE: Import is loaded with exploitation angles.

CAST: Samia Gamal, Farid El Atrache, Lola Sedky, Ismail Yassine, Abed Salam Nabilsy, Estephen Rosty, Zaky Abraham. Produced by Farid El Atrache; directed by Mohammed Ragaky.

STORY: Farid El Atrache, singer in a Cairo theatre, is in love with the owner's daughter, Lola Sedky, who is more interested in rich Abed Salam Nabilsy. El Atrache meets "The Man Of Destiny", who gives El Atrache an old lamp. When El Atrache unscrews the cap, the beautiful Samia Gamal appears. Visible only to El Atrache, she tells him that they had been in love 1000 years ago. As a reward for releasing her from the lamp, Gamal becomes El Atrache's servant, and uses her magic powers to fulfill his every wish. Determined to win Sedky, El Atrache rents a theatre across the street from her father, and produces a musical with the help of his friend, Ismail Yassine. The star dancer is a modern counterpart of the girl in the lamp, also played by Gamal, and she falls in love with El Atrache. The show is a hit. Because they are losing business, Sedky and her father make up to El Atrache, and trick him into proposing. This infuriates the keeper of the lamp, and she uses her power to break up the wedding. In a fit of anger, El Atrache throws the lamp away, causing both the girl in the lamp and the dancer to disappear. Later, El Atrache realizes it is Gamal he really loves, and, after a long search, finds her.

X-RAY: This Egyptian import, with its Aladdin's lamp theme, has plenty of angles to sell. Gamal received world-wide publicity with her romance and marriage to a wealthy Texan, and interest has been built up about her and her dancing. She merrily prances through most of the footage wearing little more than a glittering smile. In addition to Gamal, there are some comic situations and lavish production numbers, the music is rather strange, and audiences might be interested in hearing Oriental love songs. The screen play is by Barakat.

AD LINES: "See the Exotic Dance Queen Of The Nile"; "See Why Samia Gamal Is The Favorite Dancer"; "A Lavish Egyptian Musical Featuring Samia Gamal And Her Famous Dance, 'The Virgin Of The Nile'."

Los Olvidados

MELODRAMA
80M.

(The Forgotten Ones)

(MAYER-KINGSLEY)

(Azteca)

(Mexican-made) (No English titles)

ESTIMATE: Meller should please Spanish speaking audiences.

CAST: Estela Inda, Alfonso Mejia, Miguel Inclan, Roberto Cobo, Alma Delia Fuentes, Jesus Garcia Navarro, Francisco Jambrina. Produced by Oscar Dancigers; directed by Luis Bunuel.

STORY: Tough teen-ager Roberto Cobo is the leader of a gang of young ruffians in the slums of Mexico City. His two closest associates are young Alfonso Mejia, who longs for the love his bitter mother, Estela Inda, refuses to give him, and Jesus Garcia Navarro. The gang attacks blind Miguel Inclan, who swears vengeance. In Cobo's twisted mind, he is convinced a hard working honest boy was the cause of his being sent to the reform school from which he had escaped, and, with Mejia present, Cobo kills the boy. Mejia takes a job in a cutlery shop, and Cobo visits him, and steals a knife. The police come to Mejia's home. Believing her son guilty, Inda takes him to the juvenile court, where he is sent to reform school. Mejia is a trouble maker, but director Francisco Jambrina attempts to win his confidence by sending him on an errand with some money. Outside, Mejia is confronted by Cobo, who takes the money. Ashamed, Mejia follows Cobo to retrieve the money, and they have a fight. Mejia is badly beaten, and he accuses Cobo of the murder in front of the gang. The blind Inclan also hears this, and informs the police. Mejia follows Cobo to Navarro's barn, and Cobo kills him. Attempting to escape from the police, Cobo is shot down. Afraid to get involved, Navarro's family toss Mejia's body on a garbage dump as Inda searches for her son.

X-RAY: Winner of many international film prizes, this Mexican entry presents a brilliant picture of the sordid and brutal life in the slums. A full blooded meller, almost every scene is filled with lust and evil passions. The cast is uniformly excellent and the direction is worthy of the award it won at Cannes Film Festival. Although much of the action can be followed without a knowledge of Spanish, the lack of English titles restricts this import to Spanish houses. The screen play is by Luis Bunuel-Luis Alcoriza.

AD LINES: "See The Winner Of 13 Mexican And International Film Awards"; "A Fascinating Picture Of Life In The Slums Of Mexico City"; "Lust And Elemental Passions."

The Thrill That Kills

MELODRAMA
78M.

(Distinguished)

(Italian-made) English dialogue)

ESTIMATE: Weak Italian import.

CAST: Uncredited Italian players. Produced by Guiseppe Amato; directed by Giorgio Biancho.

STORY: A middle-aged man-about-town is summoned to the deathbed of a woman who bore his son about 20 years ago. Before the woman dies, she makes the man promise that he will keep her errant son out of trouble, and the man searches out the son to learn what sort of trouble he is in. The boy is a narcotics peddler and his girl a prostitute. The father makes the acquaintance of the two, inquires where he can get some cocaine, and the boy offers to get it for him. The girl, sensing the stranger to be a man of means, makes a thinly veiled offer to be his mistress, and tells the man that his son is getting his cocaine from a woman known as the countess. The father goes to the countess, posing as a top narcotics peddler, and tells her to stop supplying the boy because his youth would make him an easy catch for the police. When the boy is unable to get the drug, and his source of income is shut off, he agrees to take part in the plan of the

countess' boy friend to steal the money and jewelry she has hidden under her bed. The boy goes to the countess' apartment to find her murdered, with all evidence pointing to him as the killer. The father persuades him to give himself up to the police, and tell the whole truth. At the trial, it appears as though he will be convicted, until the countess' boy friend is revealed to be the killer. The prostitute tells the boy's father that she knew his identity, and says that she will go out of the boy's life, even though she loves him, because she is a bad influence. The boy becomes a merchant seaman, and as he is ready to sail, expresses his thanks to the stranger for his aid, never knowing that the man is his father.

X-RAY: While drug traffic, illegitimacy, adultery, and prostitution are incidental to the lightweight plot, the mixture is a quite innocuous one in that it is presented in an unsensationalized manner. Performances are in keeping with the high Italian standard of realism, but the story is too weak to hold interest, and production values are sub-standard. The dialogue is dubbed in, and audiences probably will find the unsynchronized lip movements disconcerting. Transient and sensation houses will find plenty of material in the film on which to base attention-getting advertising, but patrons expecting the sensational theme that the title and incidental plot elements suggest will be disappointed. Aldo de Benedette wrote the screen play. In some situations, the title is being sold as "Cocaine, The Thrill That Kills."

AD LINES: "Caught In The Deadly Web Of Narcotics, 'The Thrill That Kills!'" "Tortured Souls Laid Bare In A Shocking Expose Of The Narcotics Racket!" "A Woman With A Past And A Man Without A Future, Both Snared In The Trap Of Narcotics . . . And Murder!"

Toast To Love

DRAMATIC MUSICAL
82M.

(Astor)

(Mexican-made)

(English titles and commentary)

ESTIMATE: Mediocre art house offering.

CAST: Irina Baronova, David Silva, Miguel Arenas, Leon Greanin, Alberto Galan, Lucy Delgado, Jose Morcillo, Herman Vera, Corx Alvarado, Ricardo Adalid. Produced by Manuel Reach; directed by Arman Chelieu.

STORY: Irina Baronova, ballerina from Russia, is a hit in Mexico City, and aged defense minister Miguel Arenas falls in love with her. During a visit to Arenas' country estate, Baronova falls into the lake, and is rescued by lieutenant David Silva, and they fall in love. Baronova receives a letter that her family is to be sent into exile in Siberia. Arenas agrees to use his political influence to save them if Baronova marries him. Desperate, she agrees. A year later she again sees Silva, and still loves him. Meanwhile, Silva has gotten himself involved with rebels, and, when Baronova learns that he is about to marry his old sweetheart, she has him arrested. When Silva is sentenced to death, she attempts to have him freed but Arenas learns what is going on. Having only a short time to live because of a rare disease, Arenas agrees to free Silva only if Baronova will enter into a suicide pact with him. Baronova consents, and they both take poison. At that moment, Baronova awakens from the dream she had when the letter arrived. Arenas uses his power to free her parents, and Baronova and Silva clinch.

X-RAY: With not enough ballet to please regular followers of the dance and not enough quality to get by as a drama, this is pretty feeble art house entertainment. The plot is rather incredulous, and the

only outstanding attraction is Baronova. Music heard includes: "The Sleeping Beauty", "Swan Lake", "La Fille Mal Gardee", and "None But The Lonely Heart." The screen play is by Arman Chelieu and A. Anthony Davis.

AD LINES: "See That Fascinating International Star Of The Ballet, Irina Baronova"; "One Of The Strangest Toasts To Love Ever Made"; "Thrilling Ballet Sequences And A Compelling Love Story."

The Shorts Parade

TWO REEL

Comedy

THE CHAMP STEPS OUT. Columbia—Assorted And All-Star Comedies. 16½m. An archeologist hires Max Baer and Maxie Rosenbloom to guard his collection of relics. The collector's secretary quickly has the boys fighting for her attention. She drugs Baer, and lets in her gang, who start looting the collection. Rosenbloom puts Baer to bed, and attempts to make time with the secretary. After a series of incidents, the two Maxies finally trap the gang as the police arrive. FAIR. (4422).

FAST AND FOOLISH. RKO—Comedy Specials. 15m. Shy Gil Lamb is disturbed when he sees that he is losing his girl, Wanda McKay, to motorcycle racer William Murphy. McKay's young brother, Nick Adams, decides to help Lamb by teaching him how to roller skate. Lamb winds up in bed. McKay and Murphy come to visit him, and, before they leave, Lamb gets forced into entering a cross-country motorcycle race with Murphy, the winner to have the inside track with McKay. Lamb attempts to back out, but Adams gets him on the idling motorcycle, and it starts up. Unable to stop it, Lamb hangs on for dear life. After a wild ride, Lamb wins the race, and crashes into a wall. The happy McKay tells him he won a new motorcycle, and he faints. GOOD. (23402).

Serial

CAPTAIN VIDEO. Columbia serial in 15 episodes. Judd Holdren, Larry Stewart, George Eldredge, Gene Roth, Don Harvey, William Fawcett, Jack Ingram, I. Stanford Jolley, Skelton Knaggs, Jimmy Stark, Rusty Wescoatt, Zon Murray. Produced by Sam Katzman; directed by Spencer Benet and Wallace A. Grissell. Episode One, "Journey Into Space". 23m. Judd "Captain Video" Holdren traces unusual cosmic disturbances to George Eldredge, scientist, who denies responsibility. Eldredge contacts Gene Roth, dictator of the planet "Atoma", who instructs Eldredge to come at once. Discovering Eldredge missing, Holdren and Ranger, Larry Stewart, follow him in their rocket projectile. Roth moves comets directly in Holdren's course, and the rocket is apparently smashed. This pseudo-scientific serial, featuring sequences in Cinecolor, has been given careful production and attention to such gadgets as cosmic vibrators, electronic disintegrators, inertia lights, electronic mind readers, mu-ray cameras, palmikes, theros air weapons, thermod transmitters, etc., and may prove to be a trifle adult for most moppet customers. The cast, with nary a gal showing in the first episode, does what it can with most of the next century's hocus-pocus, and there is a plentitude of action even if one may not know at all times what is being discussed. George H. Plympton concocted the story, and a raft of technical experts was used to create the goings-on. GOOD. (4120).

Sports

FOOTBALL HEADLINERS OF 1951. RKO—Sport Specials. 14m. Culled from the newsreels, this offers highlights of some of the big games of 1951 and some of the lesser conflicts. Teams seen include Princeton, Cornell, Army, Navy, Notre Dame, Michigan State, Illinois, Washington, Southern Methodist, and others, mainly from the south, southwest, and west coast. FAIR. (23901).

Topical

LADY MARINES. RKO—Special. 16m. Told in a manner that should cause many girls to visit their marine recruiting offices, this follows the path of a group of girls as they are turned into lady marines. Sent to the famous marine training base at Parris Island, S. C., they are quickly made aware of the fact that they are in the marines. The boot training period is filled with drilling, going to classes, mopping the floors, and many other chores. Graduation finally comes, and, well-trained and capable, the girls are assigned to jobs for which they seem best qualified. EXCELLENT. (23104).

ONE REEL

Color Cartoons

BY LEAPS AND HOUNDS. Paramount—Noveltoons. 8m. Herbert, a hound who has never seen a fox, joins the Foxhound Academy to become a foxhound. The instructor describes a fox, and tells Herbert to remain in the rear during the hunt and blow a bugle if he sees a fox. The others pass a fox by, but not Herbert, and the fox steers him to a sleeping bear, whom he calls a fox. A bugle call brings the others back. The hunt resumes, and Herbert recognizes the fox for what his is, but the others refuse to return. He and the fox cease hostilities for a spot of tea, and Herbert captures him. FAIR. (P11-4).

CASPER TAKES A BOW-WOW. Paramount—Casper. 7m. Casper, friendly ghost, is thrown out of the ghost's association because of his friendly attitude, and meets a dog who is the butt of some children. Casper scares off the children, and, when the dog is taken by a dog catcher, saves the day, frees the other dogs, and makes himself popular. FAIR. (B11-1).

CITY SLICKER. 20th Century-Fox—Terrytoons. 7m. A city rat goes to the country to visit his country cousins. However, his smart alecky ways are resented by the other animals, and they eventually chase him back to the city. GOOD. (5205).

NO SMOKING. RKO—Walt Disney Cartoons. 6m. Columbus, looking like Goofy, discovers smoking as well as America. How the smoking habit grew in popularity and importance is then seen. Goofy is seen happily smoking at home, in bed, upon arising, and in the office. In the office, he starts to cough, and decides to give up smoking. All around him everyone is smoking until Goofy almost goes mad. He rushes about wildly in search of anything to smoke, and, after many attempts, borrows a cigar from a banker, and it explodes. EXCELLENT. (24105).

OUT OF SCALE. RKO—Walt Disney Cartoons. 7m. Donald Duck is busy riding on his scale model railroad. Everything, including the station, water tower, countryside, and houses, is built exactly to scale. Donald sees a large oak tree that ruins the scene for him, and decides to get rid of it. He sets the tree on a flatcar, (Continued on page 3211)

National Release Dates, Production Numbers On '50-'51-'51-'52 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1950-51 and 1951-52 product, accurate to time of publication—Ed.)

Allied Artists

AA17 Southside 1-1000	Nov.
AA18 Short Grass	Dec.
AA19 I Was An American Spy	Apr.
AA20 The Highwayman	Aug.
AA21 Disc Jockey	Sept.

Columbia

301 Gasoline Alley	Jan.
302 Corky Of Gasoline Alley	Sept.
303 The Texan Meets Calamity Jane	Nov.
304 When You're Smiling	Sept.
305 The Tougher They Come	Dec.
306 The Big Gusher	July
307 Counterspy Meets Scotland Yard	Feb.
308 My True Story	Mar.
309 Chain Of Circumstance	Aug.
310 King Of The Wild Horses	Apr.
311 Rookie Fireman	Oct.
312 Revenue Agent	Feb.
313 Chain Gang	Nov.
314 Flame Of Stamboul	Apr.
315 Smuggler's Gold	May
316 China Corsair	June
317 The Petty Girl	Sept.
319 711 Ocean Drive	July
320 Valentino	Apr.
321 The Brave Bulls	May
322 The Whistle At Eaton Falls	Aug.
323 Harriet Craig	Nov.
324 Convicted	Aug.
325 The Texas Rangers	June
326 Never Trust A Gambler	Aug.
327 Al Jennings Of Oklahoma	Mar.
328 Between Midnight And Dawn	Oct.
329 Fury Of The Congo	Apr.
330 Santa Fe	Apr.
331 The Great Manhunt	Dec.
332 Emergency Wedding	Nov.
333 Operation X	Feb.
334 Stage To Tucson	Jan.
335 The Flying Missile	Jan.
336 Lorna Doone	June
337 The Lady And The Bandit	Sept.
338 The Killer That Stalked New York	Dec.
339 When The Redskins Rode	May
340 He's A Cockeyed Wonder	Dec.
341 Last Of The Buccaneers	Oct.
342 Pygmy Island	Nov.
343 Her Wonderful Lie	Nov.
344 Born Yesterday	Feb.
346 A Yank In Korea	Feb.
347 M	Mar.
348 Sirocca	July
349 Hurricane Island	July
350 Two Of A Kind	July
351 Gene Autry And The Mounties	Jan.
352 Texans Never Cry	Mar.
353 Valley Of Fire	Nov.
354 Whirlwind	Apr.
355 Silver Canyon	June
356 Hills Of Utah	Sept.
357 Pickup	Aug.
358 Her First Romance	May
359 Mask Of The Avenger	July
361 Lightning Guns	Dec.
362 Raiders Of Tomahawk Creek	Oct.
363 Prairie Roundup	Jan.
364 Ridin' The Outlaw Trail	Feb.
365 Fort Savage Raiders	Mar.
366 Snake River Desperadoes	May
367 Bonanza Town	July
368 Cyclone Fury	Aug.
371 Five	Oct.
The Vatican	Dec.

(1950-51)

401 Saturday's Hero	Sept.
402 The Magic Face	Sept.
404 The Barefoot Mailman	Nov.
405 The Harlem Globetrotters	Nov.
407 The Mob	Oct.
408 Sunny Side Of The Street	Sept.
409 Son Of Dr. Jekyll	Nov.
410 The Magic Carpet	Oct.
411 Jungle Manhunt	Oct.
412 Criminal Lawyer	Oct.
419 Boots Malone	Jan.
423 Death Of A Salesman	Jan.
473 The Old West	Jan.
482 The Hawk Of Wild River	Jan.
483 Smoky Canyon	Jan.
484 Pecos River	Dec.
488 The Kid From Amarillo	Oct.
Ten Tall Men	Dec.
The Family Secret	Dec.
Purple Heart Diary	Dec.
Man In The Saddle	Dec.
Indian Uprising	Jan.
Storm Over Tibet	Jan.

Lippert

5001 Savage Drums	June
5002 FBI Girl	Oct.
5003 Little Big Horn	June
5004 Lost Continent	Aug.
5005 Leave It To The Marines	Sept.
5006 The Steel Helmet	Feb.
5007 Kentucky Jubilee	May
5008 Tales Of Robin Hood	Nov.
5009 3 Desperate Men	Jan.
5011 Bandit Queen	Dec.
5012 G.I. Jane	July
5013 Mask Of The Dragon	Mar.
5014 Stop That Cab	Mar.
5015 Fingerprints Don't Lie	Feb.
5016 Roaring City	May
5017 Danger Zone	Apr.
5018 Pier 23	May
5019 Yes Sir, Mr. Bones	July
5020 Varieties On Parade	July
5021 The Great Adventure	Dec.
5023 As You Were	Oct.
5024 Sky High	Oct.
5029 Highly Dangerous	Oct.
5030 Superman And The Mole Men	Nov.

(1951-52)

5101 Unknown World	Oct.
5102 For Men Only	Jan.
5103 Man Bait	Jan.

Metro-Goldwyn-Mayer

(For 1950-51 listing, see Page 3141)

201 The People Against O'Hara	Sept.
202 Angels In The Outfield	Sept.
203 Mr. Imperium	Sept.
204 The Red Badge Of Courage	Sept.
205 Texas Carnival	Oct.
206 Bannerline	Oct.
207 The Man With A Cloak	Oct.
208 Across The Wide Missouri	Oct.
209 An American In Paris	Nov.
210 The Unknown Man	Nov.
211 Too Young To Kiss	Nov.
212 The Light Touch	Dec.
213 Calling Bulldog Drummond	Dec.
214 Callaway Went Thataway	Dec.
215 It's A Big Country	Jan.
216 Westward The Women	Jan.
217 Pandora And The Flying Dutchman	Jan.
218 Quo Vadis	Nov.
219 The Sellout	Nov.
220 Invitation	Nov.
221 Shadow On The Sky	Nov.
222 Lone Star	Nov.

Menogram

5101 Cavalry Scout	May 13
5102 Fort Osage	Feb. 10
5103 Flight To Mars	Nov. 11
5104 Rodeo	Mar. 9
5107 Sierra Passage	Jan. 7
5108 Yellow Fin	Oct. 14
5109 The Lion Hunters	Mar. 25
5110 Bomba In Elephant Stampede	Oct. 28
5111 Bawery Battalion	Jan. 21
5112 Ghost Chasers	Apr. 29
5113 Let's Go Navy	July 29
5114 Crazy Over Horses	Nov. 18
5115 Rhythm Inn	Feb. 11
5116 Casa Manana	June 10
5117 Joe Palooka In The Squared Circle	Nov. 5
5118 Joe Palooka In Triple Cross	Sept. 16
5120 Navy Bound	Mar. 4
5121 Gold Fever	Oct. 28
5122 According To Mrs. Hoyle	May 20
5123 Yukon Manhunt	July 8
5124 Northwest Territory	Dec. 9
5126 Father Takes The Air	June 17
5141 Man From Sonora	Mar. 11
5142 Blazing Bullets	May 6
5143 Montana Desperado	June 24
5144 Oklahoma Justice	Aug. 18
5145 Whistling Hills	Oct. 7
5146 Texas Lawmen	Dec. 2
5151 Canyon Raiders	Apr. 8
5152 Nevada Bodmen	May 27
5153 Stagecoach Driver	July 15
5154 Wanted: Dead Or Alive	Sept. 9
5155 Lawless Cowboys	Nov. 11
5156 Stage Ta Blue River	Dec. 30
5191 The Vicious Years	Feb. 18
5192 Gypsy Fury	Mar. 18
5199 A Modern Marriage	Oct. 15

(1951-52)

5201 Hiawatha	Apr. 20
5211 Hold That Line	Feb. 17
5215 Jet Job	Mar. 23
5217 The Steel Fist	Jan. 6
5223 The Longhorn	Nov. 25
5224 Woco	Jan. 13
5241 Ghost Town	Jan. 13
5242 Man From Black Hills	Mar. 2
5289 Aladdin And His Lamp	Jan. 20

Paramount

(For 1950-51 listing, see Page 3141)

5101 Here Comes The Groom	Sept.
5102 Ploce In The Sun	Sept.
5103 Rhubarb	Sept.
5104 Crosswinds	Oct.
5105 Something To Live For	Feb.
5106 When Worlds Collide	Nov.
5107 Submarine Command	Nov.
5108 Darling, How Could You	Oct.
5109 Hong Kong	Jan.
5110 My Favorite Spy	Dec.
5111 Detective Story	Nov.

5112 Silver City	Dec.
5113 Red Mountain	Feb.
5114 Sailor Beware	Feb.
5115 The Denver And The Rio Grande	Feb.
5116 My Son John	Mar.
5117 Anything Can Happen	Mar.

RKO

(For 1950-51 listing, see Page 3141)

201 His Kind Of Woman	Sept.
202 On The Loose	Sept.
203 Lilli Marlene	Sept.
204 Roadblock	Aug.
205 Pistol Harvest	Aug.
206 Behave Yourself	Oct.
207 Slaughter Trail	Sept.
208 Jungle Of Chang	Nov.
209 Hot Lead	Oct.
210 The Racket	Nov.
211 Drums In The Deep South	Oct.
251 I Want You	Jan.
261 Flying Leathernecks	Aug.
262 Happy Go Lovely	July
263 The Blue Veil	Oct.
292 Alice In Wonderland	July
264 Two Tickets To Broadway	Oct.
The Whip Hand	Oct.
On Dangerous Ground	Jan.
Double Dynamite	Dec.
Overland Telegraph	Dec.
Jumbo	Jan.

Republic

(1950-51)

5001 Surrender	Sept.
5002 Hit Parade Of 1951	Oct.
5003 Macbeth	Oct.
5004 Rio Grande	Nov.
5005 California Passage	Dec.
5006 Belle Le Grand	Jan.
5007 Cuban Fireball	Mar.
5008 Oh! Susanna	Mar.
5009 The Bullfighter And The Lady	May
5010 Fighting Coast Guard	Apr.
5011 Fugitive Lady	July
5023 Pride Of Maryland	Jan.
5025 Missing Women	Feb.
5026 Insurance Investigator	Mar.
5028 Million Dollar Pursuit	May
5030 Secrets Of Monte Carlo	June
5031 Lost Planet Airmen	July
5032 Storm Bound	Dec.
5041 Spoilers Of The Plains	Feb.
5042 Heart Of The Rockies	Mar.
5043 In Old Amarillo	May
5051 Silver City Bonanza	Mar.
5052 Thunder In God's Country	Apr.
5053 Rodeo King And The Senorita	July
5054 Utah Wagon Trail	Oct.
5058 Rough Riders Of Durango	Jan.
5059 Night Riders Of Montana	Feb.
5061 Wells Fargo Gunmaster	May
5062 Fort Dodge Stampede	Aug.
5063 Desert Of Lost Men	Nov.
5066 Buckaroo Sheriff Of Texas	May
5067 The Dakota Kid	July
5068 Arizona Manhunt	Sept.
5095 Robinson-Turpin Fight	July

(Re-edited re-releases)

5021 Gallant Thoroughbred (Someone To Remember)	Nov.
The Tiger Man (Lady and the Monster)	Oct.
Underground Spy (Red Menace)	Oct.
Atlantic City Honeymoon (Atlantic City)	Dec.
Midnight Melody (Murder In Music Hall)	Feb.
Stand Up And Sing (Earl Carroll Sketchbook)	Apr.
Barnyard Follies	Apr.
Shepherd Of The Ozarks	Apr.
Mountain Rhythm	Apr.
Country Fair	Apr.
Down In Arkansas	Apr.
Rosie The Riveter	May
Tahiti Honey	June
Sailors On Leave	June
Rookies On Parade	June
Stardust And Sweet Music (Calendar Girl)	June
Storm Over Bengal	July
Sun Valley Cyclone	July
Conquest Of Cheyenne	July
Santa Fe Uprising	July
Stagecoach To Denver	July
Vigilantes Of Boomtown	Aug.
Homesteaders Of Paradise Valley	Aug.

(1951-52)

5101 Adventures Of Captain Fabian	Oct.
Woman In The Dark	Jan.
5103 The Wild Blue Yonder	Dec.
5105 The Sea Hornet	Nov.
5121 Honeychile	Nov.
5124 Havana Rose	Sept.
5127 This Is Koraal	Aug.
5130 Street Bandits	Nov.
5151 South Of Caliente	Oct.
5152 Pals Of The Golden West	Dec.
Captive Of Billy The Kid	Dec.
A Lady Possessed	Jan.

20th Century-Fox

101 The Mudlark	Jan.
102 The Man Who Cheated Himself	Jan.
103 Halls Of Montezuma	Jan.
104 Call Me Mister	Feb.
105 I'd Climb The Highest Mountain	Feb.

(Continued on page 3211)

Production Numbers

(Continued from page 3210)

106	Sword Of Monte Cristo	Mar.
107	The 13th Letter	Feb.
108	Lucky Nick Cain	Mar.
109	Bird Of Paradise	Mar.
110	You're In The Navy Now	Apr.
111	I Can Get It For You Wholesale	Apr.
112	Follow The Sun	May
113	Rawhide	May
114	Fourteen Hours	Apr.
115	On The Riviera	May
116	Half Angel	June
117	The House On Telegraph Hill	June
118	The Guy Who Came Back	July
119	Take Care Of My Little Girl	July
120	As Young As You Feel	June
121	No Highway In The Sky	Oct.
122	The Frogmen	July
123	The Secret Of Convict Lake	Aug.
124	Mr. Belvedere Rings The Bell	Aug.
125	Meet Me After The Show	Aug.
126	People Will Talk	Sept.
127	A Millionaire For Christy	Sept.
128	David And Bathsheba	Sept.
129	The Day The Earth Stood Still	Sept.
130	The Desert Fox	Oct.
131	Love Nest	Nov.
132	Journey Into Light	Oct.
133	Let's Make It Legal	Nov.
134	Anne Of The Indies	Nov.
136	Golden Girl	Nov.
137	Of Men And Music	Mar.
138	The Kefauver Crime Investigation	Apr.
139	The Girl On The Bridge	Dec.
140	Fixed Bayonets	Dec.
141	Elopement	Dec.
142	I'll Never Forget You	Dec.
(Reissues)		
043	Smoky	June
056	Buffalo Bill	July
057	Jesse James	July
058	Return Of Frank James	July
150	Kentucky	July
151	Thunderhead, Son Of Flicka	June
152	My Friend Flicka	June
(1951-52)		
201	The Model And The Marriage Broker	Jan.
202	Japanese War Bride	Jan.
203	David And Bathsheba	Jan.
204	Phone Call From A Stranger	Jan.
205	Decision Before Dawn	Jan.
206	Viva ZaPate	Jan.
207	Red Skies Of Montana	Jan.

United Artists

(The name of the producer follows the title in each case)

Wicked City (Villiers)	Jan. 2
Mr. Universe (Lerner)	Jan. 10
Korea Patrol (Schwarz)	Jan. 15
The Sun Sets At Dawn (Rathvon-Sloan)	Jan. 22

They Were Not Divided (Young)	Feb. 8
The Blue Lamp (Balcon)	Mar. 1
Naughty Arlette (Smith)	Mar. 9
My Outlaw Brother (Bogaus)	Mar. 15
The Second Woman (Popkin)	Mar. 16
Circle Of Danger (Harrison)	Mar. 22
So Long At The Fair (Box)	Mar. 29
Badman's Gold (Tansey)	Apr. 3
The Scarf (Goldsmith-Caspar)	Apr. 6
The Long Dark Hall (Cusick)	Apr. 10
Skipalong Rosenbloom (Kline)	Apr. 20
When I Grow Up (Eagle)	Apr. 20
Oliver Twist (Neame)	Apr. 27
The Man From Planet X (Corwin)	Apr. 27
Try And Get Me (Sound Of Fury) (Stillman)	May 4
The First Legion (Sirk)	May 11
Odette (Wilcox)	May 15
New Mexico (Allen)	May 18
The Prowler (Eagle)	May 25
Fabiola (Levey)	June 1
The Man With My Face (Gardner)	June 8
Three Steps North (Wilder)	June 15
Queen For A Day (Horsie) (Stillman)	July 7
He Ran All The Way (Roberts)	July 13
Cyrano de Bergerac (Kramer)	July 20
The Hoodlum (Schwarz)	July 27
Pardon My French (Cusick)	Aug. 10
Four In A Jeep (Wechsler)	Aug. 17
St. Benny The Dip (Danziger)	Aug. 24
Two Gals And A Guy (Arent)	Aug. 31
Obsessed (Gartside)	Sept. 7
The River (Renoir-McEldowney)	Sept. 10
Gold Raiders (Schwarz)	Sept. 14
Mister Drake's Duck (Fairbanks-MacDonald)	Sept. 21
The Well (Popkin)	Sept. 27
The Red Shoes (Pressburger)	Oct. 1
Hotel Sahara (Brown)	Oct. 15
Mr. Peek-A-Boo (Bar)	Oct. 21
Tom Brown's School Days (Minter)	Nov. 2
Fort Defiance (Melford)	Nov. 9
A Christmas Carol (Minter)	Nov. 29
The Big Night (Waxman-Losey)	Dec. 7
The Lady Says No (Ross-Stillman)	Jan. 4
Chicago Calling (Berneis)	Jan. 11
Another Man's Poison (Fairbanks)	Jan. 16

Universal-International

101	Hamlet	Nov.
102	The Milkman	Nov.
103	Deported	Nov.
104	Kansas Raiders	Nov.
105	Undercover Girl	Dec.
106	Mystery Submarine	Dec.
107	Harvey	Jan.
108	Frenchle	Jan.
109	Under The Gun	Jan.
110	Tomahawk	Feb.
111	Target Unknown	Feb.
112	Bedtime For Bonzo	Feb.
113	Operation Disaster	Feb.
114	The Groom Wore Spurs	Mar.
115	Air Cadet	Mar.
116	Abbott And Costello Meet The Invisible Man	Mar.
117	Ma And Pa Kettle Back On The Farm	Apr.
118	Up Front	Apr.

119	Double Crossbones	Apr.
120	The Fat Man	May
122	Katle Did It	May
121	Smuggler's Island	May
123	Apache Drums	June
124	Hollywood Story	June
125	Francis Goes To The Races	July
126	The Prince Who Was A Thief	July
127	Comin' Round The Mountain	July
128	Cattle Drive	Aug.
129	Mark Of The Renegade	Aug.
130	Iron Man	Aug.
131	Little Egypt	Sept.
132	You Never Can Tell	Sept.
133	Thunder On The Hill	Sept.
134	The Golden Horde	Oct.
135	Reunion In Reno	Oct.
136	The Lady From Texas	Oct.
181	The Magnet	Feb.
182	Little Ballerina	May
183	Pool Of London	Dec.

(1949-50)

5101	Tales Of The West No. 1	July
5102	Tales Of The West No. 2	Aug.
5103	Tales Of The West No. 3	Oct.
5104	Tales Of The West No. 4	Jan.

(1951-52)

201	Cave Of Outlaws	Nov.
202	The Lady Pays Off	Nov.
203	The Raging Tide	Nov.
204	The Strange Door	Dec.
205	Meet Danny Wilson	Feb.
206	Week-End With Father	Dec.
207	Flame Of Araby	Jan.
208	Bright Victory	Jan.
209	Treasure Of Lost Canyon	Mar.
210	Here Come The Nelsons	Feb.
211	Finders Keepers	Jan.
212	Bend Of The River	Feb.
213	The Cimarron Kid	Jan.
214	Hear No Evil	Mar.
215	Stelltown	Mar.
280	The Lavender Hill Mob	Nov.
281	The Browning Version	Nov.

Warners

(For 1950-51 listing, see page 3142)

101	Jlm Thorpe—All American	Sept.
102	Force Of Arms	Sept.
103	Tomorrow Is Another Day	Sept.
104	A Streetcar Named Desire	Sept.
105	Painting The Clouds With Sunshine	Oct.
106	Come Fill The Cup	Oct.
107	Close To My Heart	Nov.
108	The Tanks Are Coming	Nov.
109	Starlift	Dec.
111	Distant Drums	Dec.
112	I'll See You In My Dreams	Jan.
	Room For One More	Jan.
Reissue		
110	Captain Blood	Dec.

The Shorts Parade

(Continued from page 3209)

completely confusing two chipmunks, who live there. The chipmunks dunk Donald, and then run and hide in one of the miniature houses. Finally, the chipmunks sneak on the train, and drive it through the tree trunk, making a tunnel, and everyone is satisfied. GOOD. (24104).

THE PAINTER AND THE POINTER. U-International—Walter Lantz Cartunes. 7m. Andy Panda is painting a picture of his dog, Butch, posing as a pointer. When a bee causes Butch to knock Andy over, Andy ties the dog to a gun. The bee returns, and makes life difficult for Butch until two spiders take care of the pest. However, they decide that Butch would make a nice meal, and spin a lariat around him. When the spiders try to lift Butch, the guns goes off, and Butch runs away. FAIR. (7323).

SCOUT FELLOW. Paramount—Noveltoons. 8m. Baby Huey is a duck whose ambition it is to become a cub scout. A patrol out on a camping trip considers him too big and stupid to join. When the wolf puts in an appearance, all the others run off. Huey mistakes him for a scout master, and asks his help. The wolf tells him he must pass several tests designed to have him wind up on the wolf's dinner table, but dumb Huey turns the table, and the wolf winds up harmless. The scouts make Huey an honored member, and the tattered wolf is used as a patrol flag. GOOD. (P11-5).

SEASIDE ADVENTURE. 20th-Fox—Terrytoons. 7m. A mother rabbit goes to her cupboard, and despairs to find it bare. One of her sons tells her not to worry because he will provide for the family, and goes off to win a fortune. He sees a huge shell lying on the beach, and crawls into it, finding himself in a land of fantasy ruled by a king frog. The rabbit saves the frog from being carried off by a predatory bird, is rewarded with a heap of gold-pieces, and returns to his jubilant family. The children may like it. FAIR. (5204).

SNOOZE REEL. Paramount—Kartunes. 7m. The typical newsreel is burlesqued here, with such items as having a movie queen launch an ocean liner that sinks when it hits the water, wrestling matches, the housing shortage, explorers on the hunt, and where today's dollar is spent. The bouncing ball bids the audience join in the singing of "Jingle, Jangle, Jingle." FAIR. (X11-2).

Musical

UNCLE SAM'S SONGS. U-International—Cartoon Melodies. 10m. This follows the regular policy of presenting a cartoon treatment of a song, and then having the audience join in. In this offering the Kings Men sing "Give My Regards To Broadway", "Yankee Doodle Dandy", and "You're A Grand Old Flag." GOOD. (7382).

Novelty

EDDIE CONDON'S. Columbia—Cavalcade Of Broadway. 10m. With Danton

Walker as the host, the viewer pays a visit to the temple of one of jazzland's high priests, Eddie Condon, in Greenwich Village, New York. Condon and his small group open things with Dixieland jazz, pert Dolores Hawkins comes on with a torchy rendition of "For You My Love", and the closing spot is held by Johnny Ray, who really gives his all singing "Tell The Lady I Said Goodbye." GOOD. (4652).

RANDY BROOKS. Columbia—Variety Favorites. 11m. When first reviewed in THE SERVICESECTION of January, 1946, it was said of this reissue: "Randy Brooks and his band are featured along with the tap dancing of Eleanor Teeman, vocalist Billy Usher, and the Harris Trio in a musical medley. Tunes are 'Crying Again', 'Shindig At The Joneses', 'The Maine Idea', and several instrumental numbers. GOOD." (4953).

HOLLYWOOD ON A SUNDAY AFTERNOON. Columbia—Screen Snapshots. 10½m. Don DeFore and wife host a group of screen personalities at an old-fashioned church social in Westwood, Cal., and among those at the affair are Eddie Bracken, Mona Freeman, Gale Storm, Corinne Calvet, and Marie Wilson. As is the case with most of this candid series, the editing is done in a patchwork manner. Noteworthy are the extremely low-cut gowns of Misses Wilson and Calvet, which drew gasps from the audience at the metropolitan theatre where this was reviewed. FAIR. (4854).

(Continued on page 3212)

ALPHABETICAL GUIDE To 199 Features Reviewed Since The Aug. 29 Issue

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

The Shorts Parade

(Continued from page 3211)

ITALIAN INTERLUDE. U-International—Variety Views. 9m. First stop in this swift tour of Italy is Naples where the camera catches the great fiesta. Capri is seen, and Rome, with its wonderful cathedrals and other cultural highlights. In the small mountain village of Scanno, during a wedding celebration, the entire town participates. GOOD. (7341).

SADIE HAWKINS DAY. Paramount—Pacemakers. 10m. Al Capp, creator of the famous comic strip, "Li'l Abner", tells the

story of "Sadie Hawkins Day", which is celebrated annually in 40,000 schools, churches, and communities. This is the day when the gals have the right to chase the men, and, when capturing them, can command them to do almost anything. The camera takes in the annual celebration at Morris Harvey College, Charleston, W. Va. GOOD. (K11-6).

Sports

BACKYARD HOCKEY. RKO—Sport-scope. 9m. Almost all of the players on North American hockey teams come from Canada, and this shows why. The camera goes to Regina, Saskatchewan, where, in

addition to the thousands of backyard rinks, the city operates rinks and some 200 kid teams. Under the tutoring of former professional stars, the youngsters soon become expert skaters and stick handlers. As the boys grow older, their skills increase, and many of them go on to professional hockey. GOOD. (24303).

SKI-LARK IN THE ROCKIES. Paramount—Sportlights. 10m. Denver's Winter Park draws students from Colorado's Women's College to ski and learn the fine points of the sport. Berthoud Pass, Aspen, and Montezuma Basin are also shown. GOOD. (R11-5).

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

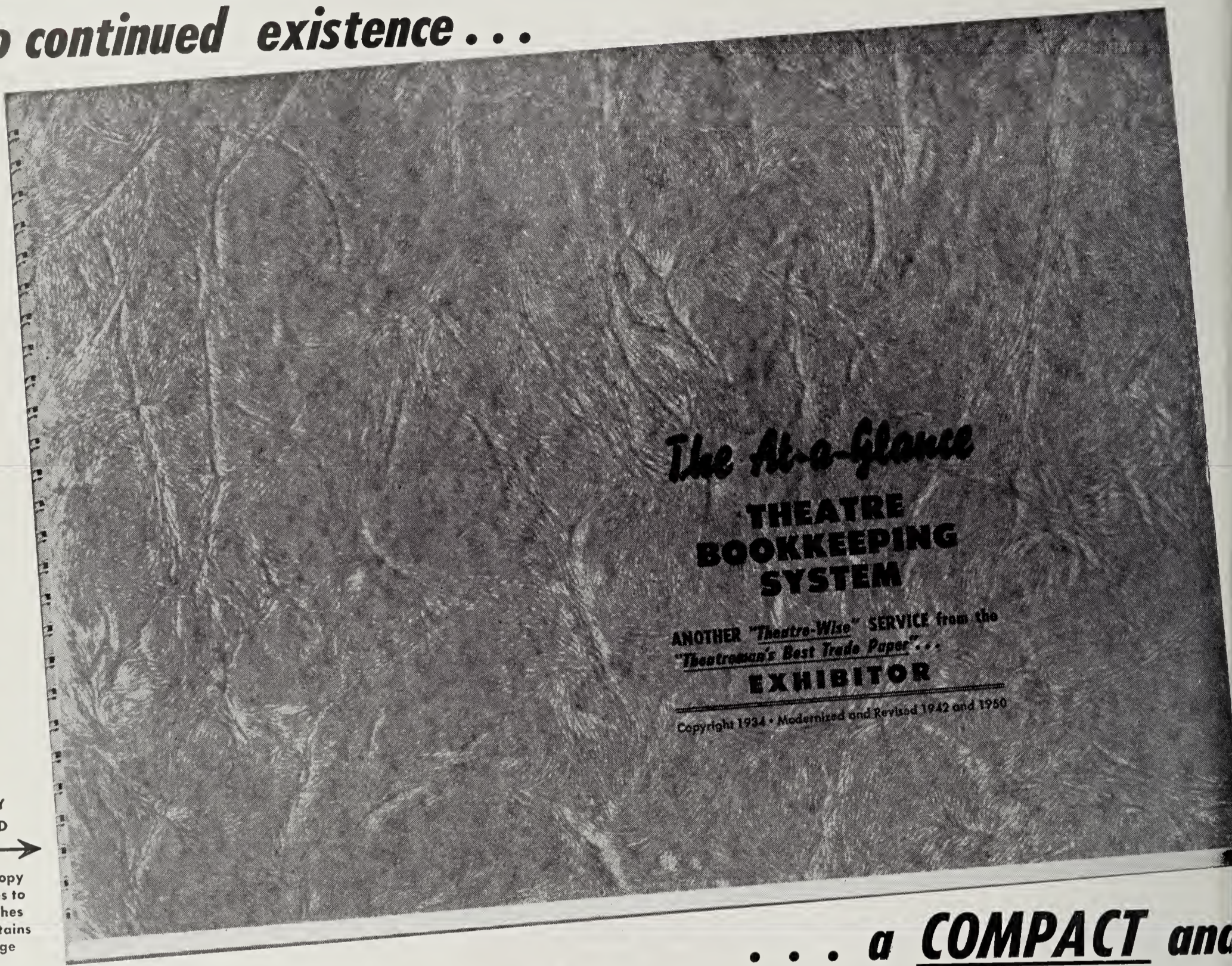
COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
NOVEMBER The Barefoot Mailman R. Cummings, T. Moore, J. Courtland (Supercinecolor) The Harlem Globetrotters T. Gomez, D. Dandridge, Harlem Globetrotters San Of Dr. Jekyll L. Hayward, A. Knox, J. Lawrence Valley Of Fire G. Autry, P. Buttram, R. Hayden	NOVEMBER Superman and the Mole Men G. Reeves, P. Coates F.B.I. Girl C. Romero, A. Totter, G. Brent	NOVEMBER An American In Paris G. Kelly, O. Levant, L. Caron (Technicolor) Tao Young Ta Kiss J. Allyson, V. Johnson The Unknown Man W. Pidgeon, A. Harding, B. Sullivan	NOVEMBER Lawless Cowboys, W. Wilson Flight To Mars M. Chapman, C. Mitchell (Cinecolor) The Langhorn W. Elliott, P. Coates, Z. Murray Crazy Over Horses Bowery Boys, G. Saunders	NOVEMBER When Worlds Collide R. Derr, B. Rush, L. Keating (Technicolor) Detective Story K. Douglas, E. Parker, W. Bendix H. McMahon Submarine W. Holden, N. Olson, W. Bendix	NOVEMBER The Blue Veil J. Wyman, C. Laughton, J. Blondell The Whip Hand C. Balenda, E. Reid, E. Barrier Hat Lead, W T. Holt, J. Dixon The Racket R. Mitchum, R. Ryan, L. Scott Jungle Of Chang (Documentary) (Swedish-made) (Produced in Siam) (English commentary)	NOVEMBER The Sea Harnet R. Cameron, A. Mara Desert Of Last Men, W A. Lane, N. E. Kay, R. Elliott Street Bandits P. Edward, R. Clarke, R. Bancroft	NOVEMBER Let's Make It Legal C. Colbert, M. Carey, Z. Scott Anne of the Indies L. Jourdan, D. Paget, J. Peters (Technicolor) Golden Girl M. Gaynor, D. Robertson, J. Barton (Technicolor)	NOVEMBER Tam Brown's Schaal Days J. H. Davies, R. Newton, D. Wynyard (English-made) (Minter) Fort Defiance D. Clark, B. Johnson (Walford) (Cinecolor) A Christmas Carol A. Sim, K. Harrison, J. Warner (English-made) (Desmond-Hurst)	NOVEMBER Cave Of Outlaws M. Carey, A. Smith, V. Jory (Technicolor) The Lady Pays Off L. Darnell, G. Perreau, S. McNally The Raging Tide S. Winters, R. Conte, S. McNally The Lavender Hill Mob A. Guinness, S. Holloway (English-made)	NOVEMBER Close To My Heart R. Milland, G. Tierney, F. Bainter The Tanks Are Comin' S. Cochran, P. Carey, M. Aldor
DECEMBER Ten Tall Men B. Lancaster, J. Lawrence, G. Roland (Technicolor) The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holden, T. Romano The Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W C. Starrett, S. Burnette	DECEMBER Tales Of Rabin Hood R. Clarke, M. Hatcher, B. Weldon The Great Adventure D. Price, J. Hawkins (English-made)	DECEMBER The Light Touch S. Granger, P. Angeli, G. Sanders (Made in Italy) Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	DECEMBER Texas Lawmen, W J. M. Brown Northwest Territory K. Grant, G. Saunders, G. Chinook Stage To Blue River, W W. Wilson	DECEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor)	DECEMBER Double Dynamite J. Russell, F. Sinatra, G. Marx Overland Telegraph, W T. Holt, R. Martin, G. Davis	DECEMBER The Wild Blue Yonder W. Corey, V. Ralston, F. Tucker Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez Starm Bound C. Dowling, A. Checcki (Italian-made)	DECEMBER The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Bayonets R. Basehart, M. O'Shea, G. Evans Elapement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	DECEMBER The Big Night P. Foster, J. Barrymore, Jr. (Waxman-Losey) Week-End With Father V. Heflin, P. Neal, R. Denning Pool Of London B. Colleano, S. Shaw, R. Asherson (English-made) The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)	DECEMBER The Strange Doar C. Laughton, B. Karloff, S. Forrest The Strange Doar C. Laughton, B. Karloff, S. Forrest Week-End With Father V. Heflin, P. Neal, R. Denning Pool Of London B. Colleano, S. Shaw, R. Asherson (English-made) The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)	DECEMBER Starlift D. Day, G. MacKae, R. Roman, G. Nelson, J. Rule, and guest stars Captain Blood (Re-release) E. Flynn, O. DeHavilland, B. Rathbone Distant Drums G. Cooper, M. Aldon (Technicolor)
JANUARY Baots Malone W. Holden, J. Stewart, S. Clements Indian Uprising G. Montgomery, A. Long (Supercinecolor) Starm Over Tibet R. Reason, D. Douglas The Old West G. Autry, G. Davis, P. Buttram Smaky Canyon, W C. Starrett, S. Burnette, J. Mahoney	JANUARY For Men Only P. Henzeid, M. Field Man Boit G. Brent, M. Chapman (English-made)	JANUARY Westward The Women R. Taylor, D. Darcel, J. McIntire It's A Big Country All-Star Cast Pandara And The Flying Dutchman J. Mason, A. Gardner, N. Patrick (Made in Europe) (Technicolor)	JANUARY Aladdin And His Lamp J. Sands, P. Medina, D. Erdman (Cinecolor) The Steel Fist R. McDowell, K. Miller Outlaw Town, W J. M. Brown, J. Ellison, L. Hall	JANUARY Hang Kang R. Reagan, R. Fleming (Technicolor) Temba Howard Hill Documentary (Anso color) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn)	JANUARY On Dangerous Ground R. Ryan, J. Lupino, W. Bond Waman In The Dark R. Elliott, P. Edwards, R. Vallin A Lady Passed J. Mason, J. Havoc, P. Kellino	JANUARY Captive Of Billy, W The Kid, W A. Lane, P. Edwards, C. Bevans Waman In The Dark R. Elliott, P. Edwards, R. Vallin A Lady Passed J. Mason, J. Havoc, P. Kellino	JANUARY The Madel And The Marriage Braker J. Crain, S. Brady, T. Ritter Decision Before Dawn R. Basehart, G. Merrill, H. Neff (Made in Germany) Japanese War Bride S. Yamaguchi, D. Taylor, C. Mitchell, M. Windsor,	JANUARY The Lady Says No D. Niven, J. Caulfield (Ross-Stillman) Chicago Calling D. Duryea, M. Anderson (Bermeis) Another Man's Pasion B. Davis, G. Merrill, E. Williams (Angel) (Made in England)	JANUARY Flome Of Arab M. O'Hara, J. Chandler, M. Reed (Technicolor) Bright Victory A. Kennedy, P. Dow, J. Edwards Finders Keepers T. Ewell, J. Adams, E. Varden The Cimarron Kid A. Murphy, B. Tyler, J. Best (Technicolor)	JANUARY I'll See You In My Dreams D. Day, D. Thomas, F. Lovejoy, P. Wymore Room For One More C. Grant, B. Drake, I. Mann

HOLIDAYS
Dec. 25—Christmas
Jan. 1—New Year's

REALART
Nov.—Bride Of The Gorilla—L. Chaney, T. Conway, B. Payton (Broder)
Dec.—The Bushwhackers—W. Morris, L. Tierney, M. Dell (Broder)
Jan.—The Thundering Trail—L. LaRue, A. St. John, S. Anglim

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Vol. 47 Number 8
Two Sections: Section One

DECEMBER 26, 1951

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DEAR M-G-M:

“It gives us great pleasure to tell you that we are doing turn-away business with your very beautiful picture ‘Pandora And The Flying Dutchman’ at our New Normandie Theatre. Comments from our patrons are terrific and in view of the steady turn-away business since opening, it is a clear indication that ‘Pandora’ is in for a substantial run. The combination of your most unusual attraction and our most beautiful theatre makes for great box-office.”

NEW NORMANDIE THEATRE

DEAR NORMANDIE:

“You provided the jewel box. ‘Pandora’ is the Technicolor jewel. It is a privilege for us to have its premiere at the Normandie. New York’s fans have embraced gorgeous Ava Gardner’s reckless ‘Pandora’. Soon movie-goers everywhere will gasp at her flaming loves and the countless thrills filmed on the romantic Mediterranean sea-coast. We are happy that ‘Pandora’ has launched the New Normandie on a box-office career!”

M-G-M

JAMES MASON • AVA GARDNER in "PANDORA AND THE FLYING DUTCHMAN" • with Nigel Patrick
Sheila Sim • Harold Warrender • Mario Cabré • Color by TECHNICOLOR • Written and Directed by Albert
Lewin • Produced by Albert Lewin and Joseph Kaufman • (For Dorkay Productions, Inc.) • An M-G-M Picture

See Page 11 for Important "Q.V." news!



WHEN AN EASTERN exhibitor pulled a picture at the behest of a local group which felt it shouldn't be shown, the latter decided to give a certificate of merit at special stage ceremonies for the theatre's cooperation.



DISTRIBUTORS can't be blamed for the raise in admission at one theatre where the house suddenly decided to raise its weekend price to \$1.20, found that it only had \$1.30 tickets on hand, so charged \$1.30 until the \$1.20 tickets could be secured.



THE NEW SPIRIT in coast production has been evidenced in a situation where an actress injured her arm and had to carry it in a sling, so this was incorporated in a script. In pre-economy days, the production would have been delayed.



A MIDWESTERN circuit gives patrons a card which is stamped four times when four admissions are paid. On the fifth trip, admission is free.



PLAUDITS of the week go to a theatre manager in an eastern city who saw a bus load of school kids stopped in front of his theatre in the middle of a traffic jam during a heavy snow storm. The bus had no chance of moving, so the manager invited the kids in, gave them popcorn and drinks, and let them see the show as his guests just to keep warm.



HAVE you done your bit for the "Christmas Salute" for the Will Rogers Memorial Hospital?



AND A HAPPY NEW YEAR.

—H. M. M.

I N D E X

VOL. 47, No. 8 DECEMBER 26, 1951

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THE COVER PHOTO

Examining a "Quo Vadis" pressbook are MGM advertising executives Si Seadler and Howard Dietz, pictured in New York City as they conferred recently on details of the campaign for the film.

EXHIBITOR

VOL. 47, No. 8



DECEMBER 26, 1951

To William F. Rodgers

It didn't take long for an exhibitor organization to pass a resolution regretting the departure of William F. Rodgers, MGM vice-president, from active participation in the business.

WHAT ALLIED THEATRES OF WISCONSIN had to say may well be taken as the sentiment of theatremen everywhere.

BILL RODGERS' dedication to unity within the business and his devoting so much time and energy to those extra activities which eventually should benefit everyone provided the reason for the resolution.

AT THE SAME TIME, the exhibitor unit pledged Rodgers' successor, Charles M. Reagan, the same cooperation given his predecessor, "confident that he will grasp the torch and carry it on toward a better understanding between all branches of the industry."

EVERYONE will agree that William F. Rodgers is a leader in every sense of the word. Furthermore, he has retained not only the confidence of the distribution faction but the respect of exhibitors large and small, affiliated and unaffiliated, who knew that his word was his bond and that his efforts on behalf of the business were sincere.

MGM reflected Bill Rodgers' thinking in its sales policy. He helped make "The Friendly Company" the friendly company.

It is satisfying to know that he will not entirely be removed from the industry.

LET US HOPE that he will be around for years to come to give the benefit of his experience and sage counsel.

BILL RODGERS will never be forgotten in industry annals.

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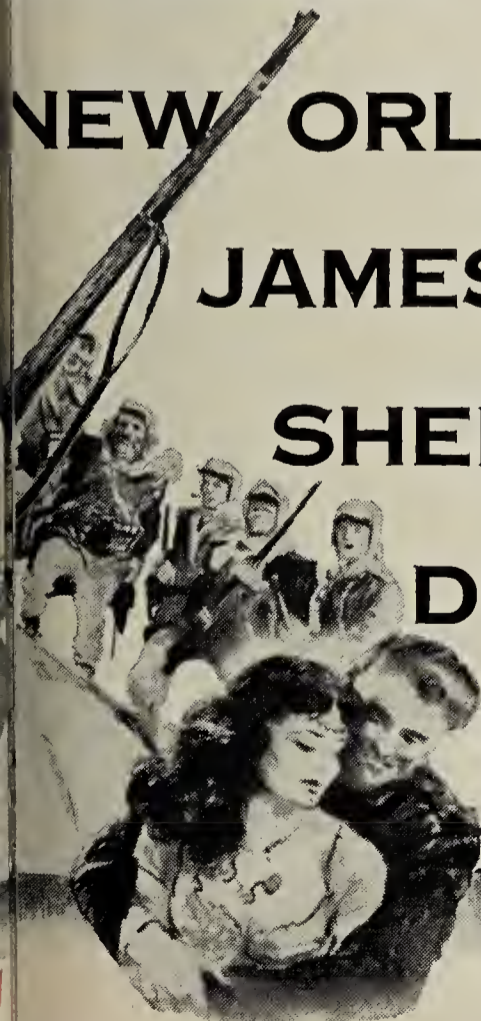
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J R GRAINGER-REPUBLIC PICTURES CORP
1790 BROADWAY NYK
I AM EXTREMELY HAPPY TO REPORT AUDIENCE REACTION HAS BEEN ABSOLUTELY WONDERFUL FOR WORLD PREMIERE OF WILD BLUE YONDER ORPHEUM THEATRE. OMAHA, NEBRASKA. EVEN MORE PLEASING IS THE EXTREMELY FINE PERFORMANCE AT THE BOXOFFICE. NO BETTER EVIDENCE OF HOW WELL THE PUBLIC LIKES YOUR PICTURE CAN BE GIVEN THAN THE FACT THAT GROSSES ARE BUILDING EVERY DAY. AFTER TREMENDOUS PREMIERE OPENING THURSDAY NIGHT WE ANTICIPATED A POSSIBLE LET DOWN BUT INSTEAD PICTURE BUILT TO BEST SUNDAY GROSS OF THE YEAR FOR ORPHEUM. WE ARE MOVING THE PICTURE FOR A SECOND WEEK TO THE OMAHA THEATRE. PLEASE GIVE THIS INFORMATION TO MR HERBERT J YATES AND WHENEVER REPUBLIC WANTS ANOTHER WORLD PREMIERE ALL YOU HAVE TO DO IS ASK FOR IT. OUR MOST SINCERE THANKS TO BOTH YOU AND MR YATES AND OF COURSE OUR SPECIAL THANKS TO BILL SAAL, MORT GOODMAN AND MICKEY GROSS. THEY ARE TRULY GREAT SHOWMEN AND THEIR ASSISTANCE IN STAGING THIS SPECTACULAR WORLD PREMIERE IN OMAHA WAS INVALUABLE. BEST PERSONAL REGARDS —
A H BLANK.

Thanks...
**A. H. BLANK
FOR THE
MOVE-OVER
TO THE
OMAHA!**

VARIETY
**CONFIRMS YOUR
ENTHUSIASM!**

OWN 10
ay es 4, es, be- et- tive own
own, 719;
With "Wild Blue Yonder" preem at Orpheum hogging practically all the attendance in town last Thursday night this tore a large
"Li Hoi. week and app 0 90) — "Dar. day-c \$4.50 Stor Bea 90"
"Li Hoi. week and app 0 90) — "Dar. day-c \$4.50 Stor Bea 90"

**A WOUNDED SOLDIER NEEDS
YOUR BLOOD TODAY!**



HERBERT J. YATES
presents

THE WILD BLUE YONDER

(STORY OF THE B-29 SUPERFORTRESS)

Showman Says About MIERE IN YEARS!



Jake Rachman - critic
Omaha World-Herald
says: "IT OUGHT TO
BE ONE OF THE
TOP DRAW PICTURES
OF THE YEAR"
...and thousands of
dates are
zooming
in to
make his prediction
come true!

ring **WENDELL COREY · VERA RALSTON · FORREST TUCKER · PHIL HARRIS**
with **WALTER BRENNAN · WILLIAM CHING · RUTH DONNELLY · HARRY CAREY, JR. · PENNY EDWARDS**
Screen Play by **RICHARD TREGASKIS** • Story by **ANDREW GEER and CHARLES GRAYSON** • Directed by **ALLAN DWAN** • **A REPUBLIC PICTURE**

AGAIN!

TOP MONEY PICTURE OF 1951!

20th CENTURY-FOX'S

DAVID AND BATHSHEBA



COLOR BY **TECHNICOLOR**

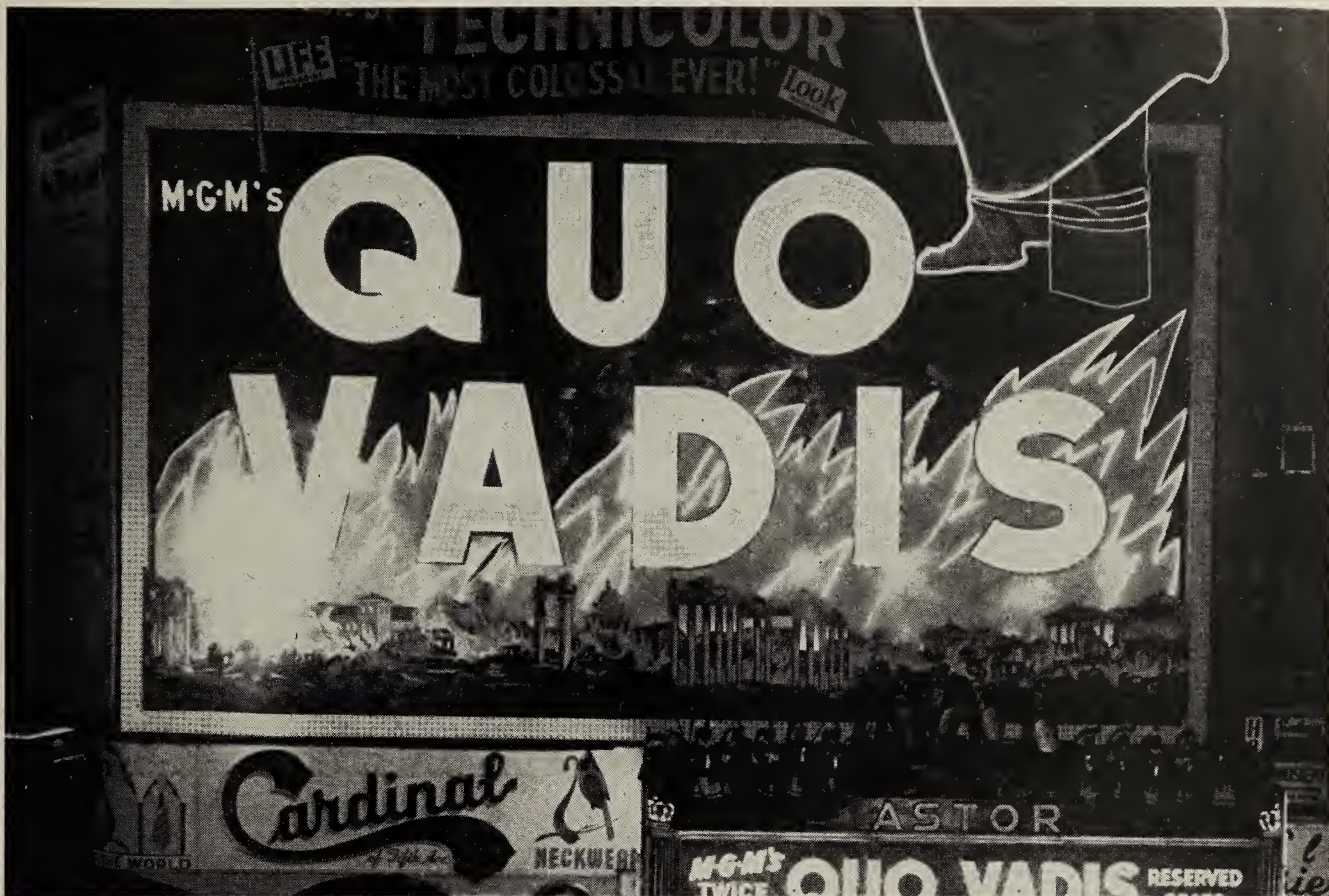


BOXOFFICE Magazine, through nationwide compilation of grosses, awards coveted trophy to Darryl F. Zanuck production "DAVID AND BATHSHEBA", directed by Henry King.

Third time in four years 20th Century-Fox has won the award.

In 1948 for "GENTLEMAN'S AGREEMENT", produced by Darryl F. Zanuck, directed by Elia Kazan. In 1949 for "THE SNAKE PIT", produced by Anatole Litvak and Robert Bassler, directed by Anatole Litvak.

There's No Business Like 20th Century-Fox Business!



A FRONT DISPLAY THAT RATES WITH THE BIGGEST CALLS ATTENTION TO THE OPENING OF MGM'S "QUO VADIS" AT THE ASTOR, NEW YORK CITY.

1951 Saw Many Big Pictures

But "Quo Vadis" Was The Biggest, And Its Pre-Selling Was Intensive



Morgan Hudgins, MGM publicist who traveled throughout the country to set up campaigns for "Quo Vadis," poses in Des Moines with Myron Blank, head, Central States Theatres Corporation.

IN a year that saw a production of unprecedented magnitude in MGM's "Quo Vadis", a campaign of equally huge scale was executed for the film by MGM advertising, publicity, and exploitation staffs to chalk up what ranks with the most sweeping promotional efforts in the industry's history.

Culminating a lengthy continuous planning by studio and home office executives, MGM launched its greatest promotional campaign just before the world premiere last month at both the Astor and Capitol, New York City.

New York and six other opening cities were barraged with 48-sheets, editorial color layouts in newspapers were set for 15 cities, and special full-page color advertisements were inserted in newspapers of more than 100 cities served by The American Weekly, Parade, and metropolitan Sunday magazine supplements.

"Quo Vadis" kits containing exclusive

stories and stills for each of the six cities where the film opened were sent to the field to be used in local publications, and special murals and elaborate Kodachrome displays were made up for theatre use.

Additional national advertising through tie-ins with about 25 merchandising and manufacturing firms throughout the country drew a wealth of co-op. promotion.

Dan S. Terrell, MGM exploitation head added special representatives especially for "Quo Vadis." Lou Weiner completed a cross-country tour, and Arthur Canton concentrated his efforts at the home office before making a swing of cities and towns where the picture opened.

Morgan Hudgins, the film's publicity representative during its six months of filming in Italy, also toured, lecturing before schools and cultural organizations.

A few of the highlights of the impressive "Quo Vadis" campaign are pictured on this page and the next.



Jack D. Matlack, executive assistant to the president, J. J. Parker Theatres, Portland, is pictured at the Oregon State Fair, Salem, Ore., with the MGM chariot which was displayed at various fairs, and which was featured with success at trotting tracks in chariot races with a Roman flavor.



Sally Rand rides one of the chariots at the state fair in Hutchinson, Kans., to help publicize the film and her personal appearance at the fair.



Paul Hochuli, amusement editor, The Houston, Tex., Press, dons one of the gladiator's costumes used in the picture while attending the mid-southern opening of the show in Memphis.



National tieups with "Quo Vadis" include various articles of men and women's apparel, all with a Roman motif, and illustrated above is a Munsingwear Company tieup with men's shirts.



Bill Veeck, president, St. Louis American League Baseball Club, examines one of the "Quo Vadis" chariots being displayed around the country, this one being shown with the St. Louis opening.



The "Quo Vadis" campaign is marked by interesting displays, like this one set up in the lobby of Laew's Warfield, San Francisco, to promote the bow.



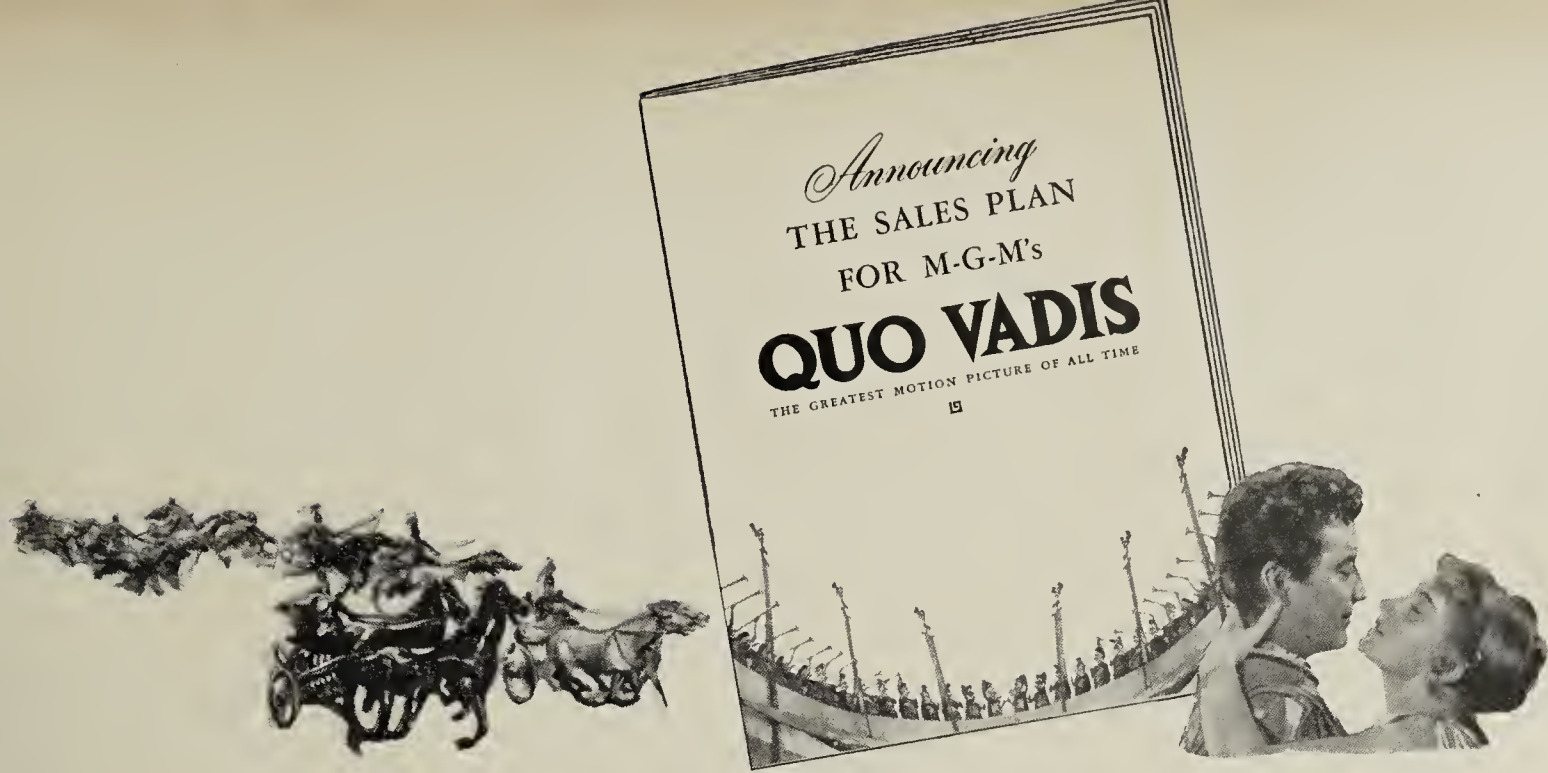
An interesting display of highlights from "Quo Vadis" attracts the attention of MGM's sales force, meeting in Chicago to set up promotion plans.



Among those at the "Quo Vadis" premiere at Laew's State, St. Louis, were, from left, Russell Bavis, manager, Loew's State; Joseph Ansell, Ansell Brothers Circuit; Oscar A. Daob, Laew's, Inc., theatre executive; Louis Ansell, Ansell Brothers Circuit; Anthony Matreci, Uptown, and Herb Bennen, manager, MGM's St. Louis branch. Prominent theatremen attended all premieres.



At the Capital, New York City, a Praetorian guard, dressed in authentic Roman costumes, helps in the "Quo Vadis" ballyhoo. Filmed in Italy at a cost of about seven million dollars, the MGM Technicolor spectacle is the costliest motion picture ever produced. MGM is expending tremendous efforts in advertising, publicity, and exploitation to attract public attention.



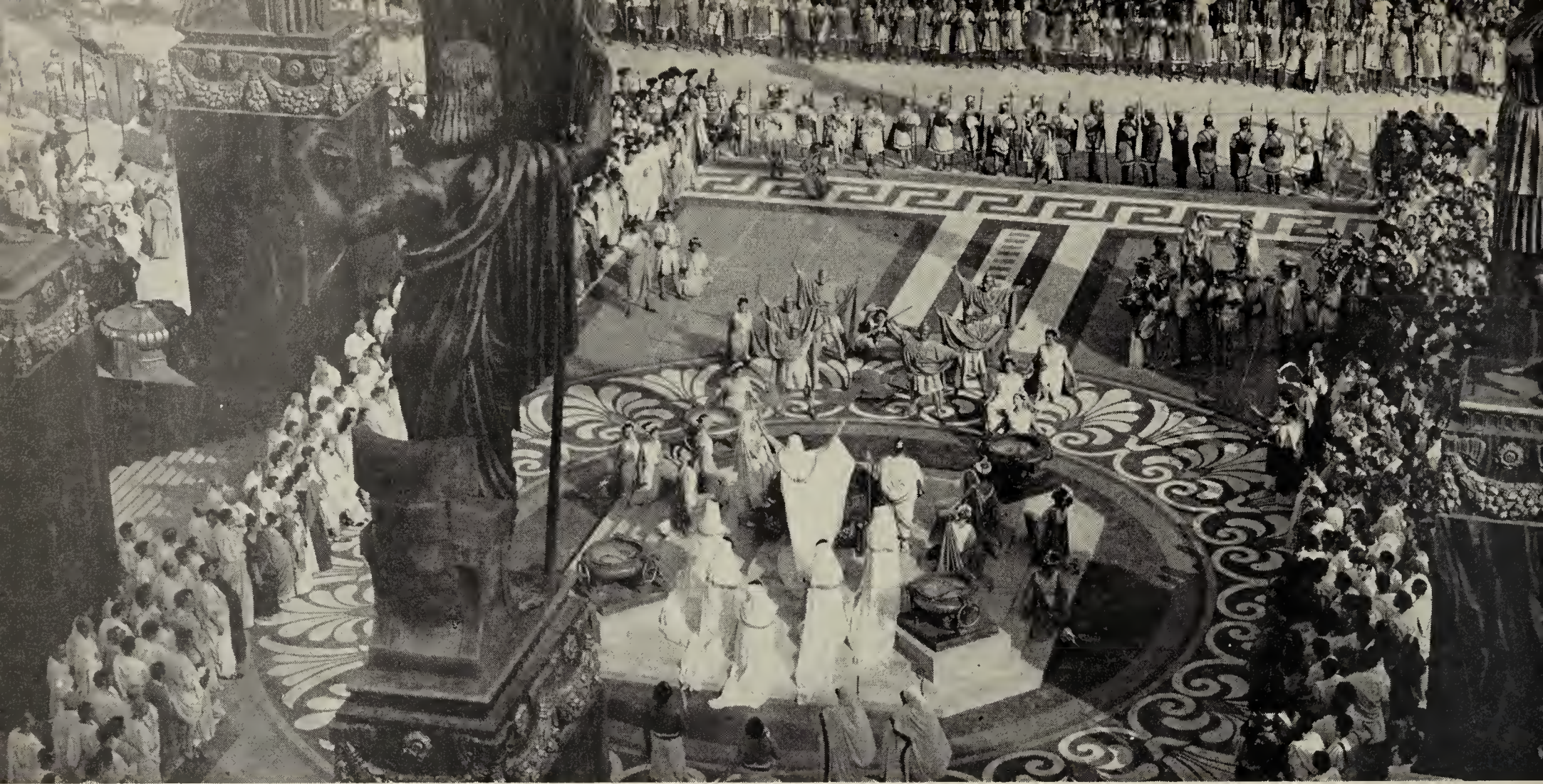
Supplementing the Recent Announcement of the Sales Plan for M-G-M's Famed Screen Triumph

QUO VADIS

THE public has spoken. "QUO VADIS" has had its first contact with the paying customers and a new Giant takes its place in box-office history. In the following report, M-G-M seeks to acquaint the trade with its experience thus far, in the belief that it will be of benefit to all who will play "QUO VADIS" in the future.

The quickest way to understand "QUO VADIS" business is to compare it with "GONE WITH THE WIND." In the World Premiere engagement of "Q. V." at the Astor and Capitol Theatres in New York, it is doing 107.3% of "GWTW" which played the same theatres. After almost five weeks, the total gross receipts, excluding federal admission taxes, of the two theatres playing "Q.V." is \$455,841 as against \$424,734, for "GWTW" for the same length of time in the same two theatres. These gross receipts of \$455,841 for "Q.V." at the Astor and Capitol are based upon admission prices as follows: at the Astor matinees (Mon. through Fri.) \$1.25 and \$1.80; evenings and Sunday matinees \$1.80 to \$2.40; Saturday matinees \$1.50 to \$1.80. The admission prices at the Capitol Theatre during the period of the above gross receipts were as follows: Monday to Friday 95¢ to \$1.80; Saturday from \$1.25 to \$1.80 and Sunday from \$1.50 to \$1.80. "Q.V." is playing on a twice daily, reserved seat policy at the Astor and on a continuous run policy at the Capitol. All admission prices in this report include federal and local taxes.

(Continued)



In Los Angeles "Q.V." is playing at the United Artists Theatre on a continuous policy, and at the Four Star Theatre on a twice daily, reserved seat policy. Since "GWTW" did not play at the Four Star, it is only possible to make the comparison with its business at the United Artists where it did play. In this theatre with 11 days completed "Q.V." is ahead of "GWTW," doing 104.3% of the latter's business. In this period "Q.V." did \$49,553 and "GWTW" did \$47,527. This gross of \$49,553 for "Q.V." at the United Artists Theatre is based upon a matinee admission price of 90¢ on Monday through Saturday and \$1.50 for evenings and all day on Sundays and holidays.

"Q.V." is now being played in Loew theatres, in six representative cities across the country. With the completion of two full weeks of engagements "Q.V." has amassed a gross, excluding taxes, of \$342,965 compared to "GWTW's" gross, excluding taxes, in the same six cities of \$384,996. It is to be borne in mind that three of the cities where "Q.V." is playing are in the South and it was not expected that the gross of "GWTW" could be equalled there. However, in the three northern cities "Q.V." topped "GWTW."

We are furnishing below the detailed results in three of these situations which we believe are typical and representative of a cross-section of the country.

In Pittsburgh, "GWTW" grossed \$88,720 in 22 days; "Q.V." for the same

period grossed \$99,242 based upon an admission price of 90¢ for matinees (except Sunday \$1.10), a night price of \$1.25 and 50¢ for children at all times.

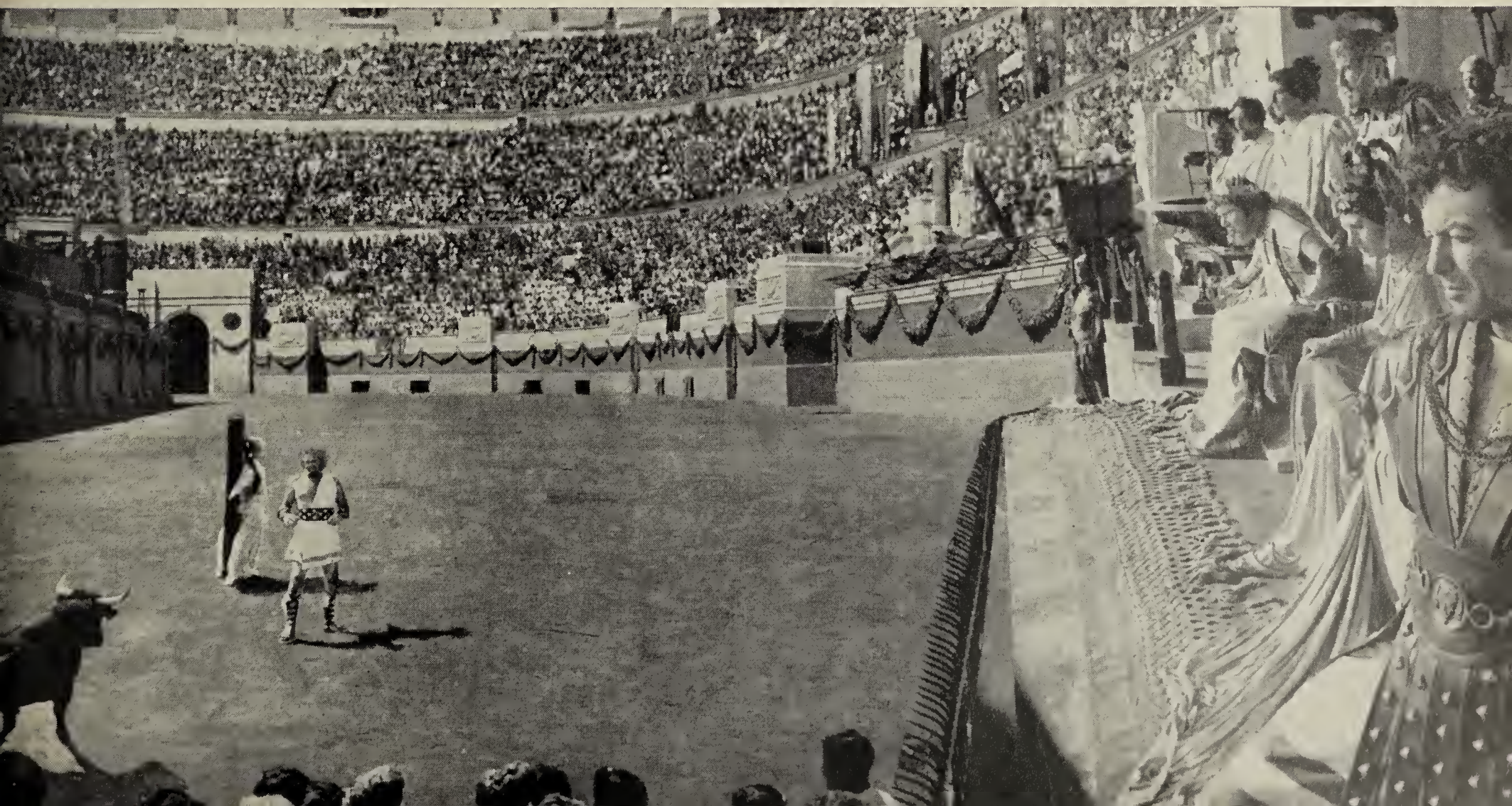
In Atlanta "GWTW" grossed \$77,575 for 22 days as against \$48,114 for "Q.V." with admission prices of 90¢ for matinee, \$1.50 at night and 50¢ for children. It will be recalled that "GWTW" had its World Premiere in Atlanta which was the home city of Margaret Mitchell, the author of "GWTW" and the city which is the locale of the story.

In San Francisco "GWTW" grossed \$100,666 in 22 days as against \$102,312 for the same period for "Q.V." at the same theatre based upon a matinee price of 90¢ (except Saturday and Sunday \$1.20), a night price of \$1.50 and 50¢ for children there being also in this city a loge price of \$1.25 for matinees and \$1.80 at night.

Experience in these cities showed that the last feature can best be presented at approximately 9:00 o'clock and that because of the running time of the picture, only a newsreel is called for.

Excellent attendance results are being obtained in all six cities by the fine cooperation of the schools and churches. Many classes come in a body, frequently on school time, with attendance at "QUO VADIS" being considered a phase of class study.

(Continued)



The success of "QUO VADIS" has been thoroughly established. Its healthy challenge to the eminence of "GWTW" is significant for the industry.

We repeat the thought previously expressed that the initial engagements of "QUO VADIS" should be confined to first runs in cities of approximately 100,000 population. We believe that the soundest plan of distribution is to open this picture first in the exchange center of each area in the United States.

These engagements should provide us with experiences which will demonstrate a fair basis of merchandising this tremendous and costly production. This procedure should indicate the proper manner of distribution which we are sure will meet with the general approval of our customers. We are, therefore, not now prepared to consider additional engagements.

Theatre owners generally know best the admission prices under which this picture should be exhibited in their theatres. No exhibitor is required to furnish us with his proposed admission price. He may do so if he believes we will thereby be in a better position to evaluate his offer.

We have had sufficient experience to satisfy us that except in unusual situations, better results will be obtained by a continuous performance policy. Accordingly, we do not recommend a reserved seat policy.

We are now ready to receive offers for the first run exhibition of "QUO VADIS" in situations within the approximate category mentioned above. Any exhibitor having a suitable theatre who is interested in exhibiting the picture in any of those situations should notify our nearest exchange of that interest within seven days after the publication date of this announcement.

His request will receive immediate consideration and the proper form will be forwarded to him on which to make his offer.

LOEW'S INC.



Mel Konecoff's NEW YORK

RCA last week unveiled a new radically different type of projection screen at a special press preview at the Plaza. The new wide-vision screen features side wings and a top panel made of "Velon" plastic, what the screen proper is made of, and which picks up, and reflects, diffused light from the picture. In other words, when color pictures are shown, reflected hues appear on the wings and panel, and patrons are under the impression that they are looking at a larger picture.



KONECOFF

One of the effects of the screen is that action seems to flow off or on the screen at the sides rather than having screen characters making abrupt exits or entrances, as is the case with the conventional black masking. Theatre architect Ben Schlanger and his associate, William Hoffberg, who designed it for marketing by RCA, claimed that the new layout could be set up with existing screens, but recommended that a new screen start off the installation.

Other claims made for the screen are that orchestras are better lit by the reflection from the screen, and low house lights could be eliminated in many cases if desired; the quality of pictures is brought to the fore in either color or black and white, and eye strain potentiality is reduced. Said one expert, "People can see more clearly, more quickly, and more comfortably." Some one even said that at times the screen action may appear tri-dimensional with the new setup, and that it was 10 years in the making.

Announcement as to price has to await action by the Office of Price Stabilization. Among those in attendance were Martin Bennett, manager of theatre equipment sales, RCA; Walter Brecher, William Evans, Ben Perse, president, Capitol Motion Picture Supply Corporation, Schlanger, Hoffberg, Ben Scholtz, Len Bidwell, etc.

OPTIMISM DELUXE: Last week saw us attending a reception preview of the rebuilt Little Carnegie along with scores of other industryites. On hand were owners-operators Jean Goldwurm and George Schwartz to accept the congratulations, best wishes, and exclamations of wonderment. It is a magnificent show-place.

Situated on West 57th Street, and fitting into the category of the art or specialty house, the Little Carnegie, neighbor to the world-famous Carnegie Hall, has been under construction for six months, and occupies the site of the theatre of the same name built by Otto Kahn 25 years ago. Costing somewhere around \$400,000, new construction has enlarged the seating capacity from 384 to 528 with unusually wide seats, 22 and 23 inches in width, having been installed in a stag-

COMPO Executive Board Sets Feb. 14 Meeting

NEW YORK—It was announced last fortnight that the meeting of the Council of Motion Picture Organizations' executive board will be held here on Feb. 14-15. Election of COMPO officers and plans for a 1952 "Movietime, U.S.A." campaign are on the agenda.

Prior to the opening of the meeting, the nominating committee will hold a final session at which an official slate of officers will be voted on for submission to the executive board.

gered arrangement to insure greater visibility. They are of the push-back variety made by Kroehler.

Year-round ventilation will be provided through one ventilating system in which the air is also filtered and cleaned by U. S. Air Conditioning Company. The house has been acoustically treated.

On the one street level floor may now be found lounging areas, an art gallery, a television-music room, and rest rooms as well as a serving pantry and kitchen. Stainless steel and glass have been widely used on the front and throughout, with the emphasis being on the modern throughout.

The theatre's opening attraction is "Rashomon," Japanese prize-winning film.

INDE PRODUCTION NOTE: Sam Spiegel, independent producer releasing through United Artists, arrived with a print of his latest, "The African Queen," starring Humphrey Bogart and Katharine Hepburn, which he was to take to the coast so that it could open in time to qualify for Academy Award consideration.

Spiegel reported that plans for his next two films will be announced in more concrete fashion in the near future after he has had a chance to discuss contracts with stars, etc. His next feature, which is expected to roll in March or April, will see the exteriors being photographed in Italy and interiors in Hollywood, with

Broadway Awaits Holiday Pickup

NEW YORK—Business in the Broadway first-runs last weekend still felt the effects of the pre-Christmas slump, but all signs pointed to a fast snap-back now that the holidays had arrived.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE RACKET" (RKO). Paramount, with stage show, reported \$40,000 for the last six days of the second week.

"DECISION BEFORE DAWN" (20th-Fox). Rivoli opened to a \$55,000 week.

"I'LL SEE YOU IN MY DREAMS" (WB). Radio City Music Hall, with Christmas stage show, took in \$85,000 from Thursday through Sunday, and expected the third week to tally \$152,000.

"I WANT YOU" (Goldwyn-RKO). Criterion claimed \$40,000 for opening week.

"ADVENTURES OF CAPTAIN FABIAN" (Rep.). Globe announced \$7,500 for the last five days of the second week.

"DETECTIVE STORY" (Para.). Mayfair did \$25,000 on the seventh week.

"FLAME OF ARABY" (U-I). Loew's State opened to a \$15,000 week.

"DEATH OF A SALESMAN" (Col.). Victoria expected the opening week to hit \$40,000.

"QUO VADIS" (MGM). Astor, with reserved seat policy, claimed \$18,000 for the seventh week.

"QUO VADIS" (MGM). Capitol, with unreserved seat policy, claimed \$40,000 on the seventh week.

two important stars scheduled. Technicolor will probably be utilized. Following this, the producer will embark on a film to be made with John Huston as director, also to be made outside the country, and with color by Technicolor. Both features will be made with the aid of United Artists' financing.

He reiterated his opinion that UA is a "must" releasing organization for the

(Continued on page 22)



Production, distribution, and promotion executives of Universal Pictures met at the company's coast studio for a recent series of conferences, and pictured in front of the entrance to the U-I lot are, from left, Foster M. Blake, western sales manager; Al Horwitz, studio publicity director; John J. Scully, district manager, Boston; Fortunat Baronat, foreign publicity director; F. J. A. McCarthy, southern and Canadian sales manager; Philip Gerard, eastern publicity manager; Americo Aboaf, foreign sales manager; Charles Simonelli, eastern advertising and publicity manager; Edward Muhl, vice-president and general manager, U-I studio; Morris Weiner, studio manager; William Goetz, in charge of production; P. T. Dana, eastern sales manager; Alfred E. Daff, vice-president and director of world sales; C. J. Feldman, domestic sales manager; P. F. Rosian, district manager, Cleveland; Leo Spitz, executive head of production; James V. Frew, district manager, Atlanta; David Levy, district manager, New York; David A. Lipton, vice-president, in charge of advertising and publicity; Henry H. Martin, district manager, Dallas; Robert Goldstein, production executive; Mannie M. Gottlieb, district manager, Chicago; James J. Jordan, circuit sales manager, and Barney Rose, district manager, San Francisco.

IN ONE

IDA LUPINO



ON DANGEROUS

with **WARD BOND** • CHARLES KEMPER • Produced by JOHN HOUSEMAN



STRANGE NIGHT...

ROBERT RYAN



*she met
both love
...and
murder!*

In a dark
house on a
lonely hill...
happens one
of the most
terrifying
love stories
ever filmed!

GROUND

Directed by **NICHOLAS RAY** • Screenplay by **A. I. BEZZERIDES**



THE INTERNATIONAL SCENE

Canadian Comment

Hilliard Gunn, manager, Metropolitan, Regina, is now handling the Capitol, with Jack Heaps, Calgary, taking his place. . . . Famous Players Canadian's Morris Stein, eastern division manager, received an honor from Toronto's Mayor Hiram C. McCallum for his work in community circles through the Variety Club, a lighter with the civic crest of the city. . . . In Moose Jaw, Saska., parking space must be provided for any new theatres that are built. . . . Heading the Toronto women associated with the Variety Club are Mrs. Lou Davidson, president, and Mrs. Archie Laurie, secretary.

The Cambie, Vancouver, has been taken over by Jack Stone, from Mrs. O. Piller. . . . Passing of Joe Thompson, UA Canadian head office, Toronto, was mourned.

Changes of managers follow: Max Davey, from the London Centre to the Elmwood; Verdun Marriott, managing the Park, St. Catherines; L. J. Marriott, managing the Columbia, St. Catherines, and Frank Paul, from the Park, St. Catherines, to the London Centre.

In Calgary, Vern Skorey, 20th-Fox branch manager, was reelected president, Alberta district, Canadian Picture Pioneers.

In Calgary, A. W. Shackelford was named president, Alberta Theatres Association, succeeding Ken Leach. Other officers include: Walter P. Wilson and Douglas Miller, vice-presidents; Don Menzies, assistant secretary, and Leroy Chown, secretary-treasurer.



Seen at the Vatican, where they had a special audience with the Pope recently, are Mrs. Marc J. Wolf and Marc J. Wolf, International Chief Barker, Variety Clubs International. Two of the Swiss guards on duty at the Vatican escort them.

Rank Pays On Preferred

LONDON—The J. Arthur Rank Organization last fortnight announced a further payment by Odeon Theatres, Ltd., of a half-year's dividend on its six per cent preferred stock on Jan. 1, 1952.

This brings the cumulative preferred stock dividends in arrears up to Jan. 1, 1951. Rank has also undertaken the first considerable refinancing operation within his organization since its fiscal overhaul. This is concerned with British Optical and Precision Engineers, Ltd., manufacturers of film equipment, cameras, theatre seating, and furnishings. It is controlled by Gaumont-British. Dividends on its 489,633 pounds five per cent preferred shares, two years in arrears, have now been paid.

Canadian Project Continues

NEW YORK—The Canadian Cooperation Project, an industry financial safeguard assuring Canadian cooperation in U. S. production and promotion, was continued for another year under a resolution adopted last week by the MPAA.

VC In Paris, Rome

NEW YORK—As a result of the recent trip overseas of Marc Wolf, International Chief Barker, Variety Clubs, it was announced last fortnight that new tents in both Paris and Rome may be formed.

PEOPLE

NEW YORK—Phil Reisman, vice-president in charge of foreign distribution, RKO, announced last fortnight the appointment of Arthur Herskovitz as assistant to Ned Clarke, RKO Latin American and Far East home office division manager. Charles C. Belmont, formerly Herskovitz's assistant, moves up to take charge of the division's 16mm. operations.

NEW YORK—Fred T. Meharg last week was appointed director of field operations for Hargroves National Service System. Meharg was formerly personnel and public relations director for Leslie Company of New Jersey. He was also chief accountant and auditor for Amoskeag Manufacturing Company of New Hampshire.

WASHINGTON—Edward Cooper will take over his new post as director, television department, Motion Picture Association of America, on Jan. 2, it was announced last week. Cooper, who has long experience in the communications field, has been serving as staff director of the Senate Majority Policy Committee.

NEW YORK—David E. Weshner has been signed as national sales representative of Benagoss Productions, it was announced last fortnight. His first assignment will be to supervise the sales campaign for "The Green Glove", released by United Artists.

HOLLYWOOD—C. A. Clift has been named director of publicity and advertising, Mutual Pictures of California, it was announced last fortnight. Clift was formerly exploitation manager for Monogram.

Dividend Payments Drop

WASHINGTON—The Department of Commerce last week announced that publicly reported cash dividend payments of film companies in the first 10 months of 1951 decreased approximately seven and a half per cent below those of the comparable 1950 period. Preliminary total for the first 10 months of this year was \$21,521,000, compared with \$29,791,000 for the first 10 months of last year.

Warners and UA reported dividends in October that were paid in other months in 1951, accounting in part for the higher total for October of the current year, which was \$4,167,000, compared with \$1,877,000 for October, 1950.

Berenson Heads Chicago VC

CHICAGO—The following were elected officers of the Variety Club last fortnight: Joseph Berenson, Chief Barker; Arthur Manheimer, National Screen Service, and Sam Levinson, seat distributor, First and Second Assistant Chief Barkers; Ted Reisch, U-I, Dough Guy, and Bruce Trinz, Clark, Property Master. The new officers will be installed on Jan. 5.

WB Promotes In Norway

NEW YORK—Joseph Hummel Warner manager for Continental Europe, last week announced the promotion of Mrs. Liv Bjornstad, acting manager, Oslo, Norway, to the post of manager for Norway.



More than 100 industry executives attended the recent reception in New York City for Reginald P. Baker and Sir Henry L. French, president and director general, respectively, British Film Producers Association, who visited this country at the invitation of the MPAA's advisory unit for foreign films to explore the possibilities for wider distribution of British films in the American market. Pictured above, from left, are French, Leonard Coulter, New York representative, Odoms, Ltd.; Alfred E. Daff, U-I director of world sales; Mr. and Mrs. Baker; John J. McCarthy, MPAA vice-president in charge of international affairs; R. K. Hawkinson, assistant foreign manager, RKO; Lady French; James J. O'Brien, aide to New York's Mayor Vincent Impellitteri; J. G. Lindstrom, director of films and visual education, UN, and B. Bernard Kreisler, executive director, MPAA's foreign film advisory organization.

Universal-International presents

BEND OF THE RIVER

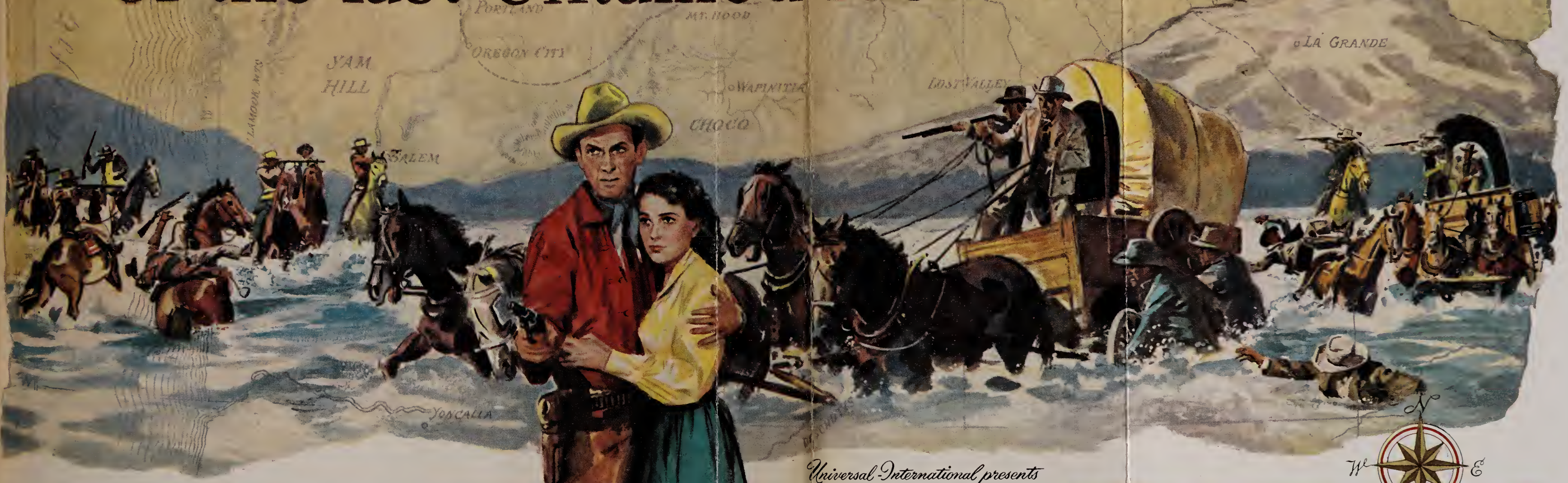
COLOR BY

Technicolor



*From the Studio, the Star, the Producer,
the Director of "WINCHESTER '73"...*

The greatness...the glory...the fury... of the last Untamed Frontier!



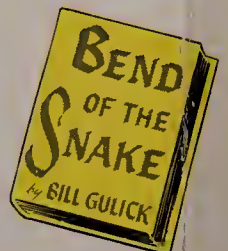
THE BARLOW TRAIL LYNCHING!
Law comes to the Northwest...
with a rope as judge and jury!



THE SHOSHONE AMBUSH!
The night of terror that
set ablaze a savage empire!



THE GREAT COLUMBIA PORTAGE!
Through a gauntlet of gunfire
with a thousand lives at stake!



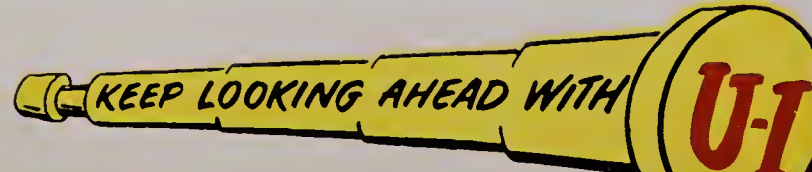
Based on the thrilling novel

Universal International presents
JAMES STEWART
ARTHUR KENNEDY
JULIA ADAMS
ROCK HUDSON

COLOR BY *Technicolor*
BEND OF THE RIVER

with LORI NELSON • JAY C. FLIPPEN • STEPIN' FETCHIT • Screenplay by BORDEN CHASE • Directed by ANTHONY MANN • Produced by AARON ROSENBERG

The above two-page spread is an actual reproduction of one of the full-color national magazine ads in U-I's powerful pre-selling campaign. (See next page!)



LOOK

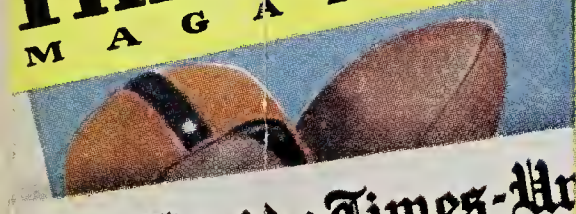


PHOTOPLAY
Special Issue
Win 50 gifts from the stars

Movie Life
HOLLYWOOD AT 100

Silver Screen

This Week
MAGAZINE



The Florida Times-Herald

THE HOUSTON POST

CHICAGO DAILY

Democrat
ROCHESTER, N. Y.

THE ARIZONA REPUBLIC
THE STATE'S GREATEST NEWSPAPER

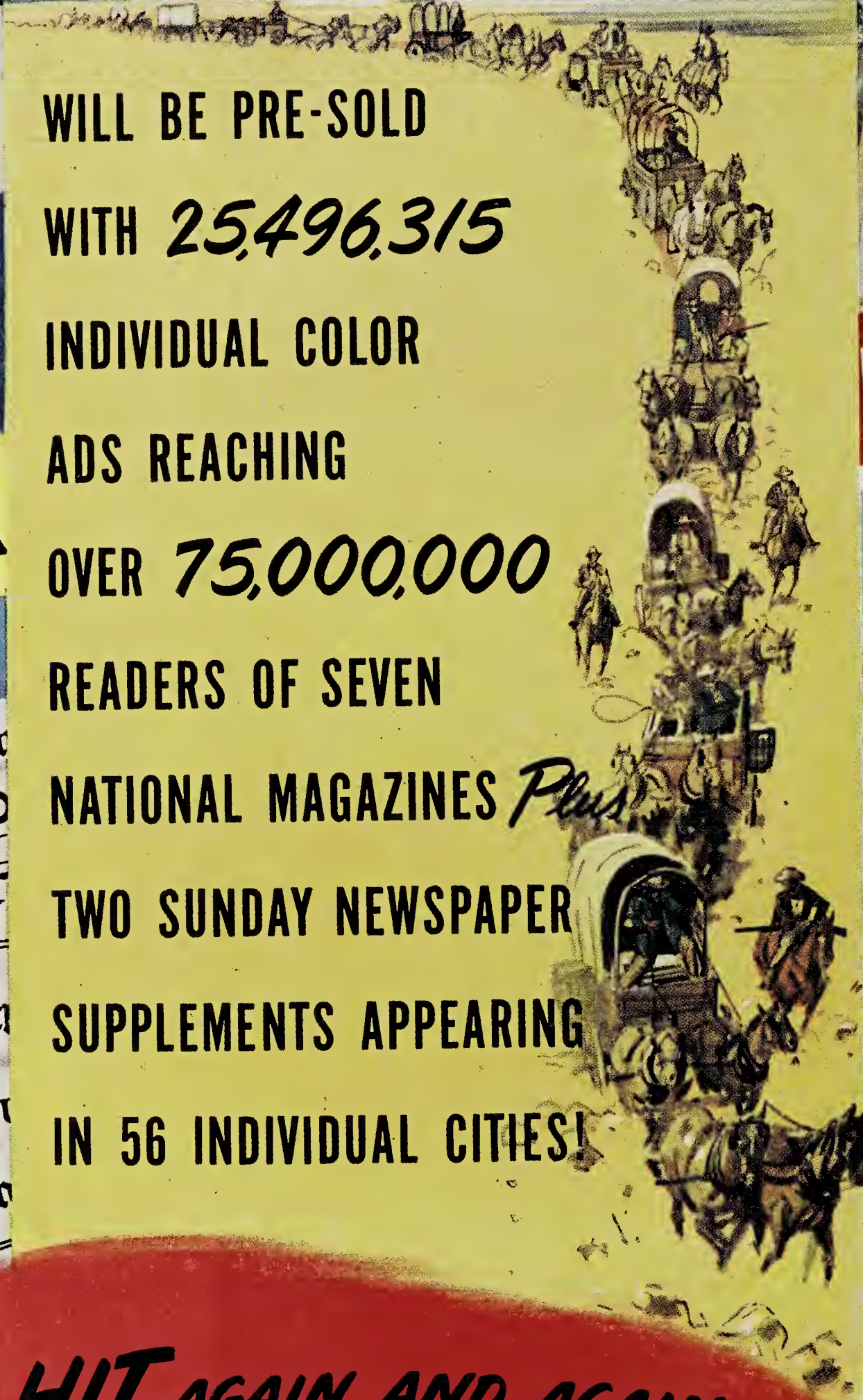
Los Angeles Times

COLOR BY

Technicolor

BEND OF THE RIVER

WILL BE PRE-SOLD
WITH **25,496,315**
INDIVIDUAL COLOR
ADS REACHING
OVER **75,000,000**
READERS OF SEVEN
NATIONAL MAGAZINES *Plus*
TWO SUNDAY NEWSPAPER
SUPPLEMENTS APPEARING
IN 56 INDIVIDUAL CITIES!



POST



SCREENLAND

MOVIE STARS PARADE



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TIMED TO **HIT AGAIN AND AGAIN**
FOR THAT **BIG WASHINGTON'S**
BIRTHDAY WEEK-END RELEASE!

Universal International



THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"Lone Star"—Headed for the higher grosses.

"Clarify TV Stand" Kirsch Asks Companies

CHICAGO—In a strongly worded statement, Jack Kirsch, president, Allied Theatres of Illinois, before that organization's board of directors, and concurred in by that body, called upon the presidents of all major producing and distributing companies to declare their position on the issue of selling motion pictures to television so "that the exhibitors may know where they stand in this whirlpool of uncertainty."

Kirsch's statement follows:

"There seems to be a deep silence prevalent among the major film companies as to where they stand on the issue of selling their films to TV. While this silence persists, many independent film companies have already disposed of large libraries of films to TV, notably among them Republic Pictures, while several large producing organizations are setting up subsidiary companies solely for the production of pictures for TV. Also certain independent producers, formerly releasing through major companies, have already made deals on a grand scale for the showing of their product over TV, latest one taking this step being Edward Small, who sold a local automobile agency 27 pictures produced by him. In spite of all this, you hear men in the top echelon of production and distribution assert that the outlook for the film industry is very bright, and that there are many encouraging signs on the horizon.

"But the important question is: for what segment of the industry is the future bright and encouraging? Certainly not for exhibition, if one is to carefully analyze the trends. Then for whom are all these alleged encouraging signs pertaining to? For the producers of motion pictures, of course, who are looking with a determined eye to the TV field, which they feel offers them a lucrative market for the thousands of films that had their runs in theatres throughout the country, and are now resting in the film vaults awaiting the day when more channels are opened up and ready to consume this vast backlog of film merchandise.

"I think it's about time that the exhibitors know where they stand in this whirlpool of uncertainty. I also think it's about time that the major film companies call a spade a spade and stop beating around the bush. Exhibitors are holding on with both hope and despair. The hope stems from all the statements of encouragement uttered by the film company heads, while the despair results from the growing tendency of more and more independent producing and distributing companies turning to TV for the sale of their pictures, and we, who are situated in strong TV areas, know what a devastating

NPA Files Report On Theatre Applications

WASHINGTON—The National Production Authority revealed last fortnight that out of all the projects seeking governmental okeh in the first quarter of next year only 20 involved theatres, and of these 12 were approved and eight were denied. Three of the 12 approved projects were ruled exempt from NPA's construction restrictions, six were approved because the materials were already on hand and no government aid was required, and the other three got official government allotments of steel, copper and aluminum.

About 700 applications for first quarter building are still to be acted on.

effect this has on theatre attendance.

"If ever there was a time for plain talking, this is it. If ever there was a time for the major companies to let exhibition know where they stand on this issue, this is it. The time for pussyfooting is past. This is no time for hedging. Thousands of exhibitors have their last dime invested in motion picture theatres. They have a right to know whether the major producing companies are going to continue to concentrate on the theatre market or TV. There can be no half measures, no ifs, ands, or buts. This is too serious a piece of business to trifle with. Frank and straightforward statements should be made on this score now by the presidents of every major film company.

"At least if the presidents of 20th Century-Fox, MGM, Warners, RKO, Columbia, Universal, United Artists, and Paramount would come out with a statement that the future of their business lies solely with the motion picture theatres, and mean it, then the hopes which these exhibitors harbor will prove meaningful, and the despair meaningless."

TOA Asks Members "To Lay It On Line"

NEW YORK—The TOA last fortnight mailed a four-page broadside, "TOA Makes News Because Action Makes News", which reproduced major industry press headlines accruing to TOA in a single month with a paneled message to TOA members noting that a "check for your TOA dues" constitutes "your best investment in preparedness for any crisis and in the right leadership for every cause."

The message, signed by treasurer J. J. O'Leary and executive director Gael Sullivan reads:

"The lesson for exhibitors these days has been learned the hard way. We can't be all harness and no horse in pulling through the competitive ruts and legislative roadblocks. We can't be all plans and projects without standup leadership and all-out team-play by every single member of TOA. We can't send our leaders into battle with wooden guns. We'll get the right news if we act at the right time, and together. We'll get results only when all our TOA members lay their demands and their dollars on the line."

This Was The Week When . . .

"The March of Time" announced that the series would be re-presented to theatres on a nationwide basis next year, starting with Volume 1, Number 1. . . . Paramount held an overall policy meeting with merchandising representatives of 18 firms to set tieups for "The Greatest Show On Earth."

TOA Cites Greater Exhib 16mm. Coverage

NEW YORK—The use of 16mm. film-reporting of local events as a boxoffice stimulus is urged by many exhibitors who have successfully supplemented their regular screen fare with such activity, it was reported last week by Gael Sullivan, executive director, Theatre Owners of America.

Sullivan referred in particular to the recent programming of Walter Morris, Knoxville, Tenn., who produced and screened in his own three theatres, as well as several others in the state, highlights of all University of Tennessee football games, Knoxville Christmas parade last November, and other events.

In a report to TOA headquarters, Morris pointed out that a 17-minute subject, in color, of the Christmas parade sponsored by the Retail Merchants Division of the Knoxville Chamber of Commerce, received excellent reception, so much so that the Chamber of Commerce is going to use the subject as a good will and public relations attraction through the surrounding communities of Knoxville who cooperated in staging the parade with the merchants.

"We now have plans to make motion pictures of all local news features and others where there will be a great number of people involved," Morris stated.

"I think it would be well worth the attention of TOA members to consider the installation of 16mm. projectors in their booths beside their 35mm. machines, for there are many features and added attractions that can be made on 16mm. that would have great boxoffice value locally, and could be made up with the proper assistance to support and combat other types of competition."

Morris said that he and another photographer photographed the complete game on approximately 1,200 feet of 16mm. film, then edited the picture to cull the highlights into a 15 or 16-minute feature.

Patron reaction to the weekly feature was excellent, but the increase at the box-office was not as much as had been anticipated, he reported.

Wisconsin House Burns

LADYSMITH, WIS.—A fire in below zero weather destroyed the Unique, oldest theatre here, last fortnight. Open only on weekends, no one was in the house at the time of the fire, which resulted in damages estimated at between \$60,000 to \$80,000.

Montague Heads Hospital Officers

NEW YORK—At the annual meeting of the board of the Will Rogers Memorial Hospital, last week, the following officers were chosen to serve for 1952:

President: Abe Montague, Columbia; chairman of the board: Bob O'Donnell, Interstate Circuit; executive vice-president: Charles E. Lewis; vice-presidents: Richard Walsh, IATSE; Harry Brandt, Brandt Theatres, New York; Robert Mochrie, RKO; Herman Robbins, National Screen Service, and S. H. Fabian, Fabian Theatres, New York; secretary: Max A. Cohen, Cinema Circuit, New York, and assistant treasurer: George Eby, Pittsburgh.

The 1952 board of directors is comprised of: Maurice Bergman, U-I; Tom Connors, Connors Associates; George Dembow, National Screen Service; Gus S. Eysell, Radio City Music Hall; Charles J. Feldman, U-I; William J. German, Brulator Company; Leonard H. Goldenson, United Paramount Theatres; Maurice R. Goldstein, Monogram; John H. Harris, Harris Theatres; William Heineman, United Artists; J. Robert Hoff, TESMA; Harry M. Kalmine, Warner Theatres; Paul N. Lazarus, Jr., Columbia; Al Lichtman, 20th Century-Fox; Sam Rinzler, Randforce Circuit; Herman Robbins, National Screen Service; William R. Rodgers, MGM; Samuel Rosen, Fabian Theatres; Fred J. Schwartz, Century Circuit; Arthur Schwartz, New York; Sam J. Switow, Louisville, Ky.; Morton G. Thalheimer, Richmond, Va.; Joseph R. Vogel, Loew's Theatres; William White, Skouras Theatres; Murray Weiss, Boston; Marc J. Wolf, International Variety; Herbert J. Yates, Sr., Republic, and Walsh, O'Donnell, Brandt, Mochrie, Fabian, Lewis, and Montague.

The board approved the establishment of a research laboratory program to be inaugurated shortly after the first of the year. The research program will be headed by an outstanding laboratory director who will assemble a staff of technicians to carry out the first phases of the newly expanded laboratory and research project.

In the executive vice-president's annual report, the board was informed that 27 new patients were admitted to the hospital during the past 12 months. In the same period, 20 were discharged, completely cured, and thus maintaining the splendid record for cures that the hospital has maintained during the past 25 years. Fourteen new applications are now being processed for admission to the hospital.

In this same report, it was pointed out that most of the former patients, including those who were at the hospital when the present administration took over in June, 1949, have now been discharged, and for the next 12 months there are only seven or eight patients scheduled for possible discharge. It is estimated that with the rate of intake that has existed in the last two and a half years, the patient population will steadily increase. It is now estimated that the first stage of capacity of about 80 patients will be reached before the next annual meeting a year hence.

Of the present patient population, approximately 13 are from the acting profession, 11 from radio and television net-

Sabloskys File Suit On Norristown, Pa., Houses

PHILADELPHIA—The Norris Amusement Company, Norristown, Pa., comprising Mr. and Mrs. Lewis Sablosky, Mr. and Mrs. Abe Sablosky, Mr. and Mrs. Benjamin Sablosky, Mr. and Mrs. Thomas Sablosky, Mr. and Mrs. David Sablosky, and Mr. and Mrs. Nathan Sablosky, last week filed in U. S. District Court an anti-trust suit for \$5,775,000 in triple damages, and naming as defendants 20th-Fox, Paramount, RKO, Warners, Columbia, U-I, and Loew's Inc.

The plaintiff company operates four theatres in Norristown, Pa., the Garrick, Grand, Norris, and Westmar, and the Grand, Bristol, Pa. The suit alleges that the distributors violated an agreement under which the Norris Amusement Company was to get leading motion pictures 30 days after they were shown in downtown theatres in Philadelphia. Actually, it is alleged, the pictures are received "long after their popular appeal is gone." The plaintiffs claim they had to close two theatres because of this.

works; 12 members of the theatrical unions; eight from the home offices of motion picture companies, representing exhibition and distribution, and 18 from various general theatrical activities.

The board was also informed that repair work and restoration of the building has been about 75 per cent completed, and the balance will be done in the spring. The exterior is being restored to achieve the original Tudor effect that existed when the sanatorium was first built in 1930.

On the recommendation of the newly-elected officers, a special meeting of the board will be held in June at the hospital, with the group spending the same weekend at Herman Robbins' "White Mansions", Schroon Lake, N. Y. A committee was appointed to work out the details and dates.

Fabian, treasurer, gave his annual report, to which was attached the annual audit of the accounting firm responsible for the auditing of the corporation's books, records, and inventories.



Attending the top level conferences recently conducted at the 20th-Fox studio on the coast to set distribution and merchandising campaigns for first quarter 1952 releases were, from left, Murray Silverstone, president, 20th-Fox International Corporation; Charles Einfeld, vice-president; Darryl F. Zanuck, vice-president in charge of production; Spyros P. Skouras, president; Joseph M. Schenck, executive production head, and Al Lichtman, vice-president in charge of distribution.

U-I Sales Drive Honoring Blumberg

HOLLYWOOD—Universal Pictures Company will celebrate its 40th anniversary as a producing and distributing company with a worldwide year-round anniversary observance starting with the new year, it was announced last week at the conclusion of conferences of production, sales, and promotion executives at the Universal-International studios.

The observance will be launched with a "Nate J. Blumberg Anniversary Drive", honoring the president of the company, to start on Dec. 30, and to continue for 17 weeks to May 3. "The Blumberg Drive" also will mark his 40th year in show business.

The winning domestic division, district, and branch managers in the "Blumberg Drive" will be awarded trips abroad with their wives to any foreign country of their choice, while the winning foreign branch manager will be given a trip to New York and Hollywood. The trips abroad for the domestic distribution representatives will be in addition to the \$35,000 in cash to be distributed as prizes to all the domestic competitors embracing district, division and branch managers, salesmen, office managers, and bookers. Cash awards also will go to the foreign sales force in addition to the trip to the United States for the winner in the foreign field.

A joint statement was issued by Leo Spitz, executive head of production; William Goetz, in charge of production; Alfred E. Daff, vice-president and director of world sales, and Charles J. Feldman, domestic sales manager.

Oklahoma Allied Formed

OKLAHOMA CITY—The newly formed Allied Independent Theatre Owners of Oklahoma announced last fortnight that its first business meeting would be held here late next month, and will feature a film clinic. All independent exhibitors operating either indoor theatres or drive-ins have been invited to attend. R. V. McGinnis, Tulsa, Okla., independent exhibitor, has been named chairman of the board of the new organization, and a proposal to affiliate with National Allied has been forwarded to Allied board chairman Abram F. Myers in Washington.

Harold D. Bowers, Tulsa, is acting president.

Lippert In Chicago Convention

HOLLYWOOD—The first Lippert Pictures national sales convention will be held at the Blackstone Hotel, Chicago, on Dec. 27-29.

President Robert Lippert, who will preside at the meeting with general sales manager Arthur Greenblatt, will set sales policies, and outline company product for the coming year.

Nassers Seek TV Rights

HOLLYWOOD—George and James Nasser last fortnight filed a petition aimed to win for them the television rights to four features released by United Artists. They claim the films, "Don't Trust Your Husband", "Cover Up", "Without Honor", and "A Kiss For Corliss", have been played off theatrically.

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All-out coordinated support of General Foods, Dumont TV, Fawcett Publications,
and Video-license producers! • Backed by biggest and best pressbook
campaign ever to reach and multiply this gigantic pre-sold market!

Riding the crest of the
SCIENCE FICTION RAGE
that's now drawing
millions of followers
to theatres everywhere!

Konecuff

(Continued from page 15)

independent producer, and that its recent performance has been the talk of the distribution world. Not only did he praise the domestic end of the company's distribution, but also dwelled lengthily on the foreign end.

While on the subject of foreign distribution, Spiegel dwelled on the advantages of producing abroad, stating that the governments of other countries offered much in the way of inducements for producers to film their features in their countries, and keep their industries busy. He cited England and Italy as prime examples of making cash bonuses and overall cooperation particularly available to producers from America.

Spiegel said that the independent producer has all kinds of inducements to make good features, including a spirited distributor such as United Artists, foreign markets which are showing good returns, a ready market for better films, and the possibility that television may one day want to show quality films via that medium.

Regarding "The African Queen," Spiegel reported that shooting a full length feature in Africa was quite an experience, which included bouts with insects, disease, building places to live and film, using slow, primitive native labor, inclement weather, etc. British cameraman, Jack Cardiff, Academy Award winner, managed to shoot 130,000 feet in Technicolor, much of which he had to expose while fighting dysentery and malaria. Twelve weeks were spent in actual filming, with several minor settings being filmed in England. The running time of the film as it will be released will be about 106 minutes.

Postscript: We saw the film following our conversation with Spiegel, and it is delightful, with a wonderful change of pace for Bogart and Hepburn. It should create quite a stir.

AMPA XMAS NOTE: Associated Motion Picture Advertisers held its annual Xmas party at the Hotel Piccadilly, with prizes for almost everyone. Can anybody use any Oakite???? Aboard the dais were: Prexy Harry McWilliams, Gordon White, Phil Williams, Gert Merriam, Leon Bamberger, emcee Edgar Goth, Rutgers Neilson, Vincent Trotta, Lige Brien, and Martin Starr.

GREETINGS: William F. Rodgers, MGM vice-president and general sales manager, who is retiring from that post, was host at a cocktail party and buffet dinner prior to his leaving for a Florida vacation. Guests were trade paper publishers and editors. Atop the penthouse of the Loew building, Rodgers expressed his thanks for the courtesies extended him through the years, and hoped that the same would be extended his successor, Charles Reagan. It was a nice affair with a swell person as host.

MAGAZINE NOTE: Changing Times, the Kiplinger magazine, in its December issue, has a two-page article entitled "Movies Are Making A Comeback." It relates how the better films are grossing strongly everywhere, how TV is being accepted and even used to further film attendance, how producers and their sub-

"Place In Sun" Tops National Board's List

NEW YORK—The National Board of Review of Motion Pictures announced last fortnight in its annual list of the 10 "best" films of the year. Paramount's "A Place In The Sun" was named "best" of 1951 with others, MGM's "Red Badge Of Courage", MGM's "An American In Paris", Columbia's "Death Of A Salesman", Paramount's "Detective Story", Warners' "A Streetcar Named Desire", 20th-Fox's "Decision Before Dawn", Warners' "Strangers On A Train", MGM's "Quo Vadis", and 20th-Fox's "Fourteen Hours."

The board made its best foreign film award to "Rashomon", produced in Japan, and previously adjudged at the Venice International Film Festival as "best picture of the year from any country". This film will be distributed here by RKO. Other foreign films named were UA's "The River", Burstyn's "Miracle In Milan", RKO's "Kon Tiki", and U-I's J. Arthur Rank production, "The Browning Version."

Richard Basehart was judged the best male actor of 1951 for his role in "Fourteen Hours", and Jan Sterling, best actress for her role in Paramount's "The Big Carnival". Akira Kurosawa was named best director for "Rashomon", and the best script was T. E. Clarke's for U-I's J. Arthur Rank production, "Lavender Hill Mob."

jects are displaying a more adult attitude, how Hollywood itself is cleaning and maintaining itself in proper fashion, and how the business is on the offensive with such items as "Movietime, U. S. A.," etc.

I WANT YOU: The Goldwyn production, "I Want You," has been selected by Macy's as its "Favorite Picture of the Month." Incidentally, the Community Relations Department of the Motion Picture Association has issued a 14-page brochure on the film, and more than 35,000 have been printed for distribution to high schools, libraries, motion picture councils, and leading members of the clergy.

THE METROPOLITAN SCENE: Holiday greetings are in from Bill Rodgers, Ira Tulipan, Phil Gerard, Charlie Simonelli, Discina International, Westrex, Burt Robbins, Leon Bamberger, Dick Gordon, Larry Golob, Herbert Yates, Rutgers Neilson, Milt Livingston, Al Floersheimer, Hal Desfor, and the RCA gang. . . . Warners is distributing a special eight-page brochure on "Distant Drums." . . . That new Italian film by De Sica, "Miracle in Milan," was premiered at the Museum of Modern Art. . . . Music from some of Walt Disney's past hits was featured on WQXR as a holiday treat. . . . Okeh pressbooks are out on "Man in the Saddle" and "The Family Secret". . . . More greetings came in from Sterling Silliphant, David Golding, Sid Richetnik, Schwartz and Frolich, Harry Mandel, John Cassidy, Morton Sunshine, Nick Matsoukas, Les Sugarman, Harry McWilliams, James Jerauld, Chet Bahn, Dr. Everett R. Clinchy, Al Tamarin, H. M. Richey, Evelyn Koleman, Max E. Young-

Set Aside Order, Hughes Asks Court

WASHINGTON—The U. S. Supreme Court was asked last fortnight by Howard Hughes to set aside a three-man statutory court order requiring that his stock in the new RKO Theatre Company be sold by the court's trustee unless he disposes of it by February 20, 1952.

Counsel for Hughes declared that there is no provision in the RKO consent decree which would require Hughes to sell his theatre stock or which "authorizes the court to force a sale on him." What the consent decree requires, the brief states, is that Hughes either sell his stock or place it in the hands of a trustee. There is no evidence, the brief says, that Hughes' ownership of the stock is contrary to law. It asked that the court remand the case to the U. S. District Court for dismissal or denial of the government's motion for the sale of the stock, unless the motion "is amended to allege facts sufficient in law to authorize an amendment of the consent decree in the respect petitioned for by the government.

SDG Makes TV Demands

HOLLYWOOD—The Screen Directors Guild last fortnight notified television film producers that, effective on Jan. 1, directors are to receive a minimum fee of \$420 per picture with the maximum of a week for preparing and shooting, and that assistant directors are to receive completion of assignment pay and vacation provisions.

The Guild also requests that negotiations begin within 30-days on contract especially designed for TV, which would also set rates for individual films depending on the length.

Illinois VC Thanked

CHICAGO—The Variety Club of Illinois was tendered an appreciation dinner at the Congress Hotel last fortnight by the board of La Rabida Sanitarium for contributing over \$140,000 in the past eight years. Singled out for special mention was Mrs. Ann Goodman, who raised over \$21,000 in memory of her late husband, Julius Goodman. John Balaban, president, Balaban and Katz, concluded the principal speech with a personal pledge of \$2,500.

Miller Heads Buffalo VC

BUFFALO—The Variety Club, Tent 7, last fortnight elected the following officers: Dave Miller, manager, U-I, Chief Barker; Max Yellen, Century, First Assistant; Robert Hayman, Hayman Theatres, Niagara Falls, Second Assistant; W. E. J. Martin, The Courier-Express, Property Master; and Arthur Krolick, Dough Guy.

stein, Lynn Farnol, Gene Autry, and Al Picoult. . . . We were sorry to hear about the mother of Larry Morris, general manager, B. S. Moss Theatres, and Nat Morris, district manager, Jack Levin Associates, passing on. . . . Georgia Cooper, formerly with Warners publicity department, has been named to handle publicity and promotion for the new Normandie.

LOOKING FORWARD...GOING FORWARD...WITH **WARNER BROS.**



LOOKING FORWARD TO

"This Woman is Dangerous"



The Lady in the Police Line-Up...

In "This Woman Is Dangerous", Joan Crawford returns to the kind of dramatic fire that crackled through 'Flamingo Road' and 'The Damned Don't Cry'. She's Beth Austin—stylish name, stylish dame—every inch a lady until you look at the record! Part of her was Ritz, part of her was 'racket'—all of her is exciting. Dennis Morgan and David Brian are co-starred.

20th-Fox TV Position Opposed By Exhibs

WASHINGTON—Objections to 20th-Fox's position on the use of industrial facilities for theatre television were expressed by the MPAA, TOA, and NETTC in "joint comments" filed last week with the FCC.

Protests centered around a petition submitted by 20th-Fox seeking to enlarge the issues regarding allocation of frequencies and formulation of rules and regulations of television service which are to be discussed at hearings scheduled for Feb. 25. The company proposed that it should also be determined whether existing and proposed transmission requirements for theatre television can be satisfied by the use of those frequencies which now are allocated to the industrial radio services, and, if so, what amendments may be necessary to establish theatre television as an industrial radio service.

The exhibitor groups stated to the FCC that they want to have their position clearly understood, stating that position to be "Theatre television can best serve in the public interest if, and only if, it is granted an assignment of exclusive frequencies."

Columbia Profit Down

NEW YORK—Columbia last fortnight issued a comparative estimate consolidated earnings statement of the company for the 13 weeks period ended on Sept. 29, 1951, as compared with the 13 weeks period ended on Sept. 30, 1950, showing operating profit of \$215,000 in the 1951 period compared to \$530,000 for the 1950 period and a net profit in 1951 of \$165,000, compared to \$290,000 in 1950. Earnings per share of common stock was 15 cents in 1951, compared to 33 cents in 1950.

McWilliams Pushes School Idea

NEW YORK—Harry McWilliams, AMPA head, last week again called for ideas and suggestions for AMPA's proposed ad-publicity school for junior members and interested young industryites. The plan, McWilliams said, is meeting with approval from the heads of the major companies, and there is a definite possibility that the companies would underwrite any costs.

RKO Meeting Extended

DOVER, DEL.—The annual stockholders' meeting of RKO Theatres was put off again last week until Jan. 3. This was made necessary by the failure to complete the checking and counting of proxies employed in the contest between management.


Loew's Deadline Jan. 23


WASHINGTON—It was learned last fortnight that the Justice Department had agreed to extend until Jan. 23 the deadline for Loew's to file a divorce plan with the New York Statutory Court.


THE TIP-OFF ON BUSINESS


(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The rating given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. The rating given does not constitute the business of each individual engagement but an honest attempt is made to present a general average. By studying the ratings, which may be changed in accordance with newer information, exhibitors will be able to determine how to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (DECEMBER 26, 1951)











Swell, topnotch, record-breaking or close to it in all types of houses. 





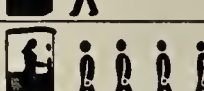




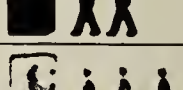
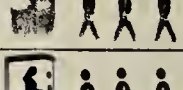
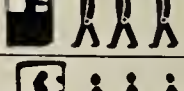
Just fair, nothing out of the ordinary, returns about average. 

Good, although not breaking the walls down, but solid returns. 

Disappointing, way below the average expected, decidedly off. 

The Week's Newcomers

CALLAWAY WENT THATAWAY (80m.) (MGM)	
FIXED BAYONETS (92m.) (20th-Fox)	
FORT DEFIANCE (81m.) (UA)	
I'LL NEVER FORGET YOU (92m.) (20th-Fox)	
I'LL SEE YOU IN MY DREAMS (110m.) (WB)	
MAN IN THE SADDLE (87m.) (Columbia)	
THE LIGHT TOUCH (93m.) (MGM)	
THE UNKNOWN MAN (86m.) (MGM)	
THE WILD BLUE YONDER (98m.) (Republic)	
WESTWARD THE WOMEN (118m.) (MGM)	

HARD, FAST, AND BEAUTIFUL (76m.) (RKO)	
HONEYCHILE (90m.) (Republic)	
HOTEL SAHARA (87m.) (UA)	
LET'S MAKE IT LEGAL (77m.) (20th-Fox)	
QUO VADIS (170m.) (MGM)	
RHUBARB (94m.) (Paramount)	
SILVER CITY (90m.) (Paramount)	
STARLIFT (103m.) (WB)	
SUBMARINE COMMAND (87m.) (Paramount)	
TEN TALL MEN (97m.) (Columbia)	
TEXAS CARNIVAL (77m.) (MGM)	
THE BLUE VEIL (114m.) (RKO)	

Continuing

A STREETCAR NAMED DESIRE (125m.) (WB)	
ACROSS THE WIDE MISSOURI (78m.) (MGM)	
AN AMERICAN IN PARIS (113m.) (MGM)	
CAVE OF OUTLAWS (75m.) (U-I)	
CLOSE TO MY HEART (90m.) (WB)	
DETECTIVE STORY (103m.) (Paramount)	
GOLDEN GIRL (108m.) (20th-Fox)	

THE LADY PAYS OFF (80m.) (U-I)	
THE MAGIC FACE (89m.) (Columbia)	
THE RAGING TIDE (93m.) (U-I)	
THE STRANGE DOOR (81m.) (U-I)	
THE TANKS ARE COMING (89m.) (WB)	
TOO YOUNG TO KISS (89m.) (MGM)	
TWO TICKETS TO BROADWAY (106m.) (RKO)	
WHEN WORLDS COLLIDE (81m.) (Paramount)	

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ALL I KNOW
is what I read in the
faces of patients at
Will Rogers Memorial
Hospital . . .

Thank you!

IF ALL in the amusement industry could see the gratitude and new hope, born of confidence and cure, expressed in the faces of our patients as a result of the generous response to the Christmas Salute they would glow with a warm and justifiable pride in their co-ownership in the Will Rogers Memorial Hospital.

And those of you who haven't yet mailed your Christmas Salute contribution checks are urged to do so now—to participate with holiday significance in spreading hope, and joy, and health, and rehabilitation where it's needed most — by those suffering from TB, and confined to the amusement industry's own — and only hospital, at Saranac Lake, N. Y.

**CONTRIBUTORS'
MEMBERSHIP
CARDS WILL BE
DISTRIBUTED
IN JANUARY**

You've done yourselves proud in this year's Christmas Salute. Your Board of Directors thanks you. The patients and their families thank you. Truly it has been said, "there's no people like show people"—and "we care for our own."

While the annual Christmas Salute is the only concentrated campaign to raise funds for the hospital, large or small contributions can be put to *good* use any time during the year. So, give something to the hospital as often as you can. Contributions are tax deductible.

And thanks again, all you wonderful people . . . we want you to know how much good you are doing.

THE VARIETY CLUBS WILL ROGERS MEMORIAL HOSPITAL

Where Big Hearts help others to Take Heart

For 25 years the Will Rogers Memorial Hospital has averaged 90%—plus—in cures of TB. This is a notable tribute to our seriousness-of-purpose, facilities, medical knowledge and techniques . . . We have accepted this . . .

CHALLENGE

1. To care for those in the entertainment industry who are stricken with TB, to return them to their families, their jobs, in good health—mentally and physically.
2. To conduct a TB educational program in the entertainment field.
3. To develop and conduct research in the field of TB,—ever seeking more effective methods of combatting and curing TB.
4. To find the source of TB infection, and to advance controls and medication.
5. To maintain facilities for discovering the presence of TB before it becomes seriously entrenched.

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Elizabeth, N. J.: Fifty six killed in plane crash.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 102) Philippines: Volcano victims get aid. Mexico City: Mexicans honor saint. Boston: Cold hits fishing trawlers. Boston: X-ray pictures in 60 seconds. New York: Doll fashions. Hollywood: Premiere of "Fixed Bayonets." Cypress Gardens, Fla.: Water ski champs. Bear Mountain, N. Y.: Ski jumping under lights.

NEWS OF THE DAY (Vol. XXIII, No. 232) Philippines: Volcano victims get aid. Washington: Vice-president and Mrs. Barkley home. Sweden: King awards Nobel prizes. Anacortes, Wash.: Family adopts baby gorilla. Germany: New adventures of chimp. Bear Mountain N. Y.: Ski jumping under lights. Cypress Gardens, Fla.: Water ski champs.

PARAMOUNT NEWS (No. 35) Washington: Vice-president and Mrs. Barkley home. Anacortes, Wash.: Family adopts baby gorilla. Garden City, Kans.: Zoo keeper and family adopt abandoned lion cub. Fashions for the younger set.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 518) Washington: Vice-president and Mrs. Barkley home. Washington: President Truman presents helicopter awards. Holland: Jet planes for NATO. Caracas, Venezuela: South American olympics. Anacortes, Wash.: Family adopts baby gorilla. Bear Mountain, N. Y.: Ski jumping under lights.

WARNER PATHE NEWS (Vol. 23, No. 37) Korea: UN truce team tries to break deadlock at Panmunjom. Washington: Push button garage. Hollywood: House in the sky. Los Angeles: Fleece fashions. Cypress Gardens, Fla.: Water ski champs. Pro-football: 49'ers upset Lions.

TELENEWS DIGEST (Vol. V, No. 51-A) Elizabeth, N. J.: Fifty six killed in plane

Scrap Drive Clicks In Exchange Centers

WASHINGTON—The motion picture industry is "getting into the act" of accumulating urgently-needed iron and steel scrap for the nation's scrap-starved mills and foundries, the National Production Authority, Department of Commerce, announced last week.

NPA's Motion Picture and Photographic Products Division reports four scrap drives operating on a one-day basis in Philadelphia, New Orleans, Dallas, and St. Louis flushed more than 20,000 pounds of scrap in the form of old film reels and spools, broken projector parts, heavy lighting equipment, film cases, and unsound projection equipment from theatres and film exchanges.

In the New Orleans exchange area, approximately 8,300 pounds of metal scrap was turned in, about 6,400 pounds were produced in Dallas, 3,300 pounds in Philadelphia, and 2,500 pounds in St. Louis.

crash. New York: How to end pier abuses. New York: Five alarm fire. England: Funeral for 20 cadets. Sweden: King awards Nobel prizes. Malaya: Oliver Lyttleton, Churchill's trouble-shooter, arrives. Bear Mountain, N. Y.: Ski jumping under lights.

IN ALL FIVE:

New York: Joe DiMaggio quits baseball. IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 101) Korea: Air war rages. France: Germans attend UN Assembly in Paris. Camp Pickett, Va.: Army's latest flame thrower. Hollywood: 20th-Fox stars honored. New York: Kazmaier named player of year. Germany: Two tumblers and 13 glasses.

NEWS OF THE DAY (Vol. XXIII, No. 231) Washington: Tax scandals rock Capital as President Truman pledges cleanup. New York: Secretary of State Acheson back from Europe. Los Angeles: Mass adop-

tion. Hollywood: Doomed child guest of the Mario Lanzas. Korea: Yuletide at the front. New York: Kazmaier named player of year.

PARAMOUNT NEWS (No. 34) New York: Secretary of State Acheson back from Europe. Washington: Tax scandals rock Capital as President Truman pledges cleanup. New York: Kazmaier named player of year. Canada: Mayhem in Montreal in team wrestling match.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 517) Washington: Tax scandals rock Capital as President Truman pledges cleanup. Korea: UN planes hammer Reds. France: Ten airmen dead in crash. Hawaii: How to escape from subs. Italy: Country gets ships. Tokyo: American sailors adopt orphans. New York: Kazmaier named player of year. New York: General MacArthur receives Salvation Army citation.

WARNER PATHE NEWS (Vol. 23, No. 36) Korea: The air war. New York: Secretary of State Acheson back from Europe. Christmas around the world—1951.

TELENEWS DIGEST (Vol. V, No. 50-B) Iran: Unrest grows. New York: Secretary of State Acheson back home. Italy: Tanks give Italian soldiers rough ride. France: Germans attend UN Paris conference. Korea: Wedding. New York: Yugoslav airmen arrive to train. Washington: Waterproof underwear tested. New York: Future commuting. New York: Joe DiMaggio quits baseball.

NATIONAL BOARD OF REVIEW

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "As You Were" (Lippert); "Desert Of Lost Men" (Rep.); "Here Come The Nelsons" (U-I); "Jungle Of Chang" (RKO); "Murder In The Cathedral" (English-made) (Classic); "Overland Telegraph" (RKO); "Pecos River" (Col.); "Unknown World" (Lippert); "The Wild Blue Yonder" (Rep.); UNOBJECTIONABLE FOR ADULTS: "Boots Malone" (Col.); "Death Of A Salesman" (Col.); "The Bushwackers" (Realart); "Distant Drums" (WB); "Finders Keepers" (U-I); "The First Time" (Col.); "I'll See You In My Dreams" (WB); "Miracle Of Man" (Italian-made) (Burstyn); "Pictura—An Adventure In Art" (Pictura); "The Sellout" (MGM); "Shadow In The Sky" (MGM); "On Dangerous Ground" (MGM); "Yellow Fin" (Mono.); OBJECTIONABLE IN PART: "Path Of Hope" (Italian-made) (Lux).

NATIONAL BOARD OF REVIEW

Dec. 15, 1951

STARRED SELECTED FEATURE: "Miracle In Milan" (Burstyn); SELECTED FEATURE: "The Light Touch" (MGM).

U-I Gross Hits New High

WASHINGTON—Universal Pictures Company and subsidiaries last week reported estimated consolidated gross for the 14-week period ending on Nov. 3, 1951 was \$20,750,000, compared to \$16,450,000 for the corresponding quarter in 1950.

It was estimated that the year's world gross would come to a total of \$64,783,789, compared to last year's \$55,121,861 total.

Loew's Buys Mayer Interest

NEW YORK—Loew's, Inc., last week announced that it had acquired from Louis B. Mayer the latter's residual interest in the profits of films produced during his 27 years' regime as vice-president in charge of MGM studio activities.

NOW BEING USED IN THEATRES ACROSS THE COUNTRY

Business Is Good When You Play—



Now Available to Theatres Everywhere

A Great New Idea in Audience Participation

CASH IN NOW!—CONTACT

THEATRE GAMES, INC.

8000 W. COLFAX

LAKWOOD, COLORADO

There is a Representative in Your Area

The Editor Speaks

THIS has truly been a great production year for Hollywood. When one studies the following list of outstanding pictures, many of which will soon vie for EXHIBITOR LAUREL AWARDS honors, one will realize Hollywood's efforts:



PAUL MANNING

"The Great Caruso", "Father's Little Dividend", "People Will Talk", "Jim Thorpe—All American", "Bright Victory", "The Frogmen", "A Streetcar Named Desire", "A Place In The Sun", "Detective Story", "The Blue Veil", "An American In Paris", "Showboat", "That's My Boy", "David And Bathsheba", "Saturday's Hero", "When Worlds Collide", "Quo Vadis", "Death Of A Salesman", "Two Tickets To Broadway", "Angels In The Outfield", "Here Comes The Groom", "Captain Horatio Hornblower", "The Steel Helmet", "Go For Broke", "The Lemon Drop Kid", "Royal Wedding", "Golden Girl", "On The Riviera", "I Want You", "Strangers On A Train", "Alice In Wonderland", "On Moonlight Bay", "Kind Lady", "I'll See You In My Dreams", "Meet Me After The Show", "The Day The Earth Stood Still", "Francis Goes To The Races."

THIS is only a partial list of the production strides which the artists of Hollywood have made. Seldom, if ever, has the comparatively short span of a 12-month-period witnessed such high achievements. The job of selecting the best picture, the best performances, the bests of all the diversified divisions of the LAUREL AWARDS will be no easy chore this year, but we are confident that the film buyers of the nation will come through, as always, with a fair and carefully balanced vote.

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

* **STUDIO SURVEY**

Paul Manning, editorial director

Vol. 4, No. 13 December 26, 1951

*Registered Trademark

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

PARAMOUNT's

"THE GREATEST SHOW ON EARTH"

starring

BETTY HUTTON, CORNEL WILDE, CHARLTON HESTON,
DOROTHY LAMOUR, GLORIA GRAHAME

with

HENRY WILCOXON, LYLE BETTGER, LAWRENCE TIERNEY, EMMETT KELLY,
CUCCIOLA, ANTOINETTE CONCETTO, JOHN RINGLING NORTH

and

JAMES STEWART

Produced and directed by Cecil B. DeMille.

Screen play by Frederic M. Frank, Barre Lyndon, and Theodore St. John.

Story by Frederic M. Frank, Theodore St. John, and Frank Cavett.

Color by Technicolor

COLUMBIA's

"DEATH OF A SALESMAN"

starring

FREDRIC MARCH

with

MILDRED DUNNOCK, KEVIN McCARTHY, CAMERON MITCHELL,
HOWARD SMITH, ROYAL BEAL

Associate producer, George Glass. Directed by Laslo Benedek.

Screen play by Stanley Roberts, based upon the play by Arthur Miller.

WARNERS'

"I'LL SEE YOU IN MY DREAMS"

starring

DORIS DAY, DANNY THOMAS, FRANK LOVEJOY,
PATRICE WYMORE

with

JAMES GLEASON, MARY WICKES, JULIE OSHINS,
JIM BACKUS, MINNIE GOMBELL

Produced by Louis F. Edelman. Directed by Michael Curtiz.

Written by Melville Shavelson and Jack Rose.

ROBERT L. LIPPERT AGAIN SETS THE HOLLYWOOD PACE

By inaugurating partnership deals with talent, he plans to bring in more "A" product at a time when it is needed.

THE old adage about the man who invents a better mousetrap has as its Hollywood counterpart, the man who can make the most people happy. A close approach to that ideal within recent months seems to be Lippert's energetic prexy, Robert L. Lippert, who has set the studio production centers buzzing with a plan which he says should benefit just about everyone connected with the business of making a motion picture, from the actor and agent through producer and distributor to exhibitor and patron.

IN EFFECT, Lippert intends to set up partnership deals with Hollywood's top talent, including stars, writers, and directors, for the production of features without salary. The idea is that the talented ones receive sizeable hunks of the picture's profits as it plays off in lieu of such salary, serving as coowners of the property as long as it earns a dime. First application of Lippert's plan was concluded when a deal was set between the Lippert organization and Famous Artists Corporation, top Hollywood talent agency whereby Bernard Luber would produce "Loan Shark", starring George Raft, and directed by Seymour Friedman for Lippert release, the star, director, and writers to be coowners of the film.

LIPPERT describes far-reaching advantages for top marquee names in the plan. "It would particularly benefit those players whose salaries reach into the higher brackets," he says. "Fees for services are actually shares of profits from the pictures which can be paid over a period of years to ease high-income taxes.

"The scheme offers another great advantage to top talent because of owner-

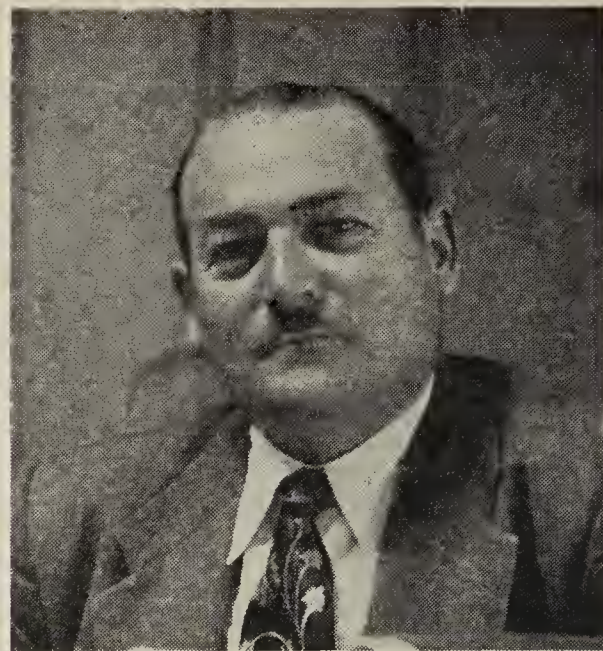
ship in the properties. Flow of returns from profits over a period of years sets up each picture as an insurance policy for the participants, assuring them a steady income regardless of their employment position."

EXHIBITORS should be interested in the Lippert idea as a prime weapon against the in-roads made on grosses by television, sports, etc. Here are top marquee names in high budget productions available from an independent releasing company rather than a major studio distributor. Here are top production pictures available from a company which has made an outstanding reputation for spot-selling each opening of its product to nab every dollar possible on a date.

To the theatre patron, it means the end of the "B" picture, Lippert says. Audiences now should be able to see more of their favorite screen names rather than the usual low budget enterprises, he declares.

ONE of the main reasons for the latter is directly connected to the tax load borne by the Hollywood upper-strata wage-earners. After a few months of work, their incomes achieve such heights that taxes on any further efforts for the year absorb all earnings. Accordingly, these artists have preferred to limit their jobs to two or three pictures per year.

WITH the Lippert system, they can consider themselves working for their own futures in lending their talents to Lippert-released product. Thus, they are free to deliver on any number of pictures they wish during the course of a year without concern over their tax brackets.



ROBERT L. LIPPERT

NEEDLESS to say, reaction to the Lippert idea is immediate. The performance of the Lippert bee-hive on previous releases paved the way for immediate acceptance of Bob Lippert's idea by top-bracket talent. Word of the profits reaped by the Lippert organization on "Rocketship XM", "The Steel Helmet", and "Little Big Horn", the outstanding campaigns which attended each opening, and the grand effort made for tremendous advance ballyhoo, established the company as a fire-ball outfit, bent on playing every bet to the hilt.

NEW PROPERTIES created for Lippert release by the plan will find themselves added to an already strong list of releases being set up by the company. The Cesar Romero, George Brent, and Audrey Totter starrer, "FBI Girl" has already opened in Los Angeles and San Francisco. Coming up for January release is "For Men Only", starring Paul Henreid, and "Man Bait", starring George Brent. "Stolen Face", starring Paul Henreid and Lizabeth Scott, and "Outlaw Women", starring Marie Windsor, have just completed production. These are supplemented by "Wings Of Danger", starring Zachary Scott, and two imports, "Tiger Man", and "Pirate Submarine."

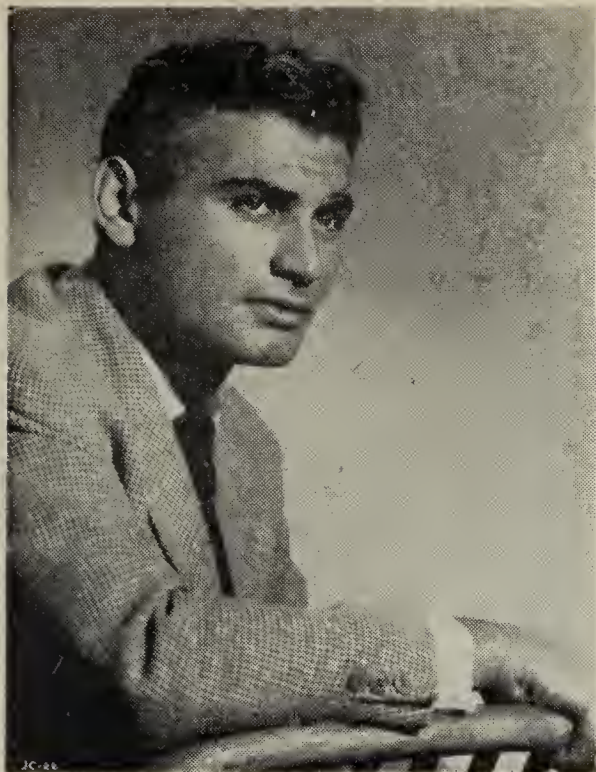
ROBERT L. LIPPERT and his busy staff have earned a rousing salute.—P. M.



Audrey Totter joins forces with government agents Cesar Romero and George Brent to track down racketeers attempting to elude a crime investigating committee in Lippert's recently released "FBI Girl."



Paul Henreid and Margaret Field star in "For Men Only," an H-R production, released by Lippert.



JEFF CHANDLER

WITH another football season just behind us, one's mind naturally runs to triple threat men, and when one thinks of triple threat men, it's only natural that the name of Jeff Chandler should come to mind. Not that he is any great shakes on the gridiron, but in front of a camera, that's something else again. There he really is a triple threat man, an actor who combines force, romance, and a lot of character.

HIS VOICE already was known to millions of radio listeners before he ever stepped in front of a movie camera as a result of his role of Eve Arden's boy friend on her "Our Miss Brooks" radio show, a role which he still is playing. His film debut was made at Universal-International, where he played the leader of the Israeli underground in "Sword In The Desert", and played it so well that he immediately was signed to a long-term contract. That picture started him on an entirely new career, and one which has carried him to much greater heights than he achieved in radio.



Chandler is Cochise, famous Indian chief, in U-I's forthcoming Technicolor "Battle at Apache Pass."

TRIPLE THREAT MAN

Jeff Chandler, handling a variety of roles, has well demonstrated his ability as one of the screen's most promising stars

HOWEVER, the role that really cinched his movie career was his portrayal of Cochise, noted Apache Indian chief, in 20th-Fox's "Broken Arrow." His performance in that role not only established him with millions but also won him an Academy Award nomination for the best supporting actor of 1950.

HE AND U-I have agreed upon a policy designed to prevent him from being typed. Every new assignment calls for him to come up with a new characterization. However, his hit as Cochise was so tremendous that he has been allowed to repeat the character. U-I had a story, "Battle At Apache Pass", scheduled as one of the studio's big Technicolor releases for 1952, in which Cochise was the leading character. When word of this picture got out, and the studio was deluged with fan mail literally demanding that he be given the role, the studio and Chandler agreed that if the public wanted that badly to see him as Cochise again, its wishes should be respected. So he again became the great Apache chief.

OTHERWISE, this star, who made good the prediction of exhibitors that he was one of the most promising stars of 1951, has played a greater variety of roles than almost any other leading player in Hollywood.

FOLLOWING "Sword In The Desert", he played a gangster in "Deported", Cochise in "Broken Arrow", a hard-fisted army officer in "Two Flags West"; a native in "Bird Of Paradise", an American adventurer in "Smuggler's Island", a prize fighter in "Iron Man" and he's currently portraying an army officer in "Red Ball Express", a story of the tough truck

drivers who kept General Patton's mechanized troops supplied with fuel during their triumphant march across France and into Germany.

OFF STAGE, as well as on, Chandler is a rugged character. Standing six feet, four inches, he is powerfully built, and gives the impression of being able to take care of himself under any situation. Underneath this rugged exterior, however, is a kind and most sympathetic man. Even his four years in the army during World War II, much of which was spent on the Aleutian Islands, failed to harden his character.

ASIDE from acting, which demands a major portion of his time, his principal interest is his home and family, his wife, Marjorie, and their two daughters, Jamie and Dana. The latter was named after Dana Andrews since she was born while he was making his first picture, "Sword In The Desert", in which Andrews was the star. Although Mrs. Chandler was an actress before her marriage, and still accepts an occasional assignment, neither of the daughters has yet shown any inclination toward histrionics.

BY WAY of increasing the wide range of his screen roles, Chandler would like to make a baseball story one of these days. Aside from the fact such a film would give him a different characterization, he was a pretty good ball player during his school days, and he'd like to try his hand at it again in front of the cameras. If he's as good a ball player as he is an actor, he probably would do a whale of a job in such a film. In fact, one can pretty well depend upon him to do a good job in whatever kind of picture he makes, that's why he's a triple threat man.—P. M.



Chandler portrays an army officer in the forthcoming U-I production, "Red Ball Express," based on the exploits of the truck drivers who carried supplies and troops through France during World War II.

MEET VICTOR YOUNG ... TOPLINER COMPOSER CONDUCTOR



VICTOR YOUNG

WHEN beautiful melodies like the nostalgic, haunting "Love Letters" and the sweeping musical experience of "Stella By Starlight" take hold, remember that these are but minute particles of the great musical genius that is Victor Young.

THE only son of poor Polish-Russian immigrants, he was born in the crowded tenement district of teeming Chicago. He had inherited his musical talent from his father, an accomplished musician, who found the road to fame and fortune in America was not an easy one. At four, the son was plucking the strings of a battered old violin, and at six he was playing recognizable melodies on this same instrument which his mother had had restrung.

WHEN Victor Young was 10, his mother died, and he was sent to live with his grandfather in Warsaw. Here he aroused the interest of the director of the Imperial Conservatory, and worked hard to justify this dignified attention. When World War I exploded, even though an American citizen, he was interned in Russia, but with the aid of his violin, he was able to influence music-loving officers to aid him in escaping.

AFTER the Armistice, he returned to America. The road for a young concert artist was still pretty rough in that jazz age. When Victor Young's Polish sweetheart went to California, he joined her there, and here it was that he began to strike his stride. The late, great showman, Sid Grauman, heard him play, and made him a member of his theatre orchestra. National interest soon followed, and soon Young and his young bride were back in Chicago, where he conducted large orchestras in plush movie palaces. He was able now to compose, and arrange, his own music. Striking a compromise with the jazz mood of the day, he became one of the first true exponents of that great type of American music.

RIDING the rising tide of his fortune, he was made the head musical director for Balaban and Katz. His sensitive scores soon made him the objective of Holly-

GOOD THINGS TO COME FROM HOLLYWOOD ...



Pictured in scenes from Paramount's Technicolor "The Greatest Show on Earth" are James Stewart, Cornel Wilde, and Charlton Heston, upper left; Betty Hutton teamed as a trapeze performer with Wilde, upper right, and Lyle Bettger and Gloria Grahame in the elephant act they stage in the film, lower right. At lower left, Helen Hayes is greeted by Stewart, Wilde, and producer-director Cecil B. DeMille as she visits the set of "The Greatest Show on Earth."

MEMO FROM THE EDITOR: Exhibitors everywhere, there is no better way to describe the tremendous entertainment hi-jinks of "The Greatest Show On Earth" than by Cecil B. DeMille's introductory commentary, blended marvelously into the opening scenes of the great picture.—P. M.

"THE GREATEST SHOW ON EARTH"

We bring you the Circus!
The Pied Piper, whose magic tunes lead
children of all ages,
From 6 to 60, into a tinsel and spun
candy world
Of reckless beauty and mounting
laughter,
And whirling thrills, of rhythm, ex-
citement, and grace,
Of daring and blaring and dance,
Of high-stepping horses and high-
flying stars.
But behind all this, the Circus is a
massive machine,
Whose very life depends on discipline,
motion, and speed—
A mechanized army on wheels that
rolls over any obstacle
In its path—that meets calamity again

and again
But always comes up smiling.
A place where disaster and tragedy
stalk the Big Top,
Haunt the Backyard and ride the
Circus train
Where Death is constantly watching
for one frayed rope,
One weak link or one trace of fear.
A fierce, primitive fighting force
That smashes relentlessly forward
against impossible odds.
That is the Circus.
And this is the story of the biggest of
the Big Tops.
And of the men and women who fight
to make it
"The Greatest Show On Earth."

wood music talent scouts, and he came to Paramount Studios in 1935.

A FEW examples of his talent are the scores for such pictures as "For Whom The Bell Tolls", "Love Letters", "Lady

In The Dark", "Frenchman's Creek", "A Place In The Sun", "Riding High", and "September Affair." Coming up soon are "The Greatest Show On Earth" and "Anything Can Happen."—P. M.

NEWS OF THE

Territory

BRANCHES

Atlanta

In Savannah, Ga., Earle Holden, city manager, Lucas and Jenkins Theatres, collected a truck load of toys at the Lucas, which were given to the kiddies. . . . Pete Freeman is the new owner, Star, Blacksburg, S. C., from Everett and Stewart Theatre Company.

Mrs. Arthur C. Bromberg, wife of Arthur C. Bromberg, president, Monogram Southern Exchanges, is back after a trip to the hospital.

20th Century-Fox, Jacksonville, Fla., opens soon with Marvin Doris as branch head. Doris comes from the Atlanta branch.

Marysville, Tenn., has Sunday movies because a circuit judge held that a man was arrested illegally for selling watermelons on Sunday. Out of the watermelon decision, Judge Wayne Oliver declared a 1942 Sunday blue law invalid and discriminatory. After this decision, H. G. Judkins, manager, arranged for a Sunday schedule.

John L. Crovo, for many years a manager in Jacksonville, Fla., and Robert Dunbar, branch manager, Warners, Jacksonville, Fla., are co-chairmen for the northern district for the Will Rogers Memorial Hospital drive.

Paul Robinson, manager, Florida Amusement Company, Dania, Fla., said that the State would open with Mrs. Robinson as manager. . . . Mrs. T. B. Haynes, manager, Town, Collierville, Tenn., completed the installation of new equipment. . . . Carl Floyd, president, Floyd Theatre Circuit, said that work on the new drive-in in Haines City, Fla., for 325 cars, starts soon.

James V. Frew with Tom Murray, U-I, were in Jacksonville, Fla., in connection with the new branch.

A state charter of incorporation has been obtained by the Dixie Theatres Corporation, operating two theatres in Cooksville, Tenn. . . . R. C. Holliday, former assistant manager, Fairview Drive-In, Montgomery, Ala., is now manager, Selmon Drive-In, Selma, Ala. He replaces Brooks Gandy, now in business for himself.

Major George Eubanks, formerly with Republic, was honor guest at the annual Christmas party given by Republic.

J. H. Owens has taken over the Mountain, Stone Mountain, Ga., from Mr. and Mrs. Roy Mitchell. . . . Sam Horn has again taken over the Horn. Mrs. Leon Webb will manage. Horn will soon start work on his new Chapman Drive-In, Knoxville, Tenn.

W. E. Drumbar, Broadway and Dawn, Knoxville, Tenn., is sporting a new auto, a present from his wife.

The River Breeze Drive-In expects to close down to two days per week. . . . Also expected to close for the winter is Tim Smith's Starlight Drive-In.

George C. Biggers, Sr., president, Atlanta Newspapers, Inc., received a gold life membership card in the Variety Club. He is the first person ever to receive the award from the local tent. The award to Biggers was made in the recognition of his efforts in behalf of the first "Old Newspaperboys Day." On that occasion, members and others donned top hats, and, in three hours, sold more than \$35,000 worth of copies of The Atlanta Journal-Constitution for the benefit of the Atlanta Cerebral Palsy Society. The presentation was made at the club's annual installation dinner and dance. Officers installed for 1952 were: John Fulton, reelected to a second term as Chief Barker; A. B. Padgett, First Assistant Chief Barker; H. T. Spears, Second Assistant; M. A. Barre, Dough Guy, and Willis Davis, Property Master. Installed on the board were: Emery Austin, Leonard Allen, T. H. Eubanks, Paul Wilson, R. B. Wilby, and Roy Martin, Jr. Fred C. Coleman and E. E. Whitaker were named delegates to the convention, with J. B. Dumestre, Jr., and Wilby as alternates. Guy C. Brown was named International Canvasman. Colonel William C. McGraw, Dallas, executive director, Variety International Clubs, installed the new officers.

R. B. Wilby and Jimmy Harrison, Wilby United Theatres, were host to the bookers and office managers of exchanges at a Christmas party at the Capital City Club. . . . Charles Ikebb is the new owner, Avondale, Birmingham, Ala.

In booking were: Al Morgan, Union Springs, Ala.; Clyde Sampler, Carrollton, Ga.; Sidney Laird, West Point Amusement Company, West Point, Ga.; P. L. Taylor, Dixie, Columbus Ga.; J. H. Thompson, Martin and Thompson, Hawkinsville, Ga.; John Thompson, Gainesville, Ga.; W. Welch, Dallas, Ga.; the Maddox boys, Clays' Theatres, Georgia, and John Jerrell, Roxy, Commerce, Ga.

Wil-Kin Theatre Company had a nice time at the annual Christmas party at the Capital City Club and Variety Club. . . . Nelson Towler, southern district manager, Lippert, was host to his Atlanta office at his home for the second Christmas party.

Hap Barnes, added another drive-in, the Fountain City Drive-In, Knoxville, Tenn. . . . A. C. Austin started his drive-in at Ardmore, Tenn., to open in early spring.

Memphis

Leon J. Serrett, 82, owner, Pastime, Hamburg, Ark., died.

Christmas parties provided the most important news on Film Row. All ex-

Meet Your Neighbor

(EXHIBITOR continues with its series of brief sketches of prominent personalities in the southern territory.—Ed.)

William H. "Bill" Murphy, Jr., resident manager, Southeastern Theatre Equipment Company of Louisiana, New Orleans, was born and reared in Gretna,



La. He entered the equipment and supply field in 1946 after four years of services in World War II in the Army Air Corps. His first position was with Southeastern Theatre Equipment, Atlanta, under the direction of president-general manager J. B. "Jack" Dumestre. A

few months later, when the company opened a branch store in Jacksonville, Fla., he was placed there as assistant manager, and in 1948 took over the managerial post. In early 1949, when Southeastern bought Delta Supply Company, he came to New Orleans. Before his services with the armed forces he was in the employ of Warners as booker in the Atlanta exchange. His birth date is Sept. 3, 1912.

changes entertained at either at the office, dancing later at the Variety Club, or at the local night clubs.

COLUMBIA — Norman J. Colquhoun, branch manager, was on vacation during the Christmas holiday, going to New Orleans and other southern points.

20TH-FOX—The following exhibitors were at the exchange: J. C. Bonds, Hernando, Miss.; William Elias, Osceola, Ark.; Gene Higginbotham, and W. R. Ringer, Leachville, Ark.; Gordon Hutchins, Corning, Ark.; Zell Jaynes, Truman, Ark.; Ben Jackson, Ruleville, Miss.; Alvin Tipton, Manila, Ark.; C. J. Collier, Shaw, Miss., and Jack Watson, Tunica, Miss.

Friends on Film Row received greetings from the Jernigans, Ione and Jerry, who have been in Florida since selling out Realart. They are presently in Miami, Fla., and will return to Memphis sometime during January.

WARNERS—Glen Calvert, office manager, was vacationing. . . . Ted Tedesco, assistant shipper, was out for a tonsil operation.

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New Orleans

Allied States brought its annual convention to a close by naming as president Abe Berensen, Gretna, La. Treasurer is L. M. Watts, W and K Circuit, Oil City, La. Other officers are F. G. Pratt, Jr., F. G. Pratt Circuit, Vacherie, La., vice-president, and L. C. Montgomery, president, Delta Theatres, Inc., and associate owner, Film Booking Service, chairman of the board. Harold Bailey, associate owner, Gentilly, was reelected secretary. Directors reelected for a three-year term were: Lock Bolen, Jackson, Ala., owner of theatres in Grove Hill, Thomasville, and Jackson, Ala.; Nick Lamantia, Ritz, Bogalusa, La.; William Sandy, Patio, Airline Highway; B. V. Sheffield, Sheff, Poplarville, Miss., and Teddy Solomon, Solomon Theatres Circuit, McComb, Miss. A clinic open to all exhibitors was well attended. Items aired included film rentals, competitive bidding and arbitration, out of which came two resolutions for arbitration, effective when adopted by National Allied, and opposing fixing of admission prices by the distributors. Speakers included Mike Simons, Loew's, National Allied President Treuman Rembusch; Jack Jackson, National Screen Service; Max Youngstein, UA vice-president, screen star Preston Foster and his wife, and others. Also heard at the various functions were President Don George; Eddie Aaron, 20th-Fox, and James Briant, one of six tour captains of the recently completed "Movietime In Dixie" campaign. A feature of the meeting was a cocktail party at M. P. A. Studios, followed by a screening of "Quo Vadis" at the Imperial. The convention concluded with the annual banquet in the Roosevelt Hotel. Montgomery was convention chairman.

The manager of the Tiger Drive-In, Baton Rouge, La., was held in the theft of \$1,300 in receipts.

Members of the zoning board of adjustment and appeal were directed to appear in civil district court to answer why they should not be enjoined from permitting zoning variations in the Pitt pending further court procedure. The board is said by one of the plaintiffs in the suit to have approved at a recent meeting the petition of T. A. Pittman, owner, for permission to use the building for a depth of 105 feet as a motion picture house, and the remaining 62 feet in the rear of the structure for church purposes. Operators of the theatre, it is pointed out, are presently prohibited by injunction from using the building as a theatre until zoning rules and regulations of the city have been complied with.

L. C. Montgomery, Jr., penned from New London, Conn., that his wife has joined him. He is kept busy with studies at United States Coast Guard Officers Training Academy, while she is practicing nursing at the hospital. He was former assistant at the Joy.

Henry Crumm who retired from distribution to enter the Real Estate field in San Antonio, Tex., stopped in on his way to Miami, Fla.

Elias Berenson, Miami, Fla., former associate owner, Gretna and Bogalusa, now in retirement, spent a week with his son Abe and family. . . . George Atkinson, one of the old-timers in the business, was here in the interest of Columbia's "The Mob," Orpheum.

Joseph Cutrera, Arabi, La., and C. E. Carolla, Slidell, La., visited. . . . H. J., Jr., son of Mr. and Mrs. Henry Smith, celebrated a birthday. He was four.

The Arcade, Ferriday, La., a W. W. Page theatre, burned. . . . Harold Jenkins is the owner-operator, Sundown Drive-In, McKenzie, Ala.

W. G. Kirkscey, Memphis, Tenn.; Roy King, Colorado Springs, Colo.; W. K. Johnstone, McComb, Miss.; A. L. Blondeau and Joseph D. Nolpi, New Orleans, were the Alexander Film Company representatives at Allied Gulf States convention. A cocktail party after the close of a business session was held at the Roosevelt. All guests received a precious miniature key ring knife for a memento. The ladies received a double treat.

Calling at the J. G. Broggi buying and booking exchange were: Mr. and Mrs. I. Oberlin, Natchez, Miss.; B. V. Sheffield, Poplarville, Miss. . . . Calling on Russell Callen, Associate Buying and Booking Service, was J. E. Adams, Laurel, Miss.

In buying and booking were: A. L. Royal, Meridian, Miss.; Hank Jackson, Hattiesburg, Miss.; Ed Ortte, Clermont Harbor, Miss.; Johnnie Harrell, Martin Theatres booker, Atlanta; E. G. Perry, Pittman Theatres; Pick Mosely, Picayune, Miss.; E. Jenner, Ellisville, Miss.; Robert Long, Baton Rouge, La.; John A. Parker, Westwego, La.; Lefty Cheramie, Golden Meadows, La.; Ed Thomasie, Marrero, La.; John Harvey, Oberlin, La.; William Lighter, Beach Hurst, Pass Christian, Miss.; Ann Molzon, Labadieville, La., and Mr. and Mrs. Tom Watson, Sr., Ellisville, Miss.

Exhibitors visiting before and after the Allied Gulf convention were: Mr. and Mrs. W. E. Butterfield, Ruston, La.; Mr. and Mrs. B. V. Sheffield, Poplarville, Miss.; Mr. and Mrs. Milton Guidry, Lafayette, La.; N. L. Erdy and E. C. Beregi, Livingston, La.; J. E. Beregi, Osyka, Miss.; W. E. Limroth, Mobile, Ala.; Mr. and Mrs. Barney Woolner and Mr. and Mrs. Larry Woolner; Lewis S. Watts, Oil City, La.; L. E. Jack Downing, Brookhaven, Miss.; Nick Lamantia, Bogalusa, La.; Teddy Solomon, McComb, Miss.; Mr. and Mrs. F. G. Pratt, Vacherie, La.; Mr. and Mrs. William Sedy; Mr. and Mrs. Abe Berenson, Gretna, La., accompanied by Elias Berenson, Miami Beach, Fla.; Don George, Shreveport, La.; Mr. and Mrs. Frank DeGraauw and Bob DeGraauw, Abbeville, La.; Mr. and Mrs. L. C. Montgomery; Mr. and Mrs. E. F. Briwa; Mr. and Mrs. E. A. MacKenna; Joy N. Houck, Shreveport, La.; D. B. Fiske, Oak Grove, La.; Floyd Murphy, Vicksburg, Miss.; Harold Bailey; M. A. Connett, Newton, Miss., and S. T. Jackson Flomaton, Ala. Executives, distributors and dealers seen at the banquet were: W. G. Kirkscey, Roy King, W. K.

Johnson, A. L. Blondeau and Joseph D. Nolpi, Alexander Film Company; Luke Conner, Charlie Varnado, Sidney Otis, and A. Boykin, Warners; W. A. Hodges, Hodges Theatre Supply; C. J. Briant, Rudolph Berger, Mike Simons, H. P. Mosley, Cy Bridges, and Ralph Hogan, MGM; Mr. and Mrs. Harold Cohen, and Mr. and Mrs. Bob Saloy, Lippert; William Murphy, Jr., and J. B. Dumestre, Southeastern Theatre Equipment; Mr. and Mrs. Max E. Youngstein and Mr. and Mrs. Geo. Pabst, UA; Paul Wilson, W. A. Briant, E. A. Aaron, W. T. Keith, Jerry Kennedy, and Henry Harrell, 20th-Fox.; William Holliday and E. E. Shinn, Paramount, and Trueman Rembusch, and Jack Jackson and wife.

K. K. McKenna is assistant to E. A. MacKenna, Joy. . . . Harry Paul, RCA representative, was a caller. . . . Gentilich restaurant and bar furnished sandwiches and drinks for the all-industry pre-Christmas cocktail dancing party.

R. A. Guidry, Erath and Delcambre, and Robert Bergeron, Gem, Abbeville, La., were in. . . . Bob Bishop, formerly Stevens branch manager, Birmingham, Ala., is now on the Delta Visual Service payroll.

Bob Roberts has a cashier's job in the Civic boxoffice. . . . George Pabst, manager, UA, said that his entire crew was giving the best to reach the top in the "Elizabeth Bacon drive."

C. H. Barrows, Portland, was here in the interests of Color Laboratories, Inc. . . . William King, Tampa, Fla., head, Universal Theatre Promotion, opened an office at 219 South Liberty Street. Mrs. Henderson is the office manager.

Martin Theatres, Columbus, Ga., closed the Palm Drive-In, Atmore, Ala. . . . Theatre Service Corporation announced that the Bailey, Marksville, La., had reopened. Another reopening was the Star, Homer, La., under the management of new owner T. B. McKeithen.

North Carolina Asheville

Carl R. Bamford, Publix-Bamford Theatres, has been elected a member of the board of directors, Chamber of Commerce.

Durham

Mrs. Wade Lewter, 38, veteran aide of the Carolina, died of a cerebral hemorrhage suffered the evening before during excitement caused by a fire which broke out in the ladies' lounge. She never regained consciousness. The fire was confined to the lounge on the second floor, and damage was estimated at only several hundred dollars. It was discovered at 4:20 p.m., by a theatre patron, who immediately advised Mrs. Lewter. Mrs. Lewter called the fire department, and had patrons in the theatre advised that there was a small fire in the building, and requested that they vacate the theatre calmly. The patrons vacated the building quietly without any excitement, and then Mrs. Lewter collapsed suddenly in front of the boxoffice. She had been connected with the Carolina for 15 years.

NEWS OF THE

Territory

Chicago

Essaness' Buckingham and Davis closed. . . Fred DuVon has been transferred from the Devon to the Irving as manager. "Doc" Heide, previously manager, Irving, has been shifted to the Lake, Oak Park, Ill., as an assistant to Edward Masters. . . Richard Zeller, supervisor, Essaness Circuit, resigned. . . Edward Masters, now is supervisor of the Lake, Lamar, and Southern, Oak Park, Ill., for Essaness. . . Gus Bjelke, former assistant manager, Portaga, for B and K, now is assistant manager, Congress. . . Harold Hamilton, is now assistant manager, Biltmore.

Leonard Utecht, former manager for the Essaness Circuit, is doing relief managerial work at the Carnegie and Telenews. . . Herb Crane has been shifted by Essaness from the Lamar to the Southern, Oak Park, Ill., as manager. . . Jack Champagne is now manager, Lamar.

Harry Sears has been shifted from the State Lake to United Artists by B and K as an assistant manager. . . Other theatre closings include the New Rex, Polonia, Harmony, Paulina, and the Oakwyn, Berwyn, Ill.

The Chicago Sunday Tribune carried stories of Leonard Utecht conducting his annual toy drive, despite ill health, for the orphans of Chicago and suburbs. . . P. Solomon and A. Stein, B and L Luna, resigned.

Federal Judge Michael Igoe ruled that the six-week Loop run of Warners' "A Streetcar Named Desire," RKO Grand, was a decree violation. He declared that RKO's presumption that the closing of the Palace gave a longer running time at the Grand was incorrect, as the Palace no longer operates as a film theatre. The court also ruled that Samuel Goldwyn's "I Want You" is not a unique film, and RKO, as distributor, and theatre owners are not entitled to longer than a two-week Loop run.

B and K declared a \$2 common stock dividend. The dividend brings the year's total to \$6 against \$7.25 paid last year. B and K announced that it is allowing managers a 10 per cent bonus for gift admission book sales over sales of the same period last year.

Alice Enright, a booker for 31 years at Paramount, died.

Tom Gilliam, 20th-Fox branch manager, is better after a hospital visit. . . Sam Abrams, manager, Twin Open Air, closed for the winter, is managing the Rialto. . . William E. Hoffman reopened his La Mar, Arthur, Ill., after front improvements.

James Jovan, owner, Monroe, placed in the lobby a large "It's Movietime in U.S.A." sign beside the latest model push-back lounge chairs, one in maroon mohair and the other green, prior to installing new seating in the 950-seat house. The chairs, placed in color blocks, render an excellent effect.

The federal case against outdoors in this area, alleging price agreements, was postponed to Jan. 2 for filing of briefs and arguments.

The Astor, operating continuously for many years in the heart of the downtown district is to get a glittering new front and renovation throughout, including new seating.

Phillip Toomin, attorney for the Marks Brothers Theatres, took a South American vacation.

S. J. Gregory, Alliance Theatre Corporation head, said the deal with the Greek Orthodox church for the Granada failed to mature. . . James R. Hill, Chandlerville, Ill., took over operation of the Golden, Golden, Ill. . . Joe Katz, Benld, Ill., reopened the Grand, Mt. Olive, Ill., with Bob Johnson as manager.

The Ridge was reopened by Lucas Theatre Management with Paul Evans, Jr., as manager.

Danny Newman, Astor owner and Oriental advertising and publicity director, leaves in March for South America, where his wife, Dina Halpern, noted actress, will appear as leading lady in Yiddish plays in several cities.

The wife of Mort Green, Goodman-Harrison Circuit, passed on after a protracted illness. . . The Kaye, Ridgefarm, Ill., held a gala opening.

Dallas

Wallace Theatres' new drive-in, one mile south of Levelland, Tex., on the Sundown Highway, will be open next spring. The new spot has 400 in-car speakers, the latest in projection and concessions, rest rooms, etc. Wallace Theatres also plans to remodel the Spade Drive-In. . . The early discovery of a blaze in the basement of the Palace, was credited with helping avert a major downtown fire. The blaze was confined to a storeroom, and was extinguished in a few minutes.

A new or usable toy to be distributed in the Santa Pal projects for needy children were the price of admission to an all-cartoon show at the Texas, Sherman, Tex.

Mrs. J. E. Gribble, secretary, Texas COMPO, was surprised on her birthday, with a luncheon party. Her friends giving the party were Susie Coleman, Wynell Quinn, Natalie Burnstein, Marietta Wessels, and Wanda Caruth. Paul Short, Alfred Delcambre, and Phil Isley stopped by for personal birthday greetings.

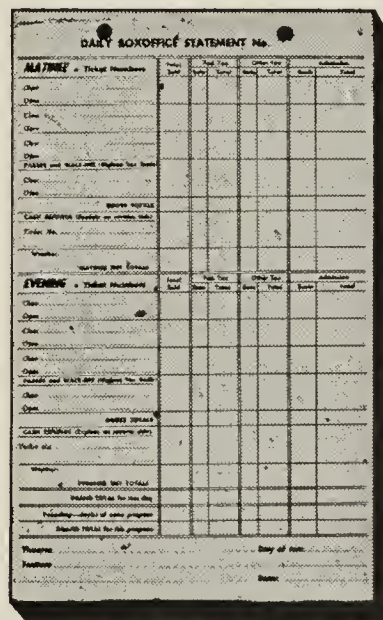
Jean De Jernett, mailing department, National Screen Service had a birthday, and served cookies given her.

"I am happy to have had this opportunity of hearing about your new plan for promoting exploitation ideas through film salesmen, and I know it will be a great success," Ted O'Shea, assistant general sales manager, Paramount, told Dallas distribution leaders Robert J. O'Donnell and Colonel H. A. Cole at a luncheon. Representing the Dallas exchanges and others in attendance were Tom Bridge and Duke Clark, Paramount; Sol Sacks, RKO; Dutch Cammack, Lippert; Jack Underwood, Columbia; Bill Finch, Monogram; Harold Schwarz, Tower; John Allen, and Louis Weber, MGM; H. Martin and Bob Wilkinson, U-I; Sebe Miller, and Mark Sheridan, 20th-Fox; Ed Williamson, Warners; Claude York, United Artists; Walter Steadman, Alfred Delcambre, and Paul Short, National Screen Service; John Houlihan, Republic; Bob Euler, Tri-State Theatres, and Kyle Rorex, executive director, Texas COMPO Showmen.

The South Loop Drive-In, suffered a \$460 safe burglarly. Manager T. H. Duckett told police the burglary occurred between 1 and 7 a.m.

BOX OFFICE STATEMENTS

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Goldberg Heads Wisconsin Unit

MILWAUKEE—Sigmund Goldberg, Wausau, was elected president, Allied Independent Theatre Owners of Wisconsin, at the annual meeting at the Hotel Schroeder.

Also elected were: Eric Brown, Plymouth, vice-president; Jerome Goderski, Town of Lake, secretary, and Oliver Trampe, Milwaukee, treasurer. Ben Marcus, retiring president, was elevated to national director. The new board includes: Jerome Goderski, Tony La Porte and Angelo Provinzano, and Trampe, all of this area; Floyd Albert, Mount Horeb; J. O'Connor, Platteville; Ben Marcus, Oshkosh; Russ Leddy, Green Bay; Brown, Plymouth; C. Baldwin, Gillett; Goldberg, Wausau; John Albert, Marshfield, and F. J. McWilliams, Portage.

Combined opinion was that there were more fireworks during this session than at any other time in the organization's history.

Among the group discussions were: Small towns, Brown, chairman; subsequent run, Provinzano, chairman, and large towns, Leddy, chairman.

At the special meeting of particular interest to drive-in owners, spearheaded by Goldberg, highlights included the following: "Fly-by-night" drive-ins are slated for elimination if pending legislation is enacted; since numerous drivers are prone to allow their motors to run idle during the cool fall evenings, to avoid the ever present carbon monoxide, many owners hold that a trailer be used calling attention to the dangerous practice, and asking that windows be lowered slightly; another traffic hazard

can easily be reduced relative to hold-outs, that more room be provided; double ramps are generally considered dangerous, and discussion of subsequent runs and percentage deals went through a most stormy session.

Goldberg, told how his Monday "Buck Nite" deal had been proving so successful.

Concluding highlights regarding the drive-in included debates on whether or not the charging admission for the children was good or bad for business. Opinion was divided. Sam Costas, Lake Park Outdoor Theatre, Fond du Lac, asserted that his next innovation was to be something along the lines of a penny arcade idea.

On the subject of opening and closing, about a 25-week run is normal and average. Some owners leave their equipment outdoors exposed to the elements while others do not. A 60-watt light, it was suggested, if left burning between both projection machines through the winter, gives off enough heat to suffice. One member said it was costing him \$35 to heat his booth each season but that henceforth he would try the light bulb idea. Incidentally, a Ballantyne official present, arose to tell the audience that, according to his observations, the bulb idea is practical, safe, and obviously efficient.

In the matter of windshield washing, most owners feel that they were giving as much service to the patron as time and effort permitted.

Retiring President Marcus brought the members up-to-date on various activities and services offered by the association and its officers.

One issue in particular arose over the treatment accorded exhibitors in this area. As a result of a vote, it was decided that the worst offenders were Metro and Warner, in the order named. On the

other hand, treatment deemed fairest came from 20th-Fox and Columbia respectively.

Kroger Babb, Hallmark president, delivered one of the most dynamic addresses of the entire convention.

Jack Kirsch, president Illinois Allied, compared his localities' difficult problems with other sections of the country. In particular, he pointed out the TV competition.

Other speakers included Abram F. Meyers, who made a particularly informative talk on the legal aspects of the industry.

L. F. Gran, Standard Theatres, took a few moments to explain the Riverside's television situation.

A resolution was drafted expressing the sincere appreciation of the AITO for the many kind gestures extended by William F. Rodgers, who relinquished his duties with MGM, and to extend greetings to Charley Reagan, who has taken over the assignment.

SIDELIGHTS:

MGM screened "Quo Vadis" at the new Century. Luncheons were courtesy of National Theatre Supply, Manley Popcorn, and the Variety Club.

Displays included Manley, Heywood-Wakefield, Hallmark, Pepsi-Cola, Coca Cola, Merchandising Corporation, Hires, De Cicca's, Sam Costo's, Advanads, Planters', Cretors, Movie Cone, Vendex, and Theatre Equipment and Supply Company.

A pair of show business office girls dolled up the AITO convention scene. Arden Thur, AITO advertising whiz, cut some neat dance steps at the meeting of the Variety Club. Irene Preston, Harold Pearson's secretary, the big attraction at the speakers' table, rated a plug from the official staff, and was asked to take a bow.

Des Moines

George O. Meisner, 78, retired theatre owner died. Burial was held at Greenfield, Ia., his former home. He built the Grand, Greenfield. . . . William S. Bogart, former operator, Orpheum, Rock Valley, Ia., died in a Fort Dodge, Ia., hospital. . . . The Humota, Humboldt, Ia., been closed because of a fire in an adjoining building, has been reopened. Fred Meyer, manager, closed it down until it could be ascertained that the walls would be safe.

Kansas City

The alertness of a porter at the Electric, Kansas City, Kans., confined a fire to the lobby of the theatre, and, although it did \$3,000, in damages, the house continued operating.

Los Angeles

Al Bowman, ailing U-I sales manager, is recuperating at home from his illness. . . . Lawrence Welk was presented with a wrist watch by the Los Angeles Motion Picture Salesmen in appreciation of Welk's appearance at the benefit show. . . . Film Row was burglarized when thieves singled out U-I as a target. A considerable sum of money including the

Will Rogers Memorial Fund was stolen. However, U-I generously offered to replace the stolen money even though the company is not insured for such a loss. . . . December 11 was a red letter day for the Film Row Club. It visited the Red Cross Blood Bank, and contributed almost 100 pints. . . . The Warner Club held its annual Christmas party in the club rooms. The role of Santa Claus was played by George Tripp. . . . The Row mourned the passing of Guy Gunderson, Cal Pac Theatres. . . . United Artists Theatres and Fox West Coast had parties.

State out-of-towners in were Joe Markowitz, Encinatas; Moses Hernandez, Guadalupe; Earl Strebe, Palm Springs, and Harold Stein, Sierra Madre. . . . The Ritz, Jerome, Cal., ceased operations. . . . Henry Herbel, WB district manager, planed to New York. . . . Helen Merrill is the new receptionist at Fox West Coast.

Milwaukee

Marian Allen, wife of U-I salesman, is now located at National Screen Service. . . . Ike Levy, Unity Theatres, recently mayor of Boscobel, Wis., calls Milwaukee his second home.

Frank Ebert, Seymour, returned from vacationing in New Orleans. . . . Mr. and Mrs. Ervin Morris, Muscoda, Wis., are having a big run on their "Know your Show" quiz program. They call names at random from the phone book. If the people are able to name the show playing, they get free tickets.

A new drive-in has been opened by John O'Connor in Platteville, Wis., while locally the Lincoln reopened under new management.

Frank Blum's Grand, Oshkosh, Wis., holds wrestling shows on the stage every Monday night. . . . D. V. Chapman, Columbia city salesman, was elected president, Reel Fellows Club.

Buck Herzog, The Sentinel's amusement whiz, has just returned from his annual Hollywood vacation.

Volmer Dahstrand, president, Milwaukee Musicians' association, was elected chairman of the Milwaukee chapter, National Foundation for Infantile Paralysis. Other officers are L. F. Gran, general manager, Standard Theatres Management Corporation; Ray Markey, secretary Eagles' Milwaukee aerie, and Arthur Steck, past county commander, American Legion.

Oklahoma City

Out-of-town exhibitors on the Row included L. D. Burns, Grandfield, Okla.; Amos Page, McLean, Tex.; Lee Guthrie, Wheeler, Tex.; Lamar Guthrie, Erick, Okla.; Dick Frans, Thomas, Okla.; Eugene Martin, Snyder, Okla.; Paul Campbell, Wynnewood, Okla.; W. T. Kerr, Sulphur, Okla. Virby Conley, Perryton, Tex.; Melville Danner, Wynoka, Okla.; Mr. and Mrs. Howard Francis, Blair, Okla.; Henry Simpson, Bristow, Okla.; Mrs. C. W. Duncan, Wetumka, Okla.; Mr. H. F. Strowig, Anadarko, Okla., and Mrs. Kathryn Hendreks, Bristow, Okla.

The Apache and Modernaire Drive-Ins, Tulsa, Okla., closed for the season. Ownership of the Modernaire Drive-In will be taken over by Henry Robb, who will operate when it reopens next spring.

Omaha

William S. Bogart, Fort Dodge, Ia., former operator of the Orpheum, Rock Valley, Ia., died at Fort Dodge. . . . Bernard Dudgeon, West Dodge, Ia., Drive-In manager, was vacationing. . . . William Miskell, Tri-States district manager, received plaudits of the press for his expert showmanship and programming for "The Wild Blue Yonder," Orpheum.

St. Louis

Harvard O'Laughlin, business agent, Local 143, announced the signing of three-year contracts with the owners of approximately 90 theatres in St. Louis and St. Louis County providing for a two and one-half per cent increase in the basic wage for each house in each of the three years. In the meantime, the members of Local 143A that provides projectionists for 14 theatres that provide entertainment for St. Louis' Negro population voted, with the full approval of the International, to go on strike on Dec. 23 because of the refusal of the owners of these theatres to sign a new contract.

A testimonial luncheon meeting to honor Tom Edwards, Farmington, Mo., for his work on behalf of the industry as president, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, is to be staged on Jan. 15, it has been announced by his successor as president, Tom Bloomer. A special testimonial committee has been appointed by President Bloomer to handle the details. The members of this committee are Tommy James, Mrs. Bess Schuller, Joe Ansell, Paul Krueger, and Lester Kropp. At a meeting of the officers and directors of the MPTO group, it was voted to launch a concerted campaign for new members, to open on Feb. 15. The gathering also voted to hold several regional meetings in 1952, including one in a Southern Illinois city during March and another in some Missouri city in April. Also on the year's program is a big outdoor gathering to be staged near St. Louis in either July or August. The meeting also voted to file a complaint with MGM regarding the manner that Red Skelton is using

motion picture gags over and over again in his television programs, with the result that the effectiveness of these gags are lost by the time they are heard on the motion picture theatre screens, even in first-run situations. It was voted to approve the trailers regarding Social Security that have been made available for use in theatres. It is up to the individual theatre owner to decide for himself whether to use such trailers. A similar approval was given to the special "March of Dimes" trailer, "Mothers March on Polio." It was announced at the meeting that an entire set of the new industry shorts have been made available to exhibitors.

Mrs. Bertha Kropp, 78, mother of Lester Kropp, co-general manager, Wehrenberg Theatres Circuit, was buried in Sunset Burial Park after services at Ziegenheim Brothers' Mortuary.

In Crystal City, Mo., control of the Hiway and Roxy is to pass to Harry E. Miller, Festus, Mo. Details of the sale are to be worked out shortly after New Year's Day when Tilden W. Dickson, present principal owner of the theatres, returns from Phoenix, Ariz., where he is spending the Christmas holidays with his wife, who resides in that city for her health.

In Marissa, Ill., the Gem, is reported to have been sold by Frank A. Finger to T. D. Beninati, manager and coowner, Capitol, Pinckneyville, Ill. The Gem is closed for extensive alterations and improvements.

In Blytheville, Ark., the 500-car Starview Drive-In, just south of there which was opened in 1950 by Warren Moxley, has been sold by Moxley to an undisclosed client of attorney O. M. Farmer of Carbondale, Ill.

In New Madrid, Mo., construction on a 300-car drive-in on Route 61 has been started by Norvin Garner, who operates the Family Drive-In, Dexter, Mo.

In Casey, Ill., new steel frame and leather upholstered seats were being installed in the Lyric, by Paul Musser.

In Camp Point, Ill., the senior class of the Camp Point High School took over the management of the DeLuxe during the week that ended on Dec. 15. The theatre is operated by Rae McRae and K. G. Hunsaker.

In Edinburg, Ill., more improvements are being made at the Palace, taken over by Lee Campbell early in July.

In Bridgeport, Ill., Ross Scaggs, manager, Capitol, Frisina Amusement Company, recently delivered a \$25 defense bond to Miss Glenda Middash, winner of a personality contest revealed by "captured" photos taken at the theatre.

The Hampton Village Kiwanis Club cooperated with Howard Albertson, manager, Avalon, in staging a special Christmas party.

A recent christening of interest was that of Constantine Phillip Karides, at

St. Nicholas Greek Orthodox Church. The parents are Mr. and Mrs. Spero Karides, and the grandfather is Bill Peppes, coowner, Criterion.

At the Assumption Greek Orthodox Church, the christening of Gloria Anastasia James, daughter of Mr. and Mrs. Demitris James and granddaughter of Tommy James, took place.

The marriage of Sidney Sayetta, manager, Airway Drive-In, and Miss Charlotte Dubinsky took place at the United Hebrew Temple.

Out-of-town exhibitors seen included: Dean Davis, West Plains, Mo.; Frank X. Reller, Wentzville, Mo.; Paul Schroeder, Lebanon, Mo.; B. Temborius, Breese, Ill.; Joe Goldfarb, Alton, Ill.; A. H. Boemler, Upper Alton, Ill.; Marc Steinberg, East Alton, Ill.; Tom Bloomer, Belleville, Ill.; Mrs. Regina Steinberg, Madison, Ill.; A. B. Magarian, East St. Louis, Ill.; Val Mercier, Perryville, Mo.; Pete Medley, Sikeston, Mo.; Russell Armentrout, Louisiana, Mo.; Bill Waring, Jr., Cobden, Ill.; Tom Edwards, Farmington, Mo.; Bill Williams, Union, Mo.; Donald R. Tolliver, Cisne, Ill., and A. Briggs, Gerald, Mo.

MGM's Christmas party was in the exchange. . . . Paramount's Pep Club staged a rummage sale to raise funds for the Christmas party in their club room.

Bud Edele, formerly with FC is back from Korean waters. . . . Miss Thelma Lending, daughter of Mr. and Mrs. Theodore Lending, selected Feb. 3 as the date for her marriage to Arnold Schrier, son of Mr. and Mrs. Sam Schrier, Richmond Heights. Theodore Lending owns and operates the Kirkwood, Kirkwood, Mo., and the bride-to-be's brother, Sheldon Lending, operates the Lions, Troy, Ill.

Tom Curley, veteran local theatre owner and manager, is a patient in St. John's Hospital.

The Catholic Legion of Decency pledge was renewed in all the churches of the archdiocese of St. Louis, at the request of the Most Rev. Charles H. Helmsing, D.D., Auxiliary Bishop of St. Louis.

Private funeral services were held in Flora, Ill., for William Weiss, veteran salesman, who died at Barnes Hospital, St. Louis. Early in August, he joined Realart and Screen Guild Productions under Herman Gorelick and George Phillips, a position he retained at the time he was taken to Barnes Hospital.

The funeral of William Foy, husband of Catherine Foy, an employee of Harry and Meyer Kahan Film Delivery Service, took place

The Shubert closed for an indefinite period. . . . An application for a commercial television station to be operated at Carbondale, Ill., has been filed with the Federal Communications Commission by Mrs. Grace S. Rodgers and her son, Carson W. Rodgers, president-general manager, Rodgers Theatres, Inc., Cario, Ill.

Salt Lake City

Marvin George became manager, Studio, introduced a new type of entertainment and advertising. George, who managed the Orpheum and Texas, Waco, Tex., and the Capitol and Queen, Brownsville, Tex., following his five-year war service, put on an all-cartoon show running two hours. Then he advertised, leaving a blank space in three inches of the ad, saying, "No ad today. The manager laughed himself silly over the cartoon show at the Studio."

The following have been inducted into the military services: Ron Mullen, booker, Warners, army; Walter Alan Sterzer, son of Walter G., booker, Lippert, anti-aircraft; Gary Swib, son of Bill S., Columbia, retired, army; Richard Boyce, son of Larry, RKO salesman, and Ray Hardy, booking clerk, Paramount, army. Ralph Larsen, former shipper at Columbia, is now in the front lines in Korea.

New positions filled are William Hughart, general salesman, Associated; Glendale Larsen, salesman, east Montana and southern Utah, UA, replacing W. W. McKendrick, transferred to Los Angeles, and Harvey Wilhelmson, from assistant shipper to booker, and John Geigle, new assistant shipper, Warners.

San Antonio

Jack Blount, wholesale grocer, is doubling nights as assistant manager, Fredericksburg Road Drive-In. . . . Tom Sumners, owner the Josephine, Laurel, and Woodlawn, returned from a periodic booking trip to Dallas.

Among the exhibitors in to book Spanish language films were: J. J. Rodrigues, Pan-American Teatro, Dallas; Lew Bray, Interstate Theatre Circuit manager for the Rio Grande Valley; N. L. Tucker, Tex, Poth, Tex.; Lloyd Munter, Yolanda, Eagle Pass, Tex.; Ramon Montemayor, Tetaro Luna, Crystal City, Tex., and Juan Monsuvas, Kenedy, Tex.

Eph Charinsky, head, Southern Theatres Company, was rushing work on his Art, formerly the Uptown. . . . Eddie Greggs, Warner salesman at Oklahoma City, was in briefly visiting.

Skeet Noret, Sky-vue Drive-In, Lamesa, Tex., announced plans for the construction of two additional drive-ins at that city. He has already purchased two sites, one on the Seminole Highway and the other on the Lubbock Highway. Noret plans to build first on the Lubbock Highway site as soon as building material restrictions are eased. . . . Jim Miller, manager, Plaza and Majestic, Decatur, Tex., announced that materials to start construction on the new 250-car capacity drive-in arrived.

Funeral services were held at Paris, Tex., for Claude J. Musselman, 65, president, Texas Independent Theatres in 1915, and who with L. L. Dent, organized the Texas Consolidated Thea-

tres while living in Dallas in 1925 and 1926. He operated six West Texas theatres at the time of his death.

The Theatre Savings Plan has been instituted at the Majestic, Bowie, Tex.; Tower, Lulink, Tex.; Yucca Drive-In, Lamesa, Tex., and the Monogram, Childress, Tex. It is a copyrighted feature, originated by Frank Lucchese, who operates theatres in San Antonio; Herman Jones, an Austin, Tex., attorney, and Harry E. Carter, a Denison, Tex., business man. Every patron is given a stamp for each adult admission purchased, these stamps to be placed by the patron on a card furnished without charge. When the patron has 20 stamps on his savings card, he will receive a book of five free passes to the theatre. He also will receive a new savings card to begin savings again, one for each adult admission. Each theatre operates its own individual savings plan, and the stamps and pass books will not be interchangeable at the various theatres.

Theatres at Odessa, Tex., closed due to the polio epidemic, reopened.

San Francisco

Charles Skouras was scheduled to be in for the annual Christmas meeting of Fox West Coast Theatres of Northern California. Held at the St. Francis Hotel with northern division manager Spence Leve acting as host, the affair was to be attended by managers and department heads. . . . Arthur Klokkevath has taken over the 394-seat Colfax, Colfax, Cal., from its former owner, Walter Eldred. . . . Frank Jenkins, temporary manager, Lippert's Foothill, Oakland, Cal., was set to take over management of Lippert's Crest, Richmond, Cal., when the house reverted to full-time operation. . . . Robert Clark, sales manager, Paramount, announced his son Michael, had reached the 14-pound mark on the scales.

The Variety Club members will celebrate New Year's Eve with a "sneak" preview of their production, "Status Quo Vadis," in which many of them starred. Guest stars are Eduardo Renaldo and Forrest Tucker. The film was produced by Sam Rosey, and directed by Irving Ackerman. Don Parsons, manager, Telenews, was technical director. Also on the program for the evening is a buffet supper and a dance orchestra. . . . August Panero, in town booking for his circuit, was host to salesmen Dick Colbert, U-I; Rev Kniffen, 20th-Fox; Hal Bruber, RKO, and William Lanning, head booker, Columbia, at the Ezzard Charles-Joey Maxim fight. . . . Deaths on the Row were Anne Klein, wife of Columbia's sales manager, Mel Klein, and Mrs. Mary David, mother of William B. David, president, Sunny-Mount Theatres.

John Warfield, 76, retired manager and brother of the late David Warfield, died. . . . Visitors were: B. B. Byard, Garberville, Cal., and his partner, A. E. Vann; Bob Patten, Angel's Camp, Cal., and Fred Schaefer, Northfork, Cal. . . . Bernie Wolfe, division manager of

National Screen Service, was in. . . . Max Bercutt, Warner publicist, left for his home in Los Angeles and a business trip to the studio. . . . On vacation were: Jack Stevenson, King Trimble, and James French, salesmen, Paramount, and Howard Harper and Edward Mix, salesmen, MGM. . . . Stewart Engebretson, salesman, has been transferred from the Los Angeles branch of MGM to San Francisco, in an expansion policy. . . . Georgette Williams, inspectress, Warners, was at home with pleurisy. . . . George Mann's son, John, is now at the American Embassy in London with the State Department. Mann, president, Mann's Theatre Service Agency, and Mrs. Mann were planning a winter vacation in Peru. . . . Frank Maun, Lyric, Marysville, Cal., is back after a trip with a traveling show. . . . Designer Gale Santocono is in Garberville, Cal., to remodel and redecorate the foyer of B. B. Byard's Garberville. The 435-seat house will reopen on Jan. 13. . . . Sid Klein is now Napa district manager for Blumenfeld Theatres.

Irving Ackerman's 300-seat Stage Door has gone over to a continuous performance policy.

Seattle

MGM's invitational screening of "Quo Vadis" at the Green Lake attracted exhibitors from all over the Northwest. The theatre was filled, and among the exhibitors 177 theatres were represented in a list of 37 contract signers.

Film Row's Christmas parties added a gay introduction to the holiday season. Sterling Theatres office force held its party in the Olympic Hotel Junior Ball Room. Paramount's Christmas dinner dance was at the Sorrento Hotel. RKO's party was staged at El Cenar. The B. F. Shearer Company's dinner dance was at the New Washington Hotel. 20th Century-Fox had an office party. Universal-International's party was at the Cirque Club. National Theatre Supply had one, too. Three were hosted by Frank L. Newman Evergreen Theatres, a cocktail party for exchange managers and wives, a dinner for exploitation representatives and wives, and the Evergreen office party.

On a tour of key cities, A. C. Lyles, Jr., director of advertising and publicity, Pine-Thomas Productions, was a luncheon guest of Evergreen Theatres executives. . . . Arlene Miskulin, with the merchandising and purchasing department of Evergreen Theatres, will be married to Robert Nicholas at a home wedding on Dec. 28. . . . Roy Brobeck, vice-president, B. F. Shearer Company, returned from a trip to Alaska. . . . Mike Vogel, U-I, was here arranging the campaign for "Week-End With Father." . . . Bud Hamilton, Republic salesman, returned from a trip through Eastern Washington and Idaho.

M. M. Mesher, former executive, Evergreen Theatres Corporation, joined the Alfred E. Goldblatt Advertising Agency as a partner.

Michigan Allied Holds a Meeting



When John Barrymore, Jr., was in Cincinnati recently in the interests of UA's "The Big Night," he posed with, standing, J. Goodnow, Palace, Huntington, W. Va., and Jack Finberg, UA branch head, both prominent areaites.

NEWS OF THE

Territory

BRANCHES Cincinnati

Suburban exhibitors were seeking further tax reductions because of losses due to "television competition." While the neighborhood houses in the Greater Cincinnati area recently were allowed a 10 per cent reduction in real estate taxes, following an appeal to the Board of Tax Appeals, counsel for the theatres maintains that insufficient consideration was given to conditions causing losses.

The MGM Club held its dinner and gift exchange at the Terrace Plaza Hotel, Republic's dinner was at the Tudor Court, after which the group saw "Finnegan's Rainbow" at Wilson Auditorium on the University of Cincinnati campus; the 20th-Fox staff held its dinner and party at the Alms Hotel, the U-I force went to the Yorkshire Club in suburban Newport, Ky., and the UA office girls dined at the Sheraton-Gibson Hotel. Other holiday parties were staged at Columbia, Paramount, and National Screen Service.

Executives in town included Harris Dudelson, division manager, Lippert; Carol Lawler, Shea Circuit, New York, and Morris Lefko, RKO district manager, Cleveland.

Business trips were made by Edward Salzberg, Screen Classics president, to New York; H. B. Snook, Midwest Theatre Supply president, and J. C. Clickner, Indianapolis branch manager, to Evansville, Ind.; Gene Tunick, Lippert branch manager, and Harris Dudelson, district manager, to the Chakeres Circuit offices in Springfield, O., and Morris Lefko, RKO district manager, also to the Chakeres office.

Sol Gordon has been appointed exploitation manager for 20th-Fox, replacing Lee Siegel, reassigned. . . . Bob Cam-



Meeting in Detroit recently for their annual convention, members of Allied Theatres of Michigan are glimpsed above as they took part in various conclave activities, and at the top, left, Mrs. Eunice Nannberg checks registrations of Charles Snyder, Film Truck Service; Ernest T. Conlon, ATM executive secretary, and past President Edward Johnson, while, at right, Kroger Babb, Hallmark Productions head, is shown as he addressed a business session. In the second row of photos are seen, left, Conlon, Edward Johnson, Allen Johnson, national ATM representative, and Irving Katcher, Detroit exhibitor, at a luncheon session, and, right, E. G. Moore, Bay City, Mich., exhibitor; Johnson, Ray Branch, past ATM president; John B. Schuyler, Detroit; A. Johnson, and Steve Paluch, Perry, Mich. The third row shows Mildred Horn, Hallmark Productions scripter; actress Darline Bridges, Conlon, starlet Ginger Prince, Judge Camille Kelly, Memphis; Mrs. Gladys Prince, Eunice Butt, secretary to Judge Kelly, and Mrs. Conlon at the women's luncheon, and, right, Clarence Symons, Hallmark publicist; Jack Thomas, Hallmark vice-president and general manager, and Mrs. Prince. Pictured taking time out from the business sessions, in the bottom row, are, left, Bob Pennell, ATM vice-president; John Vlachos, new president; A. Johnson, and right, A. F. Myers, National Allied general counsel, glimpsed chatting with Branch.

meron, MGM booker, is the father of a baby girl. . . . Belle Cox is a new stenographer at Realart. . . . Florence Schumaker, cashier at U-I, who was injured in a traffic accident several weeks ago, is now out of the cast.

Harry Hilling, 73, a pioneer in the business in this area and owner, Ludlow, suburban Ludlow, Ky., died.

Seen along Film Row were: Dorman Law, Roseville, O.; Bob Blair, Lebanon, O.; Harry Pierce, Newark, O.; Lou Holleb and Jack Needham, Columbus, O.; Barton Cook, Chillicothe, O.; Fred Krimm, Roy Wells, Jim Herb, and Mr. and Mrs. Floyd Williamson, Dayton, O.; J. C. Shanklin, Charleston, W. Va.; Harry McHaffie, Marmet, W. Va.; Jack Custer, Dunbar, W. Va.; Ross Filson, Point Pleasant, W. Va.; Sam Scheidler, Hurricane, W. Va.; Mr. and Mrs. Stanley Clemens, Gully Bridge, W. Va.; J. C. Weddell, Lawrenceburg, Ind.; Mr. and Mrs. Fred May, Carrollton, Ky., and Joe Marshall, Danville, Ky.

Cleveland

Sanford Leavitt, Washington Circuit, has been added to the Variety Club board to serve during the coming year under the leadership of Henry Greenberger as Chief Barker. . . . Nat Wolf, Warner Theatres Ohio zone manager, is wondering what he'll do with the pedigreed German boxer dog that his son, Lieutenant Donald Wolf, sent home from Mainz, where he is currently stationed, as a family Christmas present.

Helen Rose, secretary to 20th-Fox branch manager I. J. Schmertz, was spending the holidays with her folks in Detroit.

Tony Stern, former Warner Theatres' buyer-booker in Pittsburgh and Cleveland and more recently head of his own buying-booking agency, Ohio Theatre Service Corporation, was negotiating to buy an automobile agency in the Pittsburgh area. . . . Nat Barach, National Screen branch manager, will attend an NSS sales meeting in New York early in January.

Mollye Davis, MGM cashier, bought the bargain of the season. For \$3.50, she received a new Plymouth automobile. The \$3.50 covers the cost of the tickets she bought from the B'nai B'rith sponsors. . . . MGM booker Dick Hedglen was not lucky. A truck ran into him, and really crumpled his car.

The annual Warner Theatres' Ohio zone managers' Christmas party was in the Carter Hotel. . . . E. J. Stutz, Four Continent Films of Ohio, was in New York. . . . Judy Lamm, daughter of Julius Lamm, manager, Uptown, set Dec. 29 as her wedding day.

Irving Field, who has divided his time between exhibition in Hudson and Middlefield, O., and with the Oliver Theatre Supply Company, was married to Miss Pearl Bernhardt. . . . Jack Platt, RCA representative, was on vacation.



For MGM's "An American in Paris," State, Altoona, Pa., this tie-in display at a department store was part of the campaign recently arranged by Fabian Theatres' city manager Dan Shepherd.

Theatre casualties in the area were not as great as anticipated. A check of the records show that two houses, the Ambassador and Ace, have been discontinued and converted to other purposes, and nine are closed full-time, the Cedar, Corlett, Milo, Rex, Ridge, Royal Union, Globe, and Dennison Square. All are old houses located in neighborhoods that have changed. Ninety-six theatres are in operation in Greater Cleveland. This number includes 82 subsequent independent houses and 14 affiliated houses.

State out-of-town exhibitors on Film Row included: Frank Slavik, Mount Gilead; Frank Slavik, Middlefield; Peter Wellman, Girard; Mrs. Helene Ballin, Schenley; Joe Shagrin, Youngstown; Joe Calla, Canton; Steve Vernarsky, Hubbard; Leo Jones, Upper Sandusky, and George Wakeley, Gibsonburg. . . . Leo Gottlieb, Lippert branch manager, will attend the company's national sales meeting in January. . . . The Jack Bernsteins, he is RKO branch manager, plan to spend Christmas with Mrs. Bernstein's folks in Philadelphia. . . . Steve Vernarsky put on a free show, complete with Santa Claus, candy, and gifts, on Dec. 20 in his Palace, Hubbard, O., with the cooperation of merchants.

Detroit

Kilbride-Hiller Theatres, which operate five subsequents, instituted a card deal in which the moviegoer attends four times, and gets his card stamped. He then turns it in for free admission the fifth time. Lou Mitchell, general mana-

ger, says the card trick is merely an attention getter, and hasn't increased attendance. The same circuit reduces 50-cent admission on Tuesdays to 30 cents in three theatres. Regular fans use the card, and make it a point to go on Tuesdays, but business hasn't increased.

Edward A. Westcott, 20th-Fox salesman and its predecessor company for over 25 years until his retirement, died in Grand Rapids, Mich., while visiting relatives. His wife, Catherine, survives.

Three film trucking outfits in Detroit have merged to operate as one organization. Cinema Service and its affiliated State Trucking Company combined forces with Theater Trucking Service, Inc., it was announced. Offices are in the Film Exchange building under the title of Theatre Trucking Service, Inc. Dale Patrick, who headed Theatre Trucking, becomes president of the organization, while G. E. Leveque, Cinema Service, will act as vice-president. Lewis Rosen is secretary-treasurer. Skyrocketing prices and to effect savings for the exhibitors were the main reasons for the merger, according to Patrick.

James Kennedy, Kennedy Motion Picture Service, will leave for an extended vacation to Florida and Cuba on Jan. 1. . . . Neil Talling, former manager, Cinema, is reported to be taking over operation of a circuit in Florida. . . . James H. Fisher, former owner, Grant, left for New York City to manage.

Gigi Perreau, U-I, was in Detroit on a visit with her mother. She didn't get around much because of a stomach ailment.

A slight increase in theatre advertising has been noticed since the Allied Theatres of Michigan convention. Kroger Babb, head, Hallmark Productions, told exhibitors at the convention that advertising is the only way one can sell his picture.

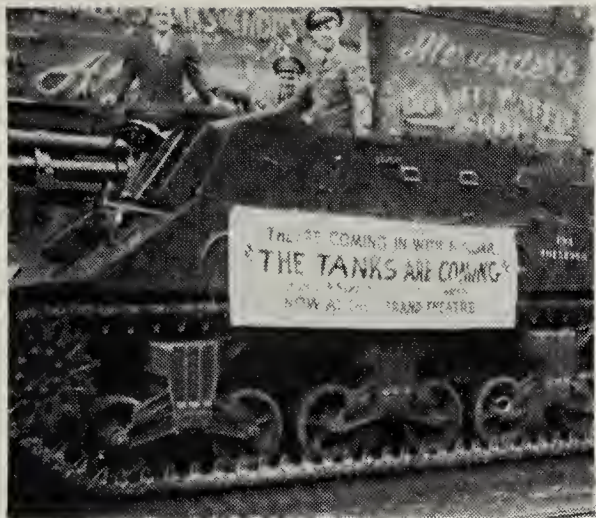
Lottie Bazeli, Jam Handy organization, was married to Clemens Kukielka.

United Detroit Theatres' Michigan will try a stage show the first week in February.

Mrs. Walter Corey, wife of the Paramount booker, was hospitalized.



MGM's Pittsburgh branch personnel recently displayed their enthusiasm for "Quo Vadis" as they posed under this huge 24-sheet in the office to call attention to the film.



An army tank driven around Altoona, Pa., helped exploit Warners' "The Tanks Are Coming" in a campaign arranged by Strand manager Jack Day and Fabian Theatres city manager Dan Shepherd for the recent run at the Strand.

Indianapolis

Accompanied by Mrs. Wolf, Marc J. Wolf, Variety Club International Chief Barker, returned from a trip to Europe. In Dublin, Ireland, he handled the induction ceremonies of the Variety Club of Ireland, Tent 41. Wolf was presented with a valuable antique piece of silver as a token. In London, he spoke at a meeting of the Variety Club of Great Britain. At this meeting, the Variety Club presented Wolf with an antique pair of sterling silver goblets engraved as a memento of the occasion. In Paris a meeting was held of the motion picture representatives, and plans were discussed for a Variety Club in Paris. In Rome, Mr. and Mrs. Wolf were accorded the unusual honor of a special audience with Pope Pius XII. Wolf told Pope Pius all about Variety Clubs International, and presented him with a brochure, "The Story of Variety," which His Holiness said he would read. The Pope gave his blessing to the work of Variety. Following the meeting with the Pope, the Wolfs met with the Papal Secretary, Monsignor Montini, who was also very much interested in Variety Clubs International, and who asked that more information be mailed to him regarding Variety. While in Rome, Wolf broadcast twice over the Italian radio network, once to the people in Italy and once via short wave to the Italians living in America. His remarks were translated in Italian as he spoke. There is much interest in Rome in the formation of a Variety Club in that city.

The Ritz, Mooresville, Ind., operated by Mrs. Harriett Alexander, was damaged by fire. The first 15 rows of seats were practically destroyed in the fire, the walls blackened, and water damage was estimated at \$10,000 loss.

Mrs. Dora Blankenbaker, Vee, Veedersburg, Ind., was injured when she fell. . . Ora Ledbetter, Howard, Monon, Ind., was on a hunting trip. . . The Otterbein, Otterbein, Ind., owned by Kenneth Bernard, was sold to Theran Teetor. . . Frank Warren, U-I salesman, spent the holidays in Chicago with relatives. . . Bert Rayburn, Ben-Hur Drive-In, Crawfordsville, Ind., entered the used car business.

Jean Beard, booker, Warners, was on the sick list. . . The Warner employees held their Christmas party at Club 52. . . William Hames, United Artists manager, and his wife spent the holidays in Atlanta. . . All salesmen who are members of the Colosseum, Loge 17, participated in an increase of salary and additional expense money.

Harry Meadow, salesman, United Artists, spent his holidays in New Haven. . . Robert Shook, has been appointed booker at Republic, succeeding Dorothy Robinson. Other changes brought about by the shift are Julia Fullenwider, from cashier to assistant booker, and Betty Ann McNulty, from assistant cashier to cashier. . . Bernard Brager, Republic manager, visited the Switow Circuit and the Fourth Avenue Amusement Company, both of Louisville, Ky.

The Alamo installed a National Movie Cone soft ice cream machine. . . The 20th-Fox party was held at the Variety Club.

Exhibitors seen on Film Row were: Bruce Kixmiller, Indiana-Colonial, Bicknell, Ind.; William T. Studebaker, Logan, Logansport, Ind.; J. E. Elliott, Jr., Cardinal, Hodgenville, Ky.; Frank Merryman, Lyric, Covington, Ind., and Katherine Fettig, Auditorium, Connersville, Ind.

Pittsburgh

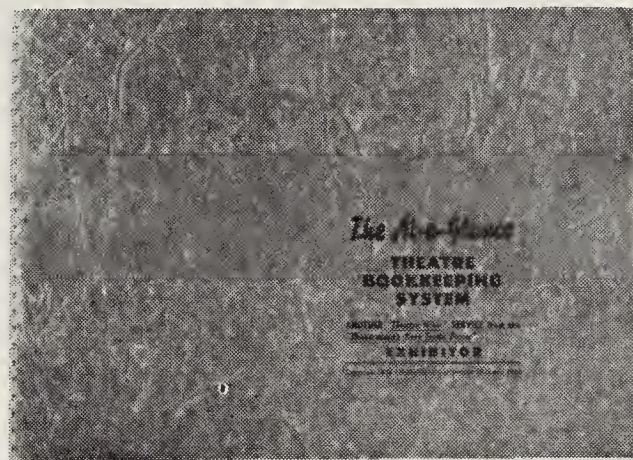
George C. Davis, 60, resident of Wellsville, O., and a former Pittsburgher, died in Allegheny General Hospital. He owned theatres in Wellsville and Wooster, O., and in Beaver and Freedom, Pa.

2 HELPS in days of Help Shortage!

JUST 2 OUT OF MANY THEATRE OPERATING FORMS THAT ARE AVAILABLE TO YOU FROM YOUR FAVORITE TRADE PAPER

No. 1:—THE "At-A-Glance" THEATRE BOOKKEEPING SYSTEM

- This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cost, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual of monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.



Price per book

(Sufficient for 52 weeks): \$1.60

No. 2:—Weekly PAYROLL FORMS . . . for use whenever employees are paid in cash for Salary or Overtime

THEATRE PAYROLL		Audited and approved by: <i>[Signature]</i>	
Theatre: <i>SEASIDE</i>		Company or location: <i>Center Square, Va.</i>	
Week ending: <i>6/1/52</i>		Date: <i>6/1/52</i>	
EMPLOYEE	Rate	REGULAR	OVERTIME
<i>ARTHUR J. BROWN</i>	<i>12.00</i>	<i>12.00</i>	<i>0.00</i>
<i>JOHN J. BROWN</i>	<i>12.00</i>	<i>12.00</i>	<i>0.00</i>
<i>WALTER J. BROWN</i>	<i>12.00</i>	<i>12.00</i>	<i>0.00</i>
<i>CHARLES J. BROWN</i>	<i>12.00</i>	<i>12.00</i>	<i>0.00</i>
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<i>ROBERT J. BROWN</i>	<i>12.00</i>	<i>12.00</i>	<i>0.00</i>
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Listen!

...wherever women get together, the new motion picture, "Breast Self-Examination" is news! ... at neighborhood and civic centers ... in factories and business offices ... at social, fraternal and service meetings, we are showing this film to countless thousands of American women.

If you don't know where you can see this film, telephone the American Cancer Society office nearest you, or address your letter to "Cancer" in care of your local Post Office. An A.C.S. educational program may save the lives of many of your neighbors, fellow-workers or friends.

**American
Cancer
Society**

Dr. Joseph W. Sieff, an optometrist, purchased the Hiland from H. L. Shearer. Lou Hanna will buy and book. . . . George Tice and his missus are back from their annual Florida vacation. He is sales manager for Columbia. . . . Lou Golding, Fabian district manager, was in Altoona and Johnstown, Pa., on a regular visit, and stopped off here before going back to New York.

M. A. Silver, Joe Feldman, and Saul Bragan, top executives, Warner Circuit, were in New York for meetings. . . . Jack Schlaifer, general sales manager, Broder Productions, was in for conferences with Bert Stearn and Milt Brauman, Screen Guild. Schlaifer at one time was a top sales executive for United Artists, 20th-Fox, and ELC.

John Harris set a basketball game at the Gardens for New Year's Eve, and will follow the game with continuous dancing.

Lou Hanna sent invitations to everyone in the business for his annual Christmas party in his offices on the Boulevard of the Allies. . . . Warner Theatres turned the Squirrel Hill into an art house. The first attraction is "The Lavender Hill Mob," which will be followed by several others of the same type.

Loretta North, Australian beauty contest winner, will be in on Jan. 25 on behalf of 20th Century-Fox's "Kangaroo." Two kangaroos are scheduled to be with her. . . . Anna Marie Frantini, Jack Kahn's secretary at the Warner Theatres office, is back after being out with the flu.

The Ernest and George Sterns, Associated Drive-In Theatres, were vacationing. . . . Dolores Kopko switched from the Hanna Theatre Service to Columbia exchange. . . . Marty Seed, son of Harry Seed, Warners' district manager in Chicago and formerly in Pittsburgh, left the film business, and is back here as shirt salesman.

Among film executives in from New York were Walter Titus, Republic, and Nicky Goldhammer, Monogram. . . . National Screen Service started the Film Row Christmas parties with one at the Sheraton Hotel on Dec. 15.

Tom Gilbert has been named manager, Times, Braddock, Pa., by Russ Wehrle. . . . The son of Anthony Mungello, Mary Ann, Burgettstown, Pa., is back home after a siege in the hospital. . . . Ben Stahl, Atlas Supply Company employee, is back after a siege of six months with a broken leg. . . . Jake Pulkowski, former head of the accessory department, National Screen Service, was in for a visit. . . . Howard Crombie, manager, Tri-State Automatic Candy Company, opened offices at 2745 Liberty Avenue.

Many of the exhibitors in Western Pennsylvania took time off to go deer hunting as the season opened. Frank Panoplos, Clairton exhibitor, got the

limit but tells of noting the largest buck he has seen in sometime nearby while he was eating lunch, and his gun wasn't too handy. He reached his gun too late to get a good shot.

George C. Davis, well known theatre owner and newspaper editor, passed on. He owned four theatres, two in Ohio and one each in Beaver and Freedom, Pa. He was a former resident of Pittsburgh but moved to Wellsville, O., 28 years ago.

Andrew Battiston, real estate broker and distributor of road show motion pictures, and Charles Kiefer acquired the lease of the Rialto from Mrs. M. A. Rosenberg, widow of the former theatre owner. Kiefer had been a poster distributor and theatre repairman. The duo were to reopen for Christmas. John A. Reilly, former manager, is at liberty.

As usual, the Warner was the scene of a premiere of a new Warner film, with proceeds for the benefit of The Pittsburgh Press "Old Newsboys' Fund." The attraction is "Room For One More."

J. K. Spurgeon, former head, Penstate Amusement Company, Uniontown, Pa., passed on. . . . Joe Kosco, Brockway, Pa., exhibitor, planned his annual free entertainment for children on the day before Christmas at the Brockway.

Kentucky Louisville

According to a report of state revenue, compiled by the Department of Finance and the Department of Revenue, tax revenue on amusement for October, 1951, was \$13,998.86 higher than for a corresponding month in 1950. Tax revenue for July through October, 1951, was \$42,159.80 higher than for a similar period in 1950.

Out-of-town exhibitors seen recently included: Ted Rose, Chakeres Theatres, Springfield, O.; Willard Wilderick, New Washington, New Washington, Ind.; Shirley Chism, New Ace, Brandenburg, Ky.; Gene Lutes, Capitol, Frankfort, Ky.; Tex Richards, State, Crouthersville, Ind.; J. E. Elliott, Jr., Cardinal, Hodgenville, Ky., and Homer Wirth, Crane, Crane, Ind.

With the closing of the East Drive-In and the Dixie Drive-In, Floyd Morrow, executive director, announced plans for his annual vacation trip to Florida. . . . The Ronnie Drive-In, London, Ky., headed by J. B. Minnix, officially opened. . . . Charles B. Wells, Jr., Falls City Theatre Equipment staff, entered the annual Melrose bowling tournament in Nashville, Tenn.

A meeting of drive-in owners in the Louisville area was held at Falls City Theatre Equipment. One of the main purposes was to endeavor to form a drive-in association whereby all drive-in owners could benefit. On hand were Lou Arrur, Eddie Huber, I. T. Smith, Floyd Morrow, and David Saag.

NEWS OF THE

*Territory***Boston
Crosstown**

Martin J. Mullin, president, Children's Cancer Research Foundation, announced the three-day official opening of the new "Jimmy Fund" building will take place starting on Jan. 5. The public is invited to inspect the building on Jan. 5 from 1 to 6 p.m. and Jan. 6 from 10 a.m. till 6 p.m., with conducted tours scheduled for every half hour. The formal dedication ceremonies are slated to take place in the new auditorium on Jan. 7 at 2.30 p.m., followed by a citation banquet in the Imperial Ballroom of the Hotel Statler that evening.

Doris Day has been spending a fortune calling prominent Hub deejays to remind them "I'll See You in My Dreams" was opening.

Max Melincoff, formerly division manager for Warner Theatres, is temporarily pinch hitting as manager, B and Q Circuit's Brookline.

A Capacity crowd attended the invitational screening of "Quo Vadis" at New England Mutual Hall. The company hosted a group of newspaper critics and feature writers at a pre-screening dinner.

Radio spot announcements for Warners' "Distant Drums" were getting reaction by industryites who claim it's one of the better jobs of tubthumping.

Time magazine distributed one-sheets to New England situations plugging "Movietime, U.S.A."

Film District

Rallying to the government's request to salvage copper drippings from lamp-house carbons, R. Pichi, manager, B and Q's Union, Attleboro, Mass., topped all previous contributions, turning in a whooping 110 pounds to Capitol Theatre Supply. Drippings were collected by theatre projectionists Winthrop Weatherby and Arthur Ringuette. Others who have cooperated with the government plea are Harry Lamere, Paramo, Ludlow, Vt., who turned in 47 pounds; Bobo Snyder, Star, St. Johnsbury, Vt., with 45 pounds; the Westover Airbase, Mass., five and one half pounds; Camp Edwards, Falmouth, Mass., three and one half pounds, and Grenier Airbase, Manchester, N. H., over three pounds. Drippings are turned over to the Variety Club for disposal to the junk dealer bidding the highest, with the proceeds helping swell the club's charity fund. Projectionists are urged to cooperate in salvaging the copper drippings, sending them to either Capitol Theatre Supply or Joe Cifre, Inc., both of which are certified depots.



Glimpsed at the recent exhibitors' convention at the Copley Plaza, Boston, were James Guarino, general chairman; Mike Simons, MGM; Denise Darcel, Ray Feeley, executive secretary, and A. E. Chadwick, MPA Service.

Ray Feeley signed two new members to Independent Exhibitors, Inc., A. C. Burwood, Nugget, Hanover, N. H., and Fred Astle, Whitefield, N. H.

Ben Williams Enterprises is now handling the buying and booking for Bill Yager's Plymouth, Leominster, Mass.

Joe Mansfield, UA publicist, was covering plenty of ground on his assignment tubthumping "The African Queen."

Bill Schofield, The Boston Traveler feature writer, was readying a piece saluting sound's 25th anniversary slanted to the local angle.

Kenneth Robinson, UA salesman, has been promoted to the post of sales manager, succeeding Irving Mendelson, resigned.

Martin J. Mullins NET president, returned from a short sojourn in Florida.

The Variety Club board attended the Christmas party held for patients in the lobby of the nearly completed "Jimmy Fund" building.



Among the more than 500 persons who attended the recent trade screening of MGM's "Quo Vadis" at the Bijou, New Haven, were, from left, Mrs. Frederick G. Reincke; Major General Frederick Reincke, adjutant general, Connecticut military department, Harry F. Shaw, division manager, Loew Poli New England Theatres, and Mrs. John Lodge, the attractive wife of Connecticut's governor.

**Last Respects Paid
To Harold Stoneman**

BOSTON—More than 1,000 persons attended the funeral services for E. Harold Stoneman, president, Interstate Theatres Corporation, whose untimely death on Dec. 11 at the age of 49 saddened the district. He was one of the most popular and best loved figures in the industry. Services were held at the Temple Ohabei Shalom, with interment in Adath Jeshrun cemetery, West Roxbury, Mass.

In addition to heading the Interstate Circuit, he also was part owner and vice-president, Mount Washington Hotel, Bretton Woods, N. H.; president, Drake Hotel, Philadelphia; secretary, Midwest Drive-In Theatres; treasurer, Richard's restaurants, and president, Administration Building, Inc., of Boston. A Dartmouth graduate, class of 1923, he was a charter member and past Chief Barker, Variety Club, and international representative, Variety Club International. For several years, he had been treasurer, "Jimmy Fund," and trustee, Children's Cancer Research Foundation. He was also a member of the United Lodge, AF-AM, and the Pinebrook Country Club.

Serving as active pallbearers were his close friends and associates: Philip Smith, Theodore Fleisher, Malcolm Green, Maurice Green, Wilbur Snider, Morris Rudnick, Dr. Edward Kaplan, Emmanuel Kurland, Theodore Berenson, Edward Cohen, and Sidney Gutlon. Honorary pallbearers included: Hy Fine, Louis M. Gordon, W. H. Gardiner, William Koster, Arthur Lockwood, James P. Mahoney, John J. Dervin, Martin Mullin, Samuel Pinanski, William Riseman, Ralph Snider, Robert Sternburg, Richard Berenson, Dr. Sidney Farber, and Irving Zussman.

Surviving him are his wife, a son, James M., his mother, and a brother.

At the annual meeting and election of the Cinema Club at Steuben's, the following slate was picked: Mel Davis, Republic, president; Charles Wilson, Monogram, first vice-president; Jerry Govan, NET, second vice-president; Arthur Rowe, Graphic, secretary; William Romanoff, NET, treasurer, and Herb Higgins, booker, and John Walton, WB, sergeants-at-arms. The board includes: Harold Young, Charles Wilson, Arthur Rowe, Harry Smith, Phil Berler, Bill Romanoff, and Tom Fermoye. Thirty-six members attended the meeting, and presented outgoing President Charles Wilson with a TV set, in appreciation of his outstanding efforts while serving four terms as president.

POSITION WANTED

Manager with 15 years experience in buying-exploitation. Currently employed. New England territory preferred.

Write EXHIBITOR
102 Queensbury St., Boston, Mass.

John B. Eames, 60, president, Eames Enterprises, Littleton, N. H., died following a short illness. He operated theatres in Colebrook, Littleton, and Bethlehem, and also conducted a large real estate business. His wife, and sons, John, Jr., and Jerry survive. Ray Feeley, Independent Exhibitors; Arthur Howard, Affiliated, and Fred Stoloff, National Screen Service, represented Film Row at the funeral services.

Bill Cliggott, Massachusetts Theatre Equipment, managed to put the finishing touches on the two-car garage he built at his home in Medford, Mass., just about two hours before the area was hit by its first severe snowstorm. He and a pal did the complete job with the aid of several books with pointers borrowed from the public library and a couple of bushels of tools.

Arnald Van Leer, Paramount field man, returned from New York, where he attended a series of confabs with Sid Mesibov regarding product.

George Kraska has bought the New England distribution rights for the Australian film, "Rats of Tobruk." He will be associated with Mac Farber and Eddie Ruff, Regal, in distribution.

December 17 was a popular date for exchange Christmas parties, with Affiliated and UA both holding their clambakes at Steuben's. Republic held its at the Latin Quarter.

Art Moger, Warner ballyhooist, is in charge of arrangements for reunion of his class at English High School. He graduated in 1927.

New Haven Crosstown

Morris Rosenthal, Loew's Poli, received a nice plug in the Elm City Clarion for "Fixed Bayonets." Vets home on leave saw the film free if they contacted the Army Recruiting Office. . . . Sargent and Company was the sponsor of the kiddie Christmas party at Loew's Poli. . . . The Strand, Hamden, gave 51 prizes.

Harry Cohen, Dixwell, received cooperation from the Connecticut Company for the special Christmas show for the kiddies by getting transportation for the underprivileged youngsters. . . . Mrs. Shirley Amerlin Callendrela, former Dixwell aide, expects to come east from San Francisco in January.

Meadow Street

Columbia employees had their Christmas party at the Baybrook, as did U-I. . . . MGM had its holiday party on Dec. 16. . . . Sid Lax, former local Columbian and now in Columbia's office in Minneapolis, was in for his vacation, and stopped at Walter Silverman's branch.

Exhibitors who haven't sent their scrolls and money for the Will Rogers Memorial Drive are asked to contact the branch salesmen and managers. . . .

Acting branch manager John Felony, 20th-Fox, was in Boston. . . . 20th-Fox had its Christmas get-together dinner at Kayseys. . . . Branch manager Ben Simon was expected to return after sick leave.

New officers elected by the Fox Family Club are: Ann Kennedy, president; Thelma Chasin, secretary, and Morris Alderman, reelected treasurer.

The Strand, Hamden, had a Christmas kiddie show sponsored by the New Haven Savings Bank, Hamden branch. . . . Harold M. Donovan, Strand, Seymour, had a benefit show for the George Hale Disaster Fund.

Variety Club Tent 31, New Haven

Plans were being made for an open house New Year's Eve party. . . . New officers recently installed included: Robert Elliano, Chief Barker; John Pavone, First Assistant Chief Barker; Morris Jacobson, Second Assistant Chief Barker; Sam Germaine, Dough Guy, and George Weber, Property Man.

Connecticut East Hartford

Morris Keppner, Burnside, announced crew appointments: George Taylor, Pauline Demers, and Howard Dann.

Naugatuck

The State Fire Marshall's office found that the Gem is safe following some minor improvements. The house has been closed for about 10 years.

Hartford

Henry L. Needles, now managing director, 700-seat Art, pushed back opening night from Dec. 26 to Dec. 28.

Mrs. Fred Greenway, wife of the Loew-Poli Palace manager, was home after a long hospital stay.

Sympathy of the trade was extended to Lee Feigin, Loew-Poli Palace assistant manager, on the death of his mother. . . . Word from Miami Beach, Fla., has it that Carl Jamroga has been promoted to city manager, Florida State Circuit houses.

Lou Cohen, Loew-Poli manager, and his assistant, Norm Levinson, had numerous merchant tieups on costume counter displays for "Too Young to Kiss." . . . Ray McNamara, Allyn, planted plugs on "Submarine Command" through the Navy Recruiting Station.

New Britain

The Perakos Circuit shuttered the downtown Palace for remodeling.

Massachusetts Fall River

Remodelling of the stage and laying of a new carpet kept the Empire closed until Dec. 20. The Capitol and Enter

Theatres closed on Dec. 12 to reopen on Christmas Day. The Park, Canning said, was also to close for a few days before Christmas.

Christmas greetings from Germany have been received by the Academy staff from Manuel Rodriques, serving with the army in Germany.

Lynn

After remaining closed for three weeks, the Olympia reopened. . . . George Lougee, former manager, now in Boston, returned from a hunting trip with a five pronged buck.

Manager James Davis, Paramount, put on a preview of "Detective Story" for the members of the police departments and their wives.

New Hampshire Franklin

A session between Councilman Roy Powell and Capitol owners Kenneth and Robert Kurson was scheduled in a drive to bring better movies to Franklin. The Capitol now runs films only after they have been shown 30 days in Boston and 14 days behind the run in Laconia. The mayor and others interested in bringing a better theatre program to this city were invited to sit in on this conference. Powell also noted the many problems that would be encountered by the city in running a series of shows each week under its own sponsorship at the Opera House.

Littleton

Funeral services for John B. Eames, well-known exhibitor, were held at the first Congregational Church. The deceased had been in the theatre business for 35 years. The 60-year-old Eames had just completed this year the construction of a new, more modern theatre, the Jax Jr. Well-known for his charity and activity in public affairs, Eames had been planning his 18th free theatre party for the kiddies. In public affairs, the theatreman had been moderator and selectman in Littleton as well as a state senator. He belonged to social and fraternal orders including the Rotary, Elks, Masonic orders, and Knights of Pythias. He owned theatre property in Littleton, Bethlehem, and Colebrook, all of which were closed on the day of his funeral, and also Thayer's Hotel and several other pieces of real estate. Survivors include his wife and two sons, John and Jeremiah. Eames was born in Groveton, and had resided here for over 30 years.

Plymouth

The Plymouth Youth Council is raising money through auctions held after evening performances at the Plymouth.

Vermont Burlington

Ernest Handy, owner, Sunset Drive-In, Malletts Bay, Vt., has taken over the State from Joseph Mathieu.

NEWS OF THE

Territory

New York City
Crosstown

Loew's, Inc., occupant for 30 years of Loew's National, Bronx, purchased the 2200-seat building from a group consisting of Irving Fishman, Nathan Weinberg, and Jack Sonenblick.

Mrs. Anna Benjamin, mother of Robert Benjamin, partner in United Artists and head of the J. Arthur Rank Organization in this country, died. Services were held at Westminster Chapel, Brooklyn, with burial in Mt. Zion Cemetery, Maspeth, L. I. Survivors of the deceased also include Seward I. Benjamin, a son, who is secretary and a director, UA, and Louis Phillips, a brother, counsel for Paramount Pictures and a member of the industry law firm of Phillips, Nizer, Benjamin, and Krim.

Thirty-nine first run features were acquired by WOR-TV under a contract signed with Republic. Under the agreement, effective on Jan. 1, the television station has exclusive area rights to the films, which include 13 westerns.

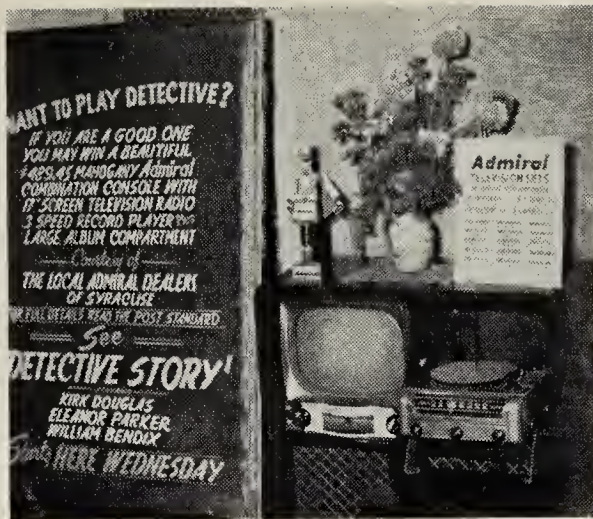
More than 2,000 industry members of the Catholic faith are expected to attend the second Communion Breakfast to be held at the Waldorf-Astoria Hotel on Jan. 20, following Mass at St. Patrick's Cathedral. Francis Cardinal Spellman will celebrate the Mass, and Reverend James Keller, head, Christopher movement, will be principal speaker at the breakfast.

Edward C. Dowden, assistant publicity and advertising director, Loew's Theatres, moved his residence to 511 South 14th Street, New Hyde Park, L. I.

Expansion of executive offices in the Paramount building was announced by Jack Levin, president, Jack H. Levin Associates, national survey, research, and checking company. The announcement was made on the opening day of the two-day regional conference of the Associates' eastern and southern district managers at the Hotel Astor. Additional space acquired will double the present home office facilities. In addition, a second office, located at 100 West 72nd Street, and managed by Nathan J. Morris, is the company's National Central Checking Bureau, which handles assignments and collates reports.

Jerry Pickman, director of advertising, publicity, and exploitation, Paramount, returned from Hollywood after meetings with Cecil B. DeMille on final promotion plans for "The Greatest Show On Earth."

Joseph A. Walsh, head of branch operations, Paramount, was in Los Angeles for a one-month tour of the



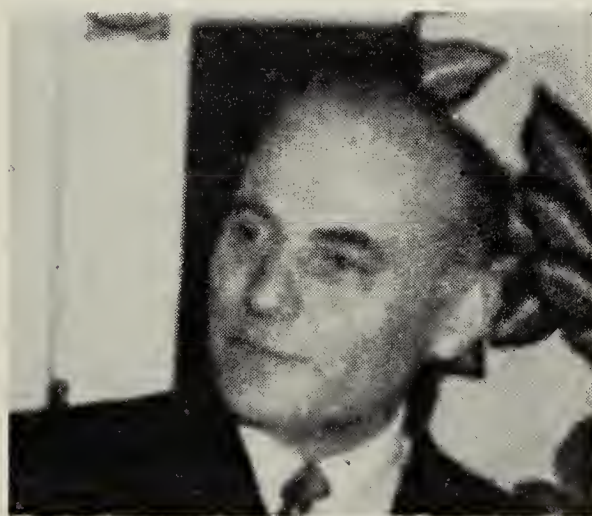
S. L. Sorkin, RKO Keith's, Syracuse, recently arranged the above lobby display announcing his contest on Paramount's "Detective Story."

company's western division. . . . James E. Perkins, Paramount's managing director, United Kingdom and Northern Ireland, left for California to visit the studio and spend the Christmas holidays with his family.

Leo F. Samuels, Walt Disney sales executive, returned from an extensive tour of Latin-America, where he went on behalf of the forthcoming Spanish and Brazilian version releases of "Alice In Wonderland."

Rebuilding of the Little Carnegie was completed in time for a Dec. 26 opening. Jean Goldwurm and George Schwartz are owners and operators of the theatre and building. The house, under reconstruction for six months, occupies the site of a theatre of the same name built by Otto H. Kahn 25 years ago. Costing about \$400,000, new construction enlarged the seating capacity to 528. Design and appointments of the house, embodying the latest improvements in seating, acoustics, lighting, ventilation, projection, and the like, were executed under the supervision of architect John J. McNamara by M. Shapiro and Son.

William F. Rodgers, Loew's vice-president in charge of domestic distribution, was host to the industry press at a pre-Yule cocktail party held in the private executive dining room at Loew headquarters. The annual event was also attended by Loew's executives. Rodgers later went to Florida. He relinquishes his present post at the end of the year when Charles M. Reagan assumes it.



Fred Mayer, formerly U-I head booker, recently was named New York salesman.

In an order issued last fortnight by Supreme Court Justice Ernest L. Hammer, the stockholder actions brought by Jerome Ross and others against directors of Trans-Lux Theatres have been consolidated.

Sidney Singerman, assistant manager of exchange operations, Columbia, and wife celebrated their 25th wedding anniversary.

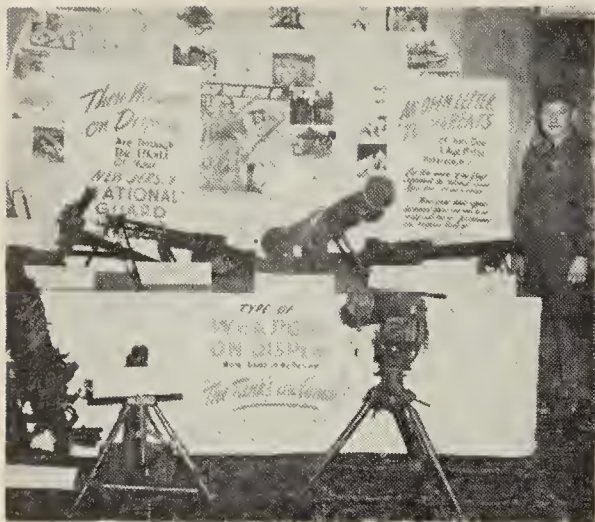
U. B. Ross, Westrex Corporation's regional manager for Latin America, returned following a visit to the Caribbean area.

Following completion of conferences at the west coast with Darryl F. Zanuck and Joseph M. Schenck, 20th Century-Fox executives Murray Silverstone, president, international corporation, and vice-president Charles Einfeld returned to the home office, followed later by President Spyros P. Skouras and director of distribution Al Lichtman.

William M. Pizor, vice-president, Lippert, returned from Europe after an extensive tour to the various franchise holders in different countries.

A conference was held with Walter T. Shirley, Commissioner of Commerce of the City of New York, and representatives of the film and television industries and the heads of all city departments concerned for the purpose of coordinating the efforts of both industries with respect to clearing city permits and complying with local ordinances. The meeting was attended by General Lyman Munson, director, NBC-TV; Benjamin Fielding, Loew's; David Kees, CBS; Harold Hendee, RKO; Harry Foster, Columbia; Ulric Bell, 20th-Fox; Ralph Budd, Warners; Otis Freeman, WPIX; Lloyd Lind, Monogram; J. L. Middlebrooks, American Broadcasting; Anthony Petti, U-I, and R. S. Wood. Problems discussed were revamping the Administrative Code with respect to the use of theatres for television projects, clearing street and park permits for locating shooting of motion picture films, making available city properties, buildings, and government machinery to the film and television industries, and expediting the solution of problems that arise in the TV and film industries in connection with their city operations. Commissioner Shirley announced that the mayor and he were anxious to cooperate in every possible way, and that the Commerce Department would do everything in its power to encourage the expansion of operations.

Representing the fields of radio, television, press, motion pictures, advertising, and other media, a Commission on Mass Communications has been organized by the National Conference of Christians and Jews to aid its work in building understanding among Protestants, Catholics, and Jews, it was announced following a meeting of media executives held in the New Weston Hotel, New York City. Harold E. Fellows, president and general manager, National Association of Radio and Television Broadcasters, was elected first chairman



Gary Vrooman, manager, Fabian, Paterson, N. J., recently arranged the above weapon display in the lobby to help promote Warners' "The Tanks Are Coming."

of the Commission. Plans have been started for the Commission to work with newspapers, motion pictures, radio and TV, public relations, magazines and books, theatre, and advertising. Industryites represented on the new Commission are: Taylor Mills, executive assistant, Motion Picture Association of America; Gael Sullivan, executive director, Theatre Owners of America; Abram F. Myers, chairman, Allied States Association of Motion Picture Exhibitors; Max E. Youngstein, vice-president, United Artists; J. Robert Rubin, vice-president, Loew's, Inc.; Robert J. O'Donnell, general manager, Interstate Circuit, Inc., and Oscar Morgan, manager of short subjects, Paramount Film Distributing Corporation.

Georgia H. Cooper, formerly with WB's publicity department, has been named to handle publicity and promotion for the new Normandie, first-run showcase owned and operated by the Normandie Amusement Corporation, headed by David Weinstock.

New Jersey Bernardsville

Berk and Krumgold, realty specialists, consummated a 25-year lease for the Liberty. The lessor was Frederick Morrison, for a corporation controlled by him. The lessees are Amelia and Arthur Reitano, who operate several other theatres in upstate New York.

Newark

Frank J. Damis, general manager, Warner New Jersey Theatres, announced the winners of the "Frank Damis Showmanship Awards," climaxing a three months drive during September, October, and November. Theatres were grouped in four sections, with five prizes in each section. In addition, there were prizes for the winning district and five prizes for showmanship. Winners in the first group were: First, Arthur Manfredonia, Stanley, Jersey City; second and third, tie between George Birkner, Oritani, Hackensack, and Bernard Silverman, Branford; fourth, William Weiss, Montauk, Passaic, and fifth, Michael Demcsak, DeWitt, Bayonne. The five winners in the second group in order were: Adolph Finkelstein, Embassy, Orange; Frank Costa, Warner, Ridgewood; Jack Conhaim, Mayfair; Jack

Sullivan Highlights Albany Meeting

ALBANY—"Federal, state, and local taxes on theatre admissions have ceased to be a levy on diminishing returns. They have become in hundreds of theatres throughout the United States what amounts to a tax on losses." declared Gael Sullivan, executive director, Theatre Owners of America, at a luncheon meeting of the Theatre Owners of Albany at the Ten Eyck Hotel.

"These admission taxes," Sullivan stated, "are first money, the first to be paid out of every dollar taken in. When 30 to 35 cents is taken off the top of every dollar in federal, state, and local taxes for admissions alone, the hope of survival for exhibition dwindles by the day.

"Payrolls in 10 years have increased as high as 100 per cent. Material and maintenance costs have spiraled in the same proportion. And yet the average admission today, before federal and local taxes, has not gone beyond 50 cents.

"We must present our tax problem to the next session of Congress and to the state legislatures that will convene in January. We must seek some measure of relief from these intolerable tax burdens, despite the present-day demands upon all governments. The casualties in closed theatres up and down the land this past year cannot be classified wholly as 'death by television.' High on the list of complications and contributing factors are the various crippling taxes that impede our operations.

"One answer lies in our industry seeking a greater voice in public affairs through the active participation of exhibitors.

"The Theatre Owners of America has long advocated that its members, wherever possible, should seek public office and become industry spokesmen at the local, state, or national levels, where we have long suffered from the plague of unfair taxation and restrictive legislation.

Barrett, Wellmont, Montclair, and Sam Roth, Baker, Dover. In the third group the winners were: Robert Phillips, Warner, Harrison; Herman Axelrod, Fabian, Hoboken; Morton Bratter, Milburn, Millburn; William Waldron, Central, and Frank Plowman, Capitol, Belleville. Only one prize in the fourth division was won by the Franklin, Nutley, Frank Plowman, manager. The winning district prize went to the district headed by Harold Widenhorn. The showmanship awards were distributed as follows: First, Conhaim, Stanley and Mayfair; second, Gary Voorman, Fabian, Paterson; third, Finkelstein, Embassy, Orange; fourth, Edward Molteni, Rivoli, Paterson, and fifth, Costa, Warner, Ridgewood.

New York State Albany

Changes in proposed amendments to the state building code for public

(Continued on next page)

"One good exhibitor on a legislative committee is better than a dozen who know someone on the committee.

"In the months ahead, our local units throughout the nation should be seeking qualified exhibitors to run for public office, and supporting them with all the resources at their command.

"Elmer Lux, an outstanding exhibitor and newly-elected president of the Buffalo Council, is definitely on the beam in pleading for a greater participation in public life by exhibitors."

Sullivan quoted a letter from Lux as follows:

"The legislative and administrative opportunity in connection with new tax ideas, etc., has placed me in a most enviable position to relate information that I am able to gather from our own trade publications to support arguments with fact in opposing measures that could be harmful or place additional burdens upon us and which could never have been properly presented, or through the 'right' channels, if I were not privileged to serve in the Buffalo Council as a member of our industry.

"In my humble opinion, 'Political Fence Straddling' all too long has put our industry in the target position of inviting harmful and unnecessary legislative and administrative action, and this has been proven on almost every level, local, state, and federal.

"Frankly, to outline the tremendous advantages our industry could gain by having members of both distribution and exhibition participate in public life is way beyond the belief and imagination of most men in our business with whom I have had the limited privilege of talking. While the advantages to be gained are many, I am convinced that all which is to the benefit of the motion picture business is either directly or indirectly also to the benefit and advantage of the people and the respective communities in which we all live."

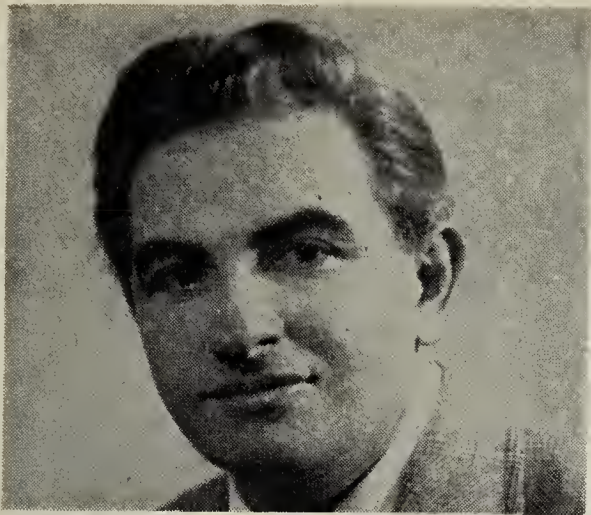
S. H. Fabian, chairman, TOA executive committee, also addressed the Albany and neighboring exhibitors, scoring various trade practices and emphasizing the need for arbitration. He also pointed out the increasing value of theatre television to the exhibitor today.

Harry Lamont, chairman, Albany unit, presided.

More than 60 theatremen from the Albany area attended the first major meeting of the reorganized Theatre Owners of Albany.

Comprising a temporary grievance committee established at the meeting are Sid Dwore, George Thronton, Lewis Sumberg, and Lamont. Approval was given to a temporary board consisting of Mrs. Jean Burgess, Saul Ullman, Sumberg, Dwore, Jules Perlmutter, Don Gilson, and Peter Yianakos.

An assessment of seven cents per seat for theatres and seven cents per car for drive-ins will be levied to offset the Albany group's expenses. The territory is to be divided into two sections, with Albany to be headquarters for all localities east and south of Utica, and Watertown to be the center for all north of Utica.



Lou Wolff, Brandt Theatres, was recently elected to the post of president, Motion Picture Bookers' Club of New York.

Albany

(Continued from preceding page)

assembly places were suggested by industry spokesmen at a hearing before Commissioner George S. Raymond, Board of Standards and Appeals. The proposals included modification of parts of the code regarding exit doors, exit signs, stairways, ventilation of stair and shaft enclosures, drive-ins, and casualty reports. Particular attention was directed toward the casualty report proposal, which TOA memorandum called "discriminatory" in that it is not required of other industries. The regulation would require "the person in charge of a place of public assembly to report to the board every fire or emergency evacuation and every death or personal injury occurring in such place during public occupancy." No report would be required for injuries requiring no medical treatment other than ordinary first aid. Extensive discussion was centered about the section providing that drive-in screens erected after the first of the year must be so located or so shielded that the picture is not visible from any highway.

Vicki Grygiel, U-I billing clerk, has had her song, "Look Up At The Sun," accepted as the amateur "Song Of The Week." It will be sung by Garry Stevens on his "Show Case" television program over WRGB on Dec. 26. . . . Harold Schmidt, New York office, is Paramount's new salesman replacing Jimmy Moore, resigned. . . . Irene Morini, Republic cashier, was married to Paul Crystal and honeymooned in New York. . . . The Jules Perlmutter Booking Service Corporation moved to larger quarters in the Paramount exchange building. . . . Jack Schmitzer, RKO representative, is spending several weeks in the exchange. . . . Woodrow J. Campbell, RKO office manager, resigned. . . . Loew's held its Christmas party in the LaPetit Room at the Madison Restaurant on Dec. 21. . . . Warners held its Christmas party at Otto's on Dec. 20. . . . Al Kellert, commercial manager, WOKO, and member of the Variety Club, will handle publicity for the club for the next year. . . . Mr. and Mrs. Neil Hellman and Mrs. Harry Hellman are wintering in Miami, Fla. . . . Charles A. Smakwitz, Warner Theatres' zone manager; Max Friedman, film buyer, and Larry Lapidus, booker, attended meetings in New York.

—M. E. B.

EYEING THE

Exchanges

NEW YORK—The recent election of officers of the New York loge of the Colosseum of Motion Picture Salesmen saw these results: President, Robert Finkel, Republic; vice-president, Mike Nuzzola, 20th-Fox; treasurer, Howard Levy, MGM; secretary, Lee Mayer, Warners, and sergeant-at-arms, Anthony Ricci, Republic. With the exception of vice-president Nuzzola, all the other officials were reelected. At the same meeting, the members passed a resolution to hold the annual dinner-dance in June, 1952.

MGM—The name of the new salesman is Harold Zeltner. . . . Booking clerk Becky Derderian is back at her desk. . . . Harry Paul, cashier department, is on a Miami, Fla., vacation. . . . Everyone in the office really had a wonderful time at the Christmas party. In charge was a committee made up of Bill Frankel, booker; Faye Reiss, film inspectress, and Martin Workman, booking department. Included in the festivities was entertainment supplied by the office talent. . . . Shirley Gottlieb, head biller, is back after her vacation.

RKO—Birthday congratulations were in order for Norman Lareau, boxoffice department. . . . Phyllis Shapiro, typist-clerk, was off the job with a cold. . . . The film room's Vito Sperti was a year wiser on Dec. 20. . . . Audrey Hartman, boxoffice department, is thrilled that her husband has gotten a furlough from the army. . . . Branch manager's secretary Ruth Hirsch celebrated a birthday on Dec. 22. . . . The office has been brightened by the colorful posters ballyhooing the new "Ned Depinet Drive."

UNITED ARTISTS—Harold Kimmel, promoted from upstate booker to Albany salesman a few months ago, has been inducted into the marines. . . . The honeymooning upstate booker Burt Topal will take over the duties of Albany salesman as of Jan. 2. . . . New Jersey booker Karl Harte will become the new upstate booker. . . . Everyone had a



Boris Karloff, starred in U-I's "The Strange Door," who recently made a personal appearance in the lobby of the Criterion, New York City, on opening day, and autographed photos, is seen with Criterion manager Milton Schwartz.

grand time attending the Christmas party.

BONDED—Film examiner Arthur Mittola was ill. . . . The company gave everyone in the film room a free turkey. . . . Film inspectress Mary DeSilva was ill a short time. . . . Dittoshipper Nick Capporelle. . . . All the folks in the film room were invited to the UA Christmas party.

WARNERS—Pete Saglebeni, booker, is back fully recovered from a recent operation. . . . Nat Turner, formerly of the film room, was around. . . . The booking and sales departments are really glowing with seasonal good cheer.

SALESMAN'S STORY—If anyone in the area is entitled to be called an industry veteran, Anthony Ricci, Republic's New Jersey salesman, is that person. Born in Italy, Ricci came to this country in 1902, and, for the next eight years, worked in a grocery. In 1910, Ricci became aware of a new medium, and bought a nickel-odeon. The venture prospered until he had five theatres. When Ricci got his draft call in 1918, he was forced to sell out. In 1921, he started selling for A Pictures and then Warners, 20th Century-Fox, and others. Ricci came to Republic 16 years ago, and is still going strong. Since he started selling pictures in 1921 up to the present day, Ricci has always worked the New Jersey territory, and has become something of a tradition in the area. With such a background in the industry, it is not strange that he has had a hand in many organizations. He is a life member of Variety, one of the founders of the Motion Picture Association, and this year became a member of the Motion Picture Pioneers. In addition, he is a charter member of the Colosseum, and is serving as sergeant-at-arms. When not engaged in industry affairs, Ricci enjoys fishing or working the garden in his Brooklyn home.

RAMBLIN' 'ROUND—Frances Singer, secretary, 20th-Fox, made an engagement party for her daughter, Marny. . . . At U-International, Anthony Vigna resigned, replaced by Edward Bloc. . . . Assistant booker, Donald Schwartz is on the mend after an emergency appendectomy. . . . Without making much fuss, the folks at Republic have been regularly contributing blood to the Red Cross. . . . Monogram secretary Sina Piscitelli was accepting birthday congratulations.

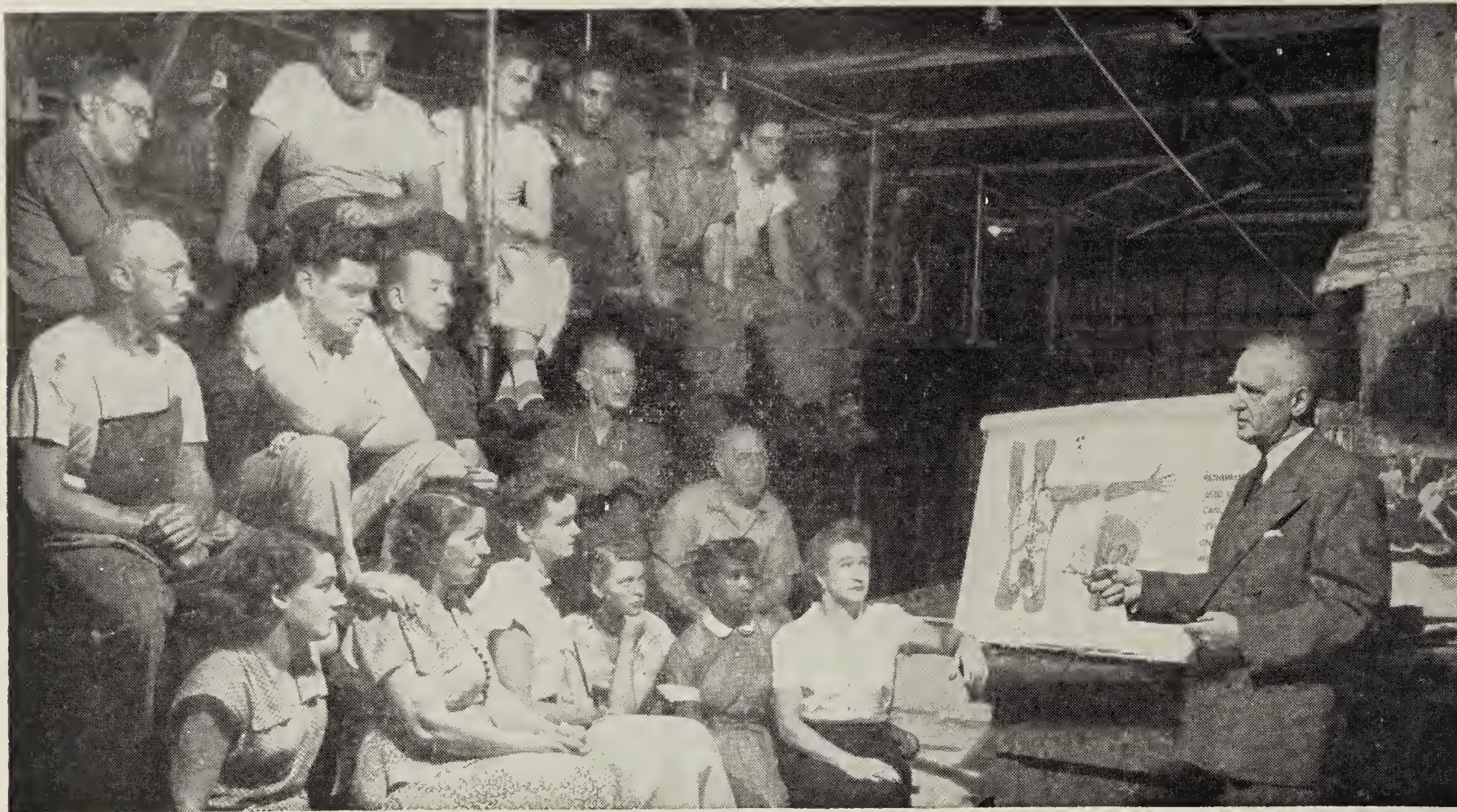
WHOOPS DEPARTMENT—In the column in the issue of Dec. 12, it was mistakenly printed that Monogram head booker Etta Segall had undergone an emergency appendectomy. Actually, it was her daughter, Carol, who had the operation. Sorry.

—ARNOLD FARBER

For the BEST

- PRACTICAL KNOWLEDGE
- PICTORIAL COVERAGE
- SPECIALIZING MANUFACTURERS
- RELIABLE SERVICES

Read **PHYSICAL THEATRE**



On the job!

Our volunteer speakers are saving thousands of lives *today* . . . in factories and business offices . . . at neighborhood and civic centers . . . at social, fraternal and service group meetings all over this land . . . by showing people what they can do to protect themselves and their families against death from cancer.

In laboratories and hospitals, from coast to coast, our volunteer dollars are supporting hundreds of

research and clinical projects that will save countless more lives *tomorrow*.

To find out what you yourself can do about cancer, or if you want us to arrange a special educational program for your neighbors, fellow-workers or friends, just telephone the American Cancer Society office nearest you or address your letter to "Cancer" in care of your local Post Office. One of our volunteer or staff workers will be on the job to help you.

American Cancer Society



Five More S-W Houses Sold, Three Closing

PHILADELPHIA — The sale of five additional Stanley-Warner theatres in this city was confirmed last week. They are the Imperial, 60th Street, Richmond, Alhambra, Uptown, and the Imperial, Second Street.

The Uptown and the Imperial, Second Street, will continue to be operated as theatres. Equipment will be removed from the others.

NEWS OF THE

Territory

Philadelphia Crosstown

The Fox held a preview of 20th-Fox's "Decision Before Dawn."

Vine Street

The trade was sorry to learn last week of the death of Irvin Sweigert, 60, brother of Earle W. Sweigert, who is now with RKO in Pittsburgh. The deceased was a victim of Hodgkins disease, and had been in a coma at the Naval Hospital for a week prior to his death. He is survived by two sons.

After a local exhibitor spent the greater part of a Sunday trying to replace four wrong reels that he had been shipped, he wound up by having to give refunds. He then suggested that EXHIBITOR run the home phone numbers and addresses of exchange office managers, etc., so that if a jam occurs again, they might be reached. EXHIBITOR is willing to help, but knowing how some exchangemen would like at least one day of peace, it tosses this hot potato into their laps, and awaits their viewpoint.

George Sobel would like to lease his 500-seat Parkesburg, Parkesburg, Pa., to anyone interested. The town is a closed situation, and Sobel says any decent offer will be considered.

Moe Berman, prominent World projectionist, is quite enthusiastic over Paramount's "The Greatest Show On Earth."

All exchanges reported enjoyable Christmas parties, even the RKOites, who got caught in some of winter's worst weather. . . . All of the exchanges were brightly decorated for the season, with Warners taking the prize with a cute indoor snowman.

Ned Yaffe, Y and Y Popcorn Supply, moved into his Woodmere Park, Brookline, Pa., home in time for Christmas. . . . Lippert personnel were Chicago-bound for the convention. . . . Esther Bass, Boxoffice Pictures, would like it to be known that she has been Mrs. Esther Lazar for the past 16 months.



In front of a recently erected "Quo Vadis" 24-sheet, MGM, Washington, D. C., exchangeites gather as executives Rudolph Berger and J. A. Adams present loyalty pins for service to Mrs. Rose Frank, booking department, and Mrs. Vivian Kelley, who is employed in the southern division sales manager's office.

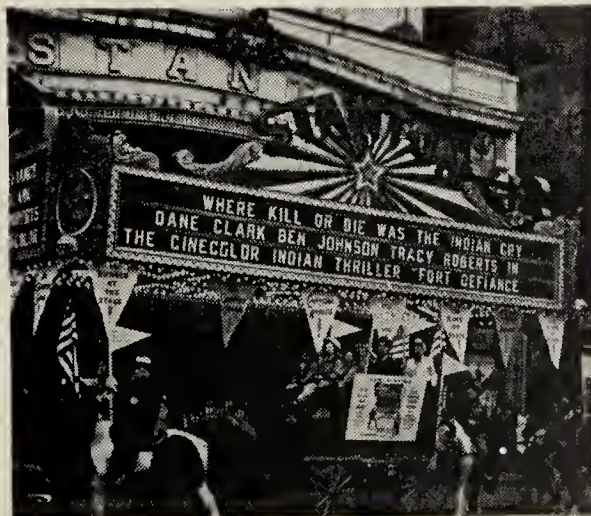
Mort Magill, United Artists salesman, Film Row's only storm casualty, fall down and go boom.

Frank Fogel, prominent attorney and well-known in the industry, is proud of his son, Herbert, who was a member of the University of Pennsylvania Law School team which recently came in first in a national competition among law schools in submitting briefs. He is a senior at the school.

Columbia inspectress Helen Kelly is now Mrs. Fulginiti. . . . Mrs. Kathryn Mote, Columbia inspectress, resigned to go to Florida to take care of her grandchildren. Their mother was killed recently. . . . Alvin Goodwin, Quality Premium Distributors, says he can remember no recent deal that exhibitors have rushed for as fast as for the new one on towels. He says it really is bringing in the business, and he only wishes he could divulge the "brand" name.

Circuits Stanley-Warner

Bill Charles, head, sound department, hospitalized at Women's Medical College Hospital. He is improving daily. . . . Fay Wolf, Ellis Shipman's "Girl Friday," returned from vacation with a new hair-do, not quite a poodle cut. . . . Hortense Shalita, publicity department, is back after a sick spell.



For UA's "Fort Defiance," Stanton, Philadelphia, manager Al Plough and UA publicist Max Miller recently arranged this street ballyhoo for the campaign.

THEATRE OWNERS AND MANAGER

It is IMPORTANT that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

HIGHWAY EXPRESS LINES, INC.

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The new pass girl's name is Helen Vogel. . . . Sonny Rickler, bridegroom Brodsky's secretary, is wearing a diamond ring on the proper finger.

New large television screens are being completed at the Stanley, Camden, N. J., and the Stanley, Chester, Pa.

The zone office Christmas party was held in the club rooms, and was a gala affair, as usual. Many alumni stopped in to share some of the holiday cheer.

Joe Bergin is the new district manager for upstate Pennsylvania, replacing Mort Levine, now in the publicity department. . . . Johnny Roach, North Philadelphia district manager, was out with a virus infection. He's back feeling better.

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District of Columbia Washington

Victor J. Orsinger, general manager, Lopert Washington theatres, announced his resignation from the firm. He will open law offices in the newly constructed Wyatt building. Orsinger, a graduate of Catholic University and Georgetown Law School, will engage in general law practice with special emphasis on motion picture and amusement industry problems. He is active in many civic and charitable organizations, is a member of the Motion Picture Theatre Owners of Washington, and was recently elected First Assistant Chief Barker, Variety Club, Tent 11. He is married, and has four children. The Lopert Washington theatres will now be supervised by Gerald G. Wagner, with Kenneth J. McGuire as manager, Playhouse, and Jean Imhoff as manager, Dupont.

A special screening of "Quo Vadis" was held at the Circle. . . . Sneak previews are becoming the vogue in Washington. . . . The Metropolitan had a kiddies' pre-Christmas party.

Six of Sidney Lust's theatres, the Hyattsville, Cheverly, Bethesda, Kaywood, Viers Mill, and Allen, held their annual toy and canned food matinees.

The Metropolitan Opera Company will take over Loew's Capitol in early spring to make its first appearance in 21 years.

A repertory company of the Met opened a two-week engagement at the Gayety on Christmas Day, performing, "Die Fledermaus." . . . The Warner played host to the Capitol Squadron, Air Force Association, Joseph E. Bates, commander for Republic's "The Wild Blue Yonder." . . . The Pix closed for renovation.

MGM—Fred Ripplingale and Sid Eckman were enjoying their vacation in Florida. . . . All the salesmen got increases in pay, topped off by a Christmas party.

20TH-FOX—Marty Warshauer was passing out cigars celebrating the birth of his only child, born at George Washington Hospital. The lad weighed in at



Fred McMillan, manager, Warner, Washington, D. C., recently arranged a lobby exhibit in connection with Paramount's "Submarine Command" playdate.

Republic, Philly, Aids Red Cross Blood Bank

PHILADELPHIA — Republic exchange, under the guidance of Norman Silverman, branch manager, became the first local exchange to enroll 100 per cent in the drive for the Red Cross blood bank.

The 13 employees all offered blood, but five were unable to help because of medical reasons, etc. Branch head Silverman was the first to give.

Other distributors are also expected to assist.

six pounds, seven ounces, and the name is Lewis James. . . . The Christmas party took place, and over 100 attended. . . . Dorothy Morrow is back after spending several days in a hospital following her automobile accident. . . . Everybody celebrated Mrs. Sarah Young's birthday for this lady was born on Christmas.

RKO—The Christmas tree was a sight to behold. . . . Placards announced the "Ned Depinet Drive." . . . Everybody received a Christmas card from Eloise Thomas, who says she really misses the bunch. . . . Mr. Joe Kushner sent a fruit cake for the party.

MONOGRAM—A big party was held with over 150 people in attendance. Milt Lipsner acted as Santa Claus.

UNITED ARTISTS—Open house was held with all the trimmings to make a Merry Christmas.

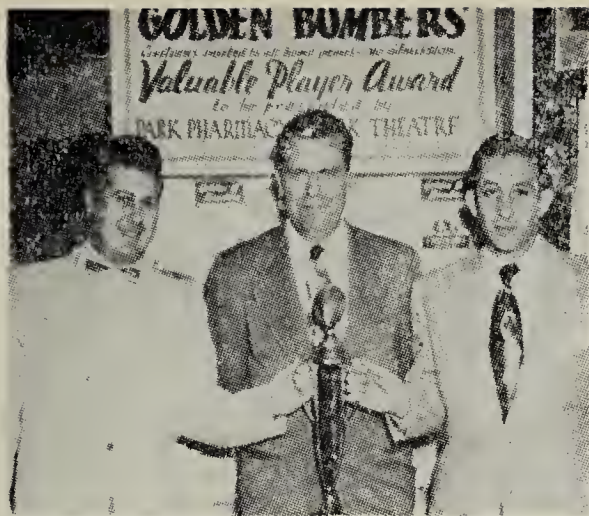
PARAMOUNT—Mrs. Willy Benick resigned to await the blessed event. . . . A Christmas party was held, and it was bonus day, too. . . . The new shipping clerk is Ray Divver.

NATIONAL SCREEN SERVICE—The staff held its Christmas party at Monogram. . . . The money given by the home office for Christmas will be donated to the Will Rogers Memorial Fund.

REPUBLIC—J. V. O'Gara, district manager, was in. . . . Mrs. Bernice Rosenstock, former cashier, visited. . . . All the girls at the office exchanged gifts.



Helen Stuart, commentator, WBND, and Fred Schanberger, owner, Keith's, Baltimore, Md., are seen at the recent screening of Paramount's "Detective Story."



T. L. Harrison, Jr., assistant manager, Park, Lexington Park, Md., is seen recently with Ray Sachs, left, and Jack Oelrud, right, who presented the trophy they are holding to the most outstanding player of the Patuxent River U. S. Naval Air Station's football team.



A sergeant of the 815th tank battalion and Rodney Collier, manager, Stanley, Baltimore, Md., inspect the war trophies that were shown in the lobby of the Stanley as part of an army night program heralding the recent opening of Warners' "The Tanks Are Coming."



Rodney Collier, manager, Stanley, Baltimore, Md., recently arranged this window display with a florist shop on Warners' current "Close To My Heart."



The new Ambassador of India and his wife are seen at the Playhouse, Washington, D. C., where they recently attended UA's Technicolor "The River."

EQUITY—The Christmas party was held on Dec. 17. . . . Visitors were Norman Higginbotham, Fairfax, Va., and Morris Oletsky, Baltimore, Md.

KAY—Harry Katz, Atlanta, was in. . . . Nate Klein, Baltimore, Md., and John Rogers, Bristol, Va., were visiting.

U-I—Mrs. Myrtle Friese was ill. . . . Jack Keegan, booker, resigned. . . . Joe Gins and Jack Benson were on vacation in Florida. . . . The Christmas party took place on Dec. 20.

WARNERS—All salesmen were off the road on a brief vacation period. . . . Bowling was called off because of the storm.

SANDY—Fred and Sylvester Sandy went to New Orleans, Atlanta, and Charlottesville, Va., on business. . . . The new branch office in Charlottesville, Va., is expected to open about Jan. 1.

WARNERS—Max Miller, United Artists, was in doing some advance work on "African Queen."

VARIETY CLUB—New members of Tent 11 approved by the membership committee are: Ben E. Wilbur, manager, WCL, and Alan McCarroll, Deputy Chief, Army and Air Force Motion Picture Service. . . . Leon Makover, chairman, entertainment committee, was arranging a New Year's Eve party. . . .

Alan Bachrach again took on the task of decorating the Variety Club Christmas tree in the clubrooms.

LIPPERT—Salesmen are off the road, and will not go out again until Jan. 7.
—RICK LAFALCE

**Delaware
Wilmington**

Sylvan Shaivitz, manager, Crest, Woodcrest, held the annual show for handicapped children Saturday morning, co-sponsored by the theatre, Ralston and Sutton insurance agency, and M and H



Interviewed recently in Baltimore, Md., while traveling for UA's "The Big Night," was star John Barrymore, Jr., seen with J. G. Smart, Loew's city manager; Donald Kirkley, The Sun critic, and Frank Porter, The Sun artist.

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PHILADELPHIA

WARNERS—(230 N. 13th) Jan. 9, 2.30, "Room For One Moore" (Cary Grant, Betsy Drake, Iris Mann).

Motors. The annual free show for the Richardson Park School was also held.

Two long-closed theatres, the Park and

Strand, were about to reopen. A. Joseph DeFiore, manager, Park, scheduled its reopening for Dec. 26. Plans call for the Park to remain open through Jan. 1, and then drop back to a Friday-Saturday-Sunday operation. The managerial staff headed by DeFiore, Nello V. Nai, and John Thompson will again be in charge. Meanwhile, Benjamin Seligman was endeavoring to reopen the Strand before New Year's to embark on a Friday-Saturday-Sunday operation, with daily changes of program.

Exhibits were going all out in observance of Christmas. Edgar J. Doob, manager, Loew's Aldine, leads off with the WDEL "Mr. Goodwill" show. John S. Scope, manager, Manor, Wilmington Manor, Del., held a free cartoon carnival for the kiddies. William Leute, manager, Edge Moor, had a free show and free candy for the children. The S-W Warner and S-W Queen were open for children only, with the S-W Arcadia in reserve for any overflow. Mr. and Mrs. John Kozak, Earle, New Castle, held their 10th annual Christmas matinee

for children. John O. Hopkins, Jr., manager, Hopkins, admitted children under 12 free all day on Dec. 24.

Huber Baking Company took large advertising space in The News-Journal papers for the repeat of the Sunbeam bank giveaway tieup with Earle G. Finney, manager, S-W Ritz. . . . Francis Michael Paolo rejoined the S-W Ritz. . . . John W. Harper, Claymont, Del., High School football player, was a new aide at the S-W Ritz.

—HENRY L. SHOLLY

Maryland Leonardtawn

Manager Bob Wentworth, New, inaugurated a community sing night, Whitey Theador at the organ. . . . The Park, Lexington Park, Md., had a benefit showing of "The Miracle of 34th Street" sponsored by Lexington Park Lions Club, for the empty basket fund. Manager Ray Trumbule, chairman of the affair, saw that all received candy,



Lenny Moore, top high school football performer of Reading, Pa., receives the Astor Trophy at the Astor's recent annual "Football Night" show. Seen left to right are Moore, Andy Stopper, Reading High School coach, and J. Lester Stallman, Astor manager, representing Dr. Harry J. Schad, Astor owner and donor of the handsome gridiron award.

comic books, toys, and popcorn, etc. . . . Raymond Ferrano is the new projectionist at the Plaza, Lexington Park, Md. . . . The D. and L., Solomon's Island, held a benefit party, and sufficient cash was raised to assure the arrival of Santa with gifts at the Calvert County High School. . . . Mrs. Reynolds Evans, Evans Pier, Solomon's Island, Md., hoped to have her son home for the holidays. He has been studying in England, having won a scholarship. . . . Cecelia Holly, New, resigned, succeeded by Ann Cameron.

Pennsylvania East Greenville

Linwood K. Fenstermacher is now sole owner of the Grand, having purchased the interest in the property of the late Harvey H. Blank, who died recently. He is the son-in-law of Blank. Warren E. Fenstermacher, father of Linwood K. Fenstermacher, and Blank founded the theatre in 1925. When Fenstermacher died in 1945 his son, Linwood K., took over his father's interest, and also became manager. He will continue as manager, as well as owner.

Harrisburg

A bill aimed at teen-aged truants who duck school to attend films has been



Fred S. Kogod and Max Burka, owners, new Ontario, Washington, D. C., are pictured with Commissioner F. Joseph Donohue at the house's recent opening.



At the recent 40th anniversary of the Baltimore Press Club, Baltimore, Md., on hand were, left to right, standing: Joe Mansfield, UA; Jack Shipley, The News-Post, and Fred Kraft, The News-Post, and, seated, left to right: Mrs. Shipley, John Barrymore, Jr., in for UA's "The Big Night"; Frances Lane, MGM, Carleton Carpenter, and Bill Hayes.

reported to the floor of the legislature by the House Judiciary Committee. The bill would ban children from 8 to 18 from attending theatres during school hours unaccompanied by a parent or another adult or carrying a teacher's permit.

During the showing of "Fixed Bayonets," State, Jerry Wollaston, manager, had the Fifth Infantry Division, Indiantown Gap, Pa., set up an eye-catching display of guns and shells of every description in the main lobby. The Army's Recruiting Station also had a display in its window.

Mrs. Pauline Kane, Lemoyne, Lemoyne, Pa., is a grandmother. Her daughter, Marion, wife of a naval doctor, recently gave birth to a son.

Manager Jones had his hands full taking care of the crowd of youngsters who turned out and jam-packed the Lemoyne's annual Christmas party. The affair was sponsored by the Ladies Auxiliary of the Lemoyne Fire Company.

Pottsville

Many bushels of canned goods, brought by children in lieu of admission tickets, were received by the staff of the Capitol at a matinee benefit for The Salvation Army.

Reading

Thomas A. Harford, 69, projectionist, Warner, died.

Dr. Harry J. Schad, head, Schad Theatres, Inc., gave a dinner in the Wyomissing Club to officers and campaign leaders in charge of the Pretzel Bowl football game last month for the benefit of the Shriners' Crippled Children's Hospitals. Doctor Schad is chairman of the Reading Shriners' Committee supporting the hospital fund. He announced that net receipts of the game will be given to the Shrine Hospital in Philadelphia, and will be \$16,500.

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Allied Artists

- DISC JOCKEY—MU—Ginny Simms, Michael O'Shea, Jane Nigh—Exploitation show has the angles for the teen-agers—77m.—see Sept. 12 issue—(AA-21).
- HIGHWAYMAN, THE—COSMD—Charles Coburn, Wanda Hendrix, Philip Friend—Picturization of famous poem has the angles for selling—83m.—see Sept. 12 issue—(Cinecolor)—(AA-20).

Columbia

(1950-51 releases from 301 up)

(1951-52 releases from 401 up)

- BAREFOOT MAILMAN, THE—MD—Robert Cummings, Terry Moore, Jerome Courtland—Interesting programmer for the duallers—83m.—see Nov. 21 issue—(Supercinecolor)—(404).
- BIG GUSHER, THE—OMD—Wayne Morris, Preston Foster, Dorothy Patrick—For the lower half—68m.—see July 4 issue—(306).
- BONANZA TOWN—W—Charles Starrett, Smiley Burnette, Fred F. Sears—Okeh series entry—56m.—see July 18 issue—(367).
- BOOTS MALONE—D—William Holden, Johnny Stewart, Ann Lee—Good race track yarn—103m.—see Dec. 19 issue—(419).
- CHAIN OF CIRCUMSTANCE—MD—Richard Grayson, Margaret Field, Marta Mitrovich—For the lower half—68m.—see Aug. 29 issue—Leg.: B—(309).
- CHINA CORSAIR—ACD—Jon Hall, Lisa Ferraday, Ron Randall—Average supporting fare—67m.—see June 6 issue—(316).
- CLOUDED YELLOW, THE—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—87½m.—see Oct. 24 issue—(English-mode).
- CORKY OF GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Patti Brady—Okeh for the lower half—77m.—see Sept. 12 issue—(302).
- CRIMINAL LAWYER—MD—Pat O'Brien, Jane Wyatt, Carl Benton Reid—Okeh programmer for the duallers—74m.—see Aug. 29 issue—(412).
- CYCLONE FURY—W—Charles Starrett, Smiley Burnette, Fred Sears—Average Starrett—54m.—see Aug. 15 issue—(368).
- DEATH OF A SALESMAN—D—Fredric March, Mildred Dunnock, Kevin McCarthy—Fine drama—115m.—see Dec. 19 issue—(423).
- FAMILY SECRET, THE—D—John Derek, Lee J. Cobb, Jody Lawrence—Dramatic entry will need plenty of push—85m.—see Nov. 7 issue.
- HARLEM GLOBETROTTERS, THE—NOV—Thomas Gomez, Dorothy Dandridge, William Brown—Good sports show for the duallers—80m.—see Nov. 7 issue—(405).
- HILLS OF UTAH—WMU—Gene Autry, Pat Buttram, Elaine Riley—Good Autry—70m.—see Sept. 26 issue—(356).
- HURRICANE ISLAND—AD—Jon Hall, Marie Windsor, Marc Lawrence—Okeh lower half entry—72m.—see July 18 issue—(Supercinecolor)—(349).
- JUNGLE MANHUNT—MD—Johnny Weissmuller, Bob Waterfield, Sheila Ryan—Average programmer for the lower half—66m.—see Oct. 10 issue—(411).
- KID FROM AMARILLO, THE—W—Charles Starrett, Smiley Burnette, Harry Lauter—Better than average "Durango Kid"—56m.—see Oct. 24 issue—(488).
- LADY AND THE BANDIT, THE—ACD—Louis Hayward, Patricia Medina, Suzanne Dalbert—Okeh action drama for the duallers—79m.—see Aug. 15 issue—(337).
- LORNA DOONE—ACD—Barbara Hale, Richard Greene, Carl Benton Reid—Interesting action drama can be sold—84m.—see June 6 issue—(Technicolor)—(336).
- MAGIC CARPET, THE—AD—Lucille Ball, John Agar, Patricia Medina—Names should help interesting adventure yarn—84m.—see Oct. 10 issue—(Supercinecolor)—(410).
- MAGIC FACE, THE—D—Luther Adler, Patricia Knight, William Shiner—Unusual entry should appeal to class and art spots—89m.—see Aug. 15 issue—Leg.: B—(Made in Vienna)—(402).
- MAN IN THE SADDLE—OD—Randolph Scott, Joan Leslie, Ellen Drew—Outdoor show has names to help—87m.—see Nov. 21 issue—(Technicolor).
- MASK OF THE AVENGER—AD—John Derek, Jody Lawrence, Anthony Quinn—Adventure yarn has the angles—83m.—see July 4 issue—(Technicolor)—(359).
- MOB, THE—MD—Broderick Crawford, Betty Buehler, Richard Kiley—Good melodrama—87m.—see Sept. 12 issue—(407).
- NEVER TRUST A GAMBLER—MD—Done Clark, Cathy O'Donnell, Tom Drake—Moderate program meller—79m.—see July 18 issue—(326).
- PECOS RIVER—W—Charles Starrett, Smiley Burnette, Dolores Sidener—Standard series offering—55m.—see Dec. 5 issue—(484).
- PICKUP—D—Hugo Haas, Beverly Michaels, Allan Nixon—Interesting offering will have best appeal for class, art spots—78m.—see July 18 issue—Leg.: B—(357).
- PURPLE HEART DIARY—MUCD—Frances Langford, Judd Holdren, Ben Lessy—Okeh entry for the lower half—73m.—see Nov. 21 issue.
- SATURDAY'S HERO—D—John Derek, Donna Reed, Sidney Blackmer—High rating football entry—111m.—see Aug. 29 issue—(401).
- SILVER CANYON—W—Gene Autry, Gail Davis, Jim Davis—Standard Autry—70m.—see June 20 issue—(355).
- SIROCCO—MD—Humphrey Bogart, Maria Toren, Lee J. Cobb—Bogart draw will make the difference—98m.—Leg.: B—see June 6 issue—(348).
- SON OF DR. JEKYLL, THE—MD—Louis Hayward, Jody Lawrence, Alexander Knox—Okeh programmer for the duallers—78m.—see Nov. 7 issue—(409).
- SUNNY SIDE OF THE STREET—MU—Frankie Laine, Billy Daniels, Terry Moore—Pleasing programmer for the duallers—72m.—see Sept. 12 issue—(Supercinecolor)—(408).
- TEN TALL MEN—AMD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Good adventure yarn—97m.—see Nov. 7 issue—Leg.: B—(Technicolor).

EXHIBITOR

SERVISECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 47, No. B

December 26, 1951

- TEXAS RANGERS, THE—W—George Montgomery, Gale Storm, Jerome Courtland—Good western—74m.—see June 6 issue—(Supercinecolor)—(325).
- TWO OF A KIND—MD—Edmond O'Brien, Elizabeth Scott, Terry Moore—Names may help fast-moving meller—75m.—see June 20 issue—Leg.: B—(350).
- VALLEY OF FIRE—W—Gene Autry, Gail Davis, Russell Hayden—Below par Autry—70m.—see Nov. 21 issue—(353).
- WHISTLE AT EATON FALLS, THE—DOCD—Lloyd Bridges, Dorothy Gish, Carleton Carpenter—Interesting drama has the angles—96m.—see Aug. 1 issue—(322).

TO BE REVIEWED OR IN PRODUCTION

- BARBED WIRE—Gene Autry, Pat Buttram, Anne James.
- BLAZING SUN, THE—Gene Autry, Lynne Roberts, Pat Buttram.
- BRAVE WARRIOR—Jon Hall, Christine Larsen, Jay Silverheels—(Technicolor).
- BRIGAND, THE—Anthony Dexter, Jody Lawrence, Anthony Quinn—(Technicolor).
- CALIFORNIA CONQUEST—Cornel Wilde, Teresa Wright, John Dehner—(Technicolor).
- CAPTAIN BLOOD, FUGITIVE—Louis Hayward, Patricia Medina, John Sutton—(Technicolor).
- CRIPPLE CREEK—George Montgomery, Karin Booth, Jerome Courtland—(Technicolor).
- DARK PAGE, THE—Broderick Crawford, John Derek, Donna Reed.
- FIRST TIME, THE—Robert Cummings, Barbara Hale, Jeff Donnell.
- FOUR POSTER, THE—Rex Harrison, Lilli Palmer.
- GOLDEN HAWK—Rhonda Fleming, Sterling Hayden, John Sutton.
- HAREM GIRL, THE—Joan Davis, Arthur Blake, Peggy Castle.
- HAWK OF WILD RIVER, THE—Charles Starrett, Smiley Burnette, Jack Maloney—(482).

- INDIAN UPRISING—George Montgomery, Audrey Long, Carl Benton Reid—(Supercinecolor).
- JUNGLE JIM IN THE FORBIDDEN LAND—Johnny Weissmuller, Angela Greene.
- LARAMIE MOUNTAINS—Charles Starrett, Smiley Burnette.
- MARRYING KIND, THE—Judy Holliday, John Harrison, Madge Kennedy.
- MONTANA TERRITORY—Lon McCallister, Wanda Hendrix, Preston Foster.
- MY SIX CONVICTS—John Beal, Millard Mitchell, Gilbert Roland.
- OKINAWA—Pat O'Brien, Rhys Williams, Richard Denning.
- OLD WEST, THE—Gene Autry, Gail Davis, Pat Buttram—(473).
- OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
- PAULA—Loretta Young, Kent Smith, Alexander Knox.
- RAINBOW 'ROUND MY SHOULDER—Frankie Laine, Billy Daniels, Charlotte Austin—(Supercinecolor).
- ROUGH, TOUGH WEST—Charles Starrett, Smiley Burnette, Jack Mahoney.
- SABRE AND THE ARROW, THE—Broderick Crawford, Barbara Hale, Johnny Stewart.
- SMOKY CANYON—Charles Starrett, Stanley Burnette, Jack Mahoney—(483).
- SNIPER, THE—Adolphe Menjou, Arthur Franz, Marie Windsor.
- STORM OVER TIBET—Rex Reason, Diana Douglas.
- SOUND OFF—Mickey Rooney, Dolores Sidener, Sammy White.
- THIEF OF DAMASCUS, THE—Paul Henreid, John Sutton, Elena Verdugo—(Technicolor).
- WALK EAST ON BEACON—George Murphy, Virginia Gilmore, Finlay Currie.
- WOMAN IN QUESTION, THE—Jean Kent, John McCallum, Susan Shaw—(English-made).
- YANK IN INDO-CHINA, A—John Archer, Douglas Dick.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion.

- Abbreviations following titles indicate type of picture.
- | | |
|-------------------------------------|----------------------------------|
| ACD—Action drama | MUCD—Musical comedy drama |
| AD—Adventure drama | MU—Musical |
| ACMU—Action musical | MUSAT—Musical satire |
| ADMD—Adult melodrama | MUW—Musical western |
| BID—Biographical drama | MY—Mystery |
| BIDMU—Biographical drama with music | MYC—Mystery comedy |
| BUR—Burlesque | MYCM—Mystery comedy musical |
| C—Comedy | MYD—Mystery drama |
| CAR—Cartoon feature | MYMD—Mystery melodrama |
| CD—Comedy drama | MYMU—Mystery musical |
| CDMU—Comedy drama musical | MYW—Mystery western |
| CFAN—Comedy fantasy | NOV—Novelty |
| CFANMU—Comedy fantasy musical | OPC—Operatic comedy |
| CMD—Comedy melodrama | OPD—Operatic drama |
| CMU—Comedy musical | OD—Outdoor drama |
| COMP—Compilation | OMD—Outdoor melodrama |
| COSMD—Costume melodrama | PD—Psychological drama |
| D—Drama | ROMC—Romantic comedy |
| DFAN—Drama fantasy | ROMCMU—Romantic comedy musical |
| DMU—Dramatic musical | ROMD—Romantic drama |
| DOC—Documentary | ROMDMU—Romantic drama with music |
| DOCD—Documentary drama | SAT—Satire |
| DOCMD—Documentary melodrama | SCD—Sex comedy drama |
| ED—Educational feature | TRAV—Travelogue |
| F—Farce | W—Western |
| FAN—Fantasy | WC—Western comedy |
| FANMU—Fantasy musical | WCMU—Western comedy musical |
| FMU—Farce musical | WD—Western drama |
| HISD—Historical drama | WMD—Western melodrama |
| MDMU—Melodrama musical | WMDMU—Western melodrama musical |
| MD—Melodrama | WMAU—Western musical |
| MUC—Musical comedy | |

Hallmark

TO BE REVIEWED OR IN PRODUCTION

- SHE SHOULDA SAID NO—Lila Leeds, Alan Baxter, Lyle Talbot—85m.—Leg.: C.
- WHY MEN LEAVE HOME—Julie Bishop, Richard Denning, Ern Westmore.

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Lippert

(1950-51 releases from 5001 up)

- AS YOU WERE—C—Joe Sawyer, William Tracy, Russell Hicks—Service comedy will fit into the lower half—58m.—see Nov. 7 issue—(5023).
- FBI GIRL—MD—Cesar Romero, George Brent, Audrey Totter—Names should help action-packed melodrama—76m.—see Nov. 7 issue—(5002).
- G.I. JANE—CMU—Jean Parter, Tam Neal, Iris Adrian—Pleasing entry far the lower half—64m.—see July 4 issue—(5012).
- HIGHLY DANGEROUS—MD—Dane Clark, Margaret Lockwood, Marlowe Garing—Routine British spy meller for the lower half—80m.—see Nov. 7 issue—(English-made)—(5029).
- KENTUCKY JUBILEE—CMU—Jerry Colonna, Jean Porter, James Ellison—Pleasing entry far the lower half—70m.—see June 20 issue—(5007).
- LEAVE IT TO THE MARINES—C—Sid Melton, Mara Lynn, Gregg Martell—Service comedy will fit into the lower half—66m.—see Nov. 7 issue—(5005).
- LITTLE BIG HORN—OD—Lloyd Bridges, John Ireland, Marte Windsor—Outdoor show has plenty of selling angles—85m.—see June 6 issue—(5003).
- LOST CONTINENT—MD—Cesar Romero, Hillary Brooke, Chick Chandler—Gaud exploitation entry—86m.—see Aug. 29 issue—(5004).
- SAVAGE DRUMS—ACD—Sabu, Dita Baron, Sid Melton—For the duallers—72m.—see June 20 issue—(5001).
- SKY HIGH—C—Sid Melton, Mara Lynn, Sam Flint—Far the lower half—61m.—see Dec. 5 issue—(5024).
- SUPERMAN AND THE MOLE MEN—FAND—George Reeves, Phyllis Coates, Jeff Carey—Children, neighborhoods, and small towns should like it best—60m.—see Nov. 21 issue—(5030).
- UNKNOWN WORLD—FANMD—Victor Kilian, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).
- VARIETIES ON PARADE—NOV—Jackie Coogan, Eddie Garr, Iris Adrian—For the lower half—55m.—see Sept. 12 issue—(5020).
- YES SIR, MR. BONES—MU—Cast of minstrel and vaudeville people—Pleasing filler for the lower half—54m.—see Aug. 15 issue—(5019).

TO BE REVIEWED OR IN PRODUCTION

- FOR MEN ONLY—Paul Henried, Margaret Field—(5102).
- GREAT ADVENTURE, THE—Dennis Price, Jack Hawkins—(English-made)—(Made in Africa)—(5021).
- MAN BAIT—George Brent, Marguerite Chapman, Diana Dors—(English-made)—(5103).
- NAVAJO—Navajo Indian cast.
- TALES OF ROBIN HOOD—Robert Clarke, Mary Hatcher, Ben Weldon—(5008).

Metro

(1950-51 releases from 101 up)

(1951-52 releases from 201 up)

- ACROSS THE WIDE MISSOURI—OMD—Clark Gable, Ricardo Montalban, Maria Elena Marques—Name draw should be patent factor in the selling—78m.—see Sept. 26 issue—(Technicolor)—(208).
- AMERICAN IN PARIS, AN—MU—Gene Kelly, Leslie Caron, Oscar Levant—Tapnatch entertainment—113m.—see Sept. 12 issue—(Technicolor)—(209).
- ANGELS IN THE OUTFIELD—CFAN—Paul Douglas, Janet Leigh, Keenan Wynn—Gaud programmer deserves the best selling support—99m.—see Sept. 12 issue—(202).
- BANNERLINE—D—Keefe Brasselle, Sally Forrest, Lionel Barrymore—For the duallers—88m.—see Sept. 26 issue—(206).
- CALLAWAY WENT THATAWAY—C—Fred MacMurray, Dorothy McGuire, Howard Keel—Amusing comedy—80m.—see Nov. 21 issue—(214).
- CALLING BULLDOG DRUMMOND—MD—Walter Pidgeon, Margaret Leighton, Robert Beatty—Routine series effort far the duallers—80m.—(Made in England)—see Oct. 24 issue—(213).
- EXCUSE MY DUST—CMU—Red Skelton, Sally Forrest, Macdonald Carey—Skelton draw should help pleasant musical—82m.—see June 6 issue—(Technicolor)—(133).
- IT'S A BIG COUNTRY—CD—Ethel Barrymore, Gary Cooper, Van Johnson, Nancy Davis—Well-made episodic comedy drama deserves the best selling attention—89m.—see Dec. 5 issue.
- KIND LADY—MD—Ethel Barrymore, Maurice Evans, Angela Lansbury—Suspensive meller has the angles—78m.—see July 4 issue—(134).
- LAW AND THE LADY, THE—CD—Greer Garson, Michael Wilding, Marjorie Main—Pleasing comedy will depend on name draw—104m.—see July 18 issue—(136).
- LIGHT TOUCH, THE—D—Stewart Granger, Pier Angeli, George Sanders—Interesting programmer has the angles—93m.—see Nov. 7 issue—Leg.: B—(Made in Italy)—(212).
- MAN WITH A CLOAK, THE—D—Joseph Cotten, Barbara Stanwyck, Leslie Caron—Program meller will need plenty of help—80m.—see Oct. 10 issue—Leg.: B—(207).
- NO QUESTIONS ASKED—MD—Barry Sullivan, Arlene Dahl, George Murphy—Fast moving programmer—81m.—see June 20 issue—Leg.: B—(132).
- PANDORA AND THE FLYING DUTCHMAN—FAN—James Mason, Ava Gardner, Nigel Patrick—Artistic production should appeal to class and art spots—123m.—see Oct. 10 issue—Leg.: B—(Made in Europe)—(Technicolor)—(217).
- PEOPLE AGAINST O'HARA, THE—MD—Spencer Tracy, Pat O'Brien, Diana Lynn—Gaud meller—102m.—see Aug. 29 issue—(201).
- QUO VADIS—HISTD—Robert Taylor, Deborah Kerr, Lea Genn—Tapnatch—170m.—see Nov. 21 issue—(Made in Italy)—(Technicolor)—(218).
- RED BADGE OF COURAGE, THE—MD—Audie Murphy, Bill Mauldin, John Dierkes—Meritarius film will need plenty of help—68m.—see Aug. 29 issue—(204).
- RICH, YOUNG AND PRETTY—CMU—Jane Powell, Danielle Darrieux, Wendell Corey—Gaud musical—95m.—see July 18 issue—(Technicolor)—(138).

- SELLOUT, THE—D—Walter Pidgeon, Jahn Hodiak, Audrey Totter—Drama will fit into the duallers—83m.—see Dec. 19 issue—(219).
- SHADOW IN THE SKY—D—Ralph Meeker, Nancy Davis, James Whitmore—Far the lower half—78m.—see Dec. 19 issue—(221).
- SHOW BOAT—MUD—Kathryn Grayson, Ava Gardner, Howard Keel—High rating—107m.—see June 20 issue—(Technicolor)—(135).
- STRICTLY DISHONORABLE—CMU—Ezio Pinza, Janet Leigh, Millard Mitchell—Pleasing comedy has names to help—94m.—see July 4 issue—Leg.: B—(131).
- STRIP, THE—MDMU—Mickey Rooney, Sally Farrest, William Demarest—Interesting programmer has the names and the angles—85m.—see Aug. 15 issue—(140).
- TALL TARGET, THE—MD—Dick Powell, Paula Raymond, Adolphe Menjou—Historical meller has names to help—78m.—see Aug. 15 issue—(139).
- TEXAS CARNIVAL—CMU—Esther Williams, Red Skelton, Howard Keel—Name draw should help pleasing musical—77m.—see Sept. 26 issue—(Technicolor)—(205).
- TOO YOUNG TO KISS—C—June Allyson, Van Johnson, Gig Young—Gaud comedy—89m.—see Nov. 7 issue—(211).
- UNKNOWN MAN, THE—D—Walter Pidgeon, Ann Harding, Barry Sullivan—Interesting drama far the duallers—86m.—see Oct. 24 issue—Leg.: B—(210).
- WESTWARD THE WOMEN—OMD—Robert Taylor, Denise Darcel, Beverly Dennis—High rating—116m.—see Dec. 5 issue.

TO BE REVIEWED OR IN PRODUCTION

- BECAUSE YOU'RE MINE—Mario Lanza, Doretta Morrow, James Whitmore—(Technicolor).
- BELLE OF NEW YORK—Fred Astaire, Vera-Ellen, Keenan Wynn—(Technicolor).
- CARBINE WILLIAMS—James Stewart, Jean Hagen, Wendell Corey.
- GIRL IN WHITE, THE—June Allyson, Arthur Kennedy, Mildred Dunnock.
- GLORY ALLEY—Leslie Caron, Ralph Meeker, Gilbert Roland.
- HOUSE OF THIRTEEN, THE—Peter Lawford, Dawn Addams—(Made in England).
- INVITATION, THE—Van Johnson, Dorothy McGuire, Ruth Roman, Louis Calhern—(220).
- IVANHOE—Robert Taylor, Elizabeth Taylor, Joan Fontaine—(Technicolor)—(Made in England).
- JUST THIS ONCE—Janet Leigh, Peter Lawford, Lewis Stone.
- LONE STAR—Clark Gable, Ava Gardner, Broderick Crawford, Lionel Barrymore—(222).
- LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
- LOVELY TO LOOK AT—Kathryn Grayson, Red Skelton, Howard Keel—(Technicolor).
- MERRY WIDOW, THE—Lana Turner, Fernanda Lamas, Richard Haydn.
- PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
- SCARAMOUCHE—Stewart Granger, Janet Leigh, Eleanor Parker, Mel Ferrer—(Technicolor).
- SHADOW IN THE SKY—Ralph Meeker, Nancy Davis, James Whitmore.
- SINGIN' IN THE RAIN—Gene Kelly, Debbie Reynolds, Donald O'Connor—(Technicolor).
- SKIRTS AHOY—Esther Williams, Joan Evans, Vivian Blaine—(Technicolor).
- STRANGER IN THE HOUSE, THE—George Murphy, Nancy Davis, Lewis Stone.
- WHEN IN ROME—Van Johnson, Paul Douglas, Joseph Calleia—(Made in Italy).
- WILD NORTH, THE—Stewart Granger, Wendell Corey, Cyd Charisse—(Anscacolor).
- YOUNG MAN IN A HURRY—Glenn Ford, Ruth Roman, Denise Darcel.

Monogram

(1950-51 releases from 5001 up)

(1951-52 releases 5100 up)

- ALADDIN AND HIS LAMP—FAN—Patricia Medina, John Sands, Jahn Dehner—Picturization of classic is packed with selling angles—66m.—see Dec. 19 issue—(Cinecolor)—(5299).
- BLAZING BULLETS—W—Johnny Mack Brown, Lois Hall, House Peters, Jr.—Okeh western—51m.—see June 20 issue—(5142).
- BOMBA AND THE ELEPHANT STAMPEDE—AD—Johnny Sheffield, Donna Martell, Edith Evanson—Okeh series entry—71m.—see Nov. 21 issue—(5110).
- CANYON RAIDERS—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Mediocre series entry—53m.—see June 6 issue—(5151).
- CASA MANANA—MUCD—Virginia Welles, Robert Clarke, Robert Karnes, Eddie Le Baron and orchestra—Pleasing musical far the lower half—73m.—Leg.: B—see July 4 issue—(5116).
- CAVALRY SCOUT—OD—Rod Cameron, Audrey Long, Jim Davis—Western has the angles—78m.—see June 20 issue—(Cinecolor)—(5101).
- CRAZY OVER HORSES—C—Leo Gorcey, Huntz Hall, Gloria Saunders—Standard series entry—65m.—see Dec. 5 issue—(5114).
- FATHER TAKES THE AIR—C—Raymond Walburn, Walter Catlett, Florence Bates—Okeh series entry—61m.—see June 6 issue—(5126).
- FLIGHT TO MARS—D—Marguerite Chapman, Cameron Mitchell, Virginia Huston—Science fiction drama has the angles far selling—72m.—see Nov. 7 issue—(Cinecolor)—(5103).
- JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lais Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
- JOE PALOOKA IN TRIPLE CROSS—MD—Joe Kirkwood, James Gleason, Cathy Downs—Okeh series effort—60m.—see Oct. 10 issue—(5118).

- LET'S GO NAVY—F—Leo Gorcey, Huntz Hall, Charlita—Fair "Bowery Boys" entry—68 1/2m.—see Aug. 1 issue—(5113).
- LONGHORN, THE—W—Wild Bill Elliott, Myron Healey, Phyllis Coates—Gaud western—70m.—see Oct. 24 issue—(5223).
- MONTANA DESPERADO—W—Johnny Mack Brown, Virginia Herrick, Myron Healey—Routine western—51m.—see July 18 issue—(5143).
- NEVADA BADMEN—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Routine western—58m.—see July 18 issue—(5152).
- NORTHWEST TERRITORY—OD—Kirby Grant, Chinoak, Gloria Saunders—Okeh far the lower half—61m.—see Jan. 2 issue—(5124).
- OKLAHOMA JUSTICE—W—Johnny Mack Brown, Jimmy Ellison, Phyllis Coates—Okeh western—56m.—see Oct. 10 issue—(5144).
- OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Gaud series entry—57 1/2m.—see May 24 issue—(4932).
- STAGECOACH DRIVER—W—Whip Wilson, Fuzzy Knight, Gloria Winters—Series average—52m.—see Aug. 29 issue—(5153).
- WANTED, DEAD OR ALIVE—W—Whip Wilson, Fuzzy Knight, Christine McIntyre—Fair western—59m.—see Oct. 24 issue—(5154).
- WHISTLING HILLS—W—Johnny Mack Brown, Jimmy Ellison, Noel Neill—Series average—58m.—see Nov. 21 issue—(5145).
- YELLOW FIN—AD—Wayne Marris, Adrian Booth, Damian O'Flynn—Interesting fishing yarn for the lower half—72m.—see Nov. 7 issue—(5108).
- YUKON MANHUNT—OMD—Kirby Grant, Margaret Field, Chinoak—For the lower half—63m.—see July 4 issue—(5123).

TO BE REVIEWED OR IN PRODUCTION

- BRONC RIDER—Whip Wilson, Fuzzy Knight, Pamela Duncan.
- DESERT PURSUIT—Wayne Morris, Virginia Grey, Anthony Caruso—(5209).
- FORT OSAGE—Rod Cameron, Jane Nigh—(Cinecolor)—(5102).
- HOLD THAT LINE—Leo Gorcey, Huntz Hall, Mona Knox—(5211).
- LAWLESS COWBOYS—Whip Wilson—58m.—(5155).
- MAN FROM BLACK HILLS, THE—Johnny Mack Brown, Jimmy Ellison, Florence Lake—(5242).
- NIGHT RAIDERS—Whip Wilson, Lais Hall, Fuzzy Knight—(5251).
- RODEO—Jane Nigh, John Archer, Wallace Ford—(Cinecolor)—(5104).
- STEEL FIST—Roddy McDonald, Kristine Miller—(5217).
- TEXAS CITY—Johnny Mack Brown, Jimmy Ellison, Lois Hall—(5241).
- TEXAS LAWYERS—Johnny Mack Brown—54m.—(5146).
- VENGEANCE TRAIL—Wild Bill Elliott, Peggy Stewart—(5225).
- WACO—Wild Bill Elliott, Pamela Blake, Stanford Jolley—(5224).
- WAGONS WEST—Rod Cameron, Peggie Castle, Noah Beery, Jr.—(Cinecolor).
- WILD STALLION—Ben Johnson, Barbara Woodell, Edgar Buchanan.

Paramount

(1950-51 releases from 5001 up)

(1951-52 releases from 5101 up)

- CROSSWINDS—MD—John Payne, Rhonda Fleming, Forrest Tucker—Moderate programmer—93m.—see Aug. 15 issue—(Technicolor)—(5104).
- DARLING, HOW COULD YOU!—C—Jaan Fontaine, Jahn Lund, Mona Freeman—Mild comedy far the class spots—96m.—see Aug. 15 issue—(5108).
- DETECTIVE STORY—MD—Kirk Douglas, Eleanor Parker, William Bendix, Horace McMahon—High rating—103m.—see Oct. 10 issue—(5111).
- FLAMING FEATHER—OAD—Sterling Hayden, Forrest Tucker, Barbara Rush—Gaud action programmer far the duallers—77m.—see Dec. 19 issue—(Technicolor).
- HERE COMES THE GROOM—C—Bing Crosby, Jane Wyman, Franchot Tane, Alexis Smith—Very gaud Crosby—113m.—see July 18 issue—(5101).
- HONG KONG—MD—Ronald Reagan, Rhonda Fleming, Nigel Bruce—Fair meller for the duallers—90m.—see Nov. 21 issue—(Technicolor)—(5109).
- MY FAVORITE SPY—F—Bob Hope, Hedy Lamarr, Francis L. Sullivan—Good Hope—93m.—see Oct. 10 issue—(5110).
- PASSAGE WEST—MD—John Payne, Dennis O'Keefe, Arleen Whelan—Names will help exploitable melodrama—80m.—see June 6 issue—(Technicolor)—(5022).
- PEKING EXPRESS—MD—Joseph Cotten, Corinne Calvet, Edmund Gwenn—Exciting meller—84 1/2m.—see July 4 issue—(5024).
- PLACE IN THE SUN, A—D—Montgomery Clift, Elizabeth Taylor, Shelley Winters—High rating drama—122m.—see July 18 issue—(5102).
- RED MOUNTAIN—MD—Alan Ladd, Elizabeth Scott, Arthur Kennedy—Gaud Ladd—84m.—see Nov. 21 issue—(Technicolor)—(5113).
- RHUBARB—C—Ray Milland, Gene Lockhart, Jan Sterling—Amusing comedy should land in the better money—94m.—see Aug. 15 issue—(5103).
- SAILOR BEWARE—C—Dean Martin, Jerry Lewis, Corinne Calvet—Martin and Lewis entry should register in the higher grasses—103m.—see Dec. 5 issue—(5114).
- SILVER CITY—OMD—Edmond O'Brien, Yvonne DeCarlo, Barry Fitzgerald—Action-filled outdoor show has names to help—90m.—see Oct. 10 issue—(Technicolor)—(5112).
- SUBMARINE COMMAND—ACD—William Holden, Nancy Olson, William Bendix—Good program—87m.—see Sept. 12 issue—(5107).

THAT'S MY BOY—C—Dean Martin, Jerry Lewis, Ruth Hussey—High rating comedy—98m.—see June 20 issue—(5026).
 WARPATH—ACD—Edmond O'Brien, Dean Jagger, Forrest Tucker, Polly Bergen—Fast moving action show—95m.—see June 6 issue—(Technicolor)—(5025).
 WHEN WORLDS COLLIDE—FAN—Richard Derr, Barbara Rush, Peter Hanson—Well-made science fiction film is packed with selling angles—81m.—see Aug. 29 issue—(Technicolor)—(5106).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan. Young Dinah Shore, Robert Merrill, Adele Jergens—(Technicolor).
 ANYTHING CAN HAPPEN—Jose Ferrer, Kim Hunter, Kurt Kasznar—(5117).
 BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).
 CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
 COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
 DENVER AND THE RIO GRANDE, THE—Edmond O'Brien, Sterling Hayden, Dean Jagger, Laura Elliott, Zasu Pitts—(Technicolor)—(5115).
 EAGLES OF THE NAVY—Alan Ladd William Bendix
 FAMOUS—Bing Crosby, Jane Wyman, Ethel Barrymore—(Technicolor).
 GIANT TIMBER—John Payne, Susan Morrow, William Demarest—(Technicolor).
 GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
 JUMPING JACKS—Dean Martin, Jerry Lewis, Don DeFore.
 LOS ALAMOS—Gene Barry, Lydia Clark, Michael Moore.
 MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
 SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
 SOMEBODY LOVES ME—Betty Hutton, Ralph Meeker, Robert Keith—(Technicolor).
 SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine—(5105).
 SON OF PALEFACE—Bob Hope, Jane Russell, Roy Rogers—(Technicolor).
 STOOGE, THE—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff.
 THIS IS DYNAMITE—William Holden, Alexis Smith, Edmond O'Brien.
 THUNDER IN THE EAST—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
 WARBOUNNET—Charlton Heston, Peter Hanson, Joan Taylor, Susan Morrow—(Technicolor).

RKO

(1950-51 releases from 101 up)
 (1951-52 releases from 201 up)

ALICE IN WONDERLAND—CAR—Walt Disney cartoon feature—High rating—75m.—see July 4 issue—(Disney)—(Technicolor)—(292).
 BEHAVE YOURSELF—C—Farley Granger, Shelley Winters, William Demarest—Star draw should make the difference—81m.—see Sept. 26 issue—(206).
 BLUE VEIL, THE—Jane Wyman, Charles Laughton, Joan Blondell—High rating women's show—114m.—see Sept. 26 issue—(263).
 DOUBLE DYNAMITE—CMU—Jane Russell, Groucho Marx, Frank Sinatra—Name draw may make the difference—80m.—see Nov. 21 issue.
 DRUMS IN THE DEEP SOUTH—MD—James Craig, Guy Madison, Barbara Payton—Civil War meller has plenty of selling angles—86m.—see Oct. 24 issue—(Supercinacolor)—(211).
 FLYING LEATHERNECKS—MD—John Wayne, Robert Ryan, Janis Carter—War show should ride into the better money—102m.—see Aug. 1 issue—(Technicolor)—(261).
 HAPPY GO LOVELY—CMU—David Niven, Vera-Ellen, Cesar Romero—Entertaining musical has the angles—87m.—see June 20 issue—(English-made)—(Technicolor)—(262).
 HARD, FAST AND BEAUTIFUL—D—Claire Trevor, Sally Forrest, Carleton Young—Interesting drama has the angles for selling—78m.—see June 6 issue—(119).
 HIS KIND OF WOMAN—MD—Robert Mitchum, Jane Russell, Vincent Price—Meller will depend on name draw for best returns—120m.—see July 18 issue—Leg.: B—(201).
 HOT LEAD—W—Tim Holt, Joan Dixon, Ross Elliott—Okeh western—60m.—see Oct. 24 issue—(209).
 I WANT YOU—D—Dana Andrews, Dorothy McGulre, Farley Granger—Good romantic drama—102m.—see Nov. 7 issue—(Goldwyn)—(251).
 JUNGLE OF CHANG—DOC—PoChai, MeYing, commentary by Leonard Eyre—Interesting documentary—67m.—see Nov. 21 issue—(Swedish-made)—(Made in Siam)—(English titles and narration)—(208).
 LILLI MARLENE—MD—Hugh McDermott, Lisa Daniels, John Blythe—British import may have appeal in the art spots—73m.—see Aug. 15 issue—Leg.: B—(English-made)—(203).
 ON DANGEROUS GROUND—MD—Ida Lupino, Robert Ryan, Ward Bond—Confused programmer will need plenty of push—82m.—see Dec. 5 issue.
 ON THE LOOSE—D—Joan Evans, Melvyn Douglas, Lynn Bari—Teen age drama has the angles—74m.—see Aug. 1 issue—(202).
 OVERLAND TELEGRAPH—W—Tim Holt, Richard Martin, Gail Davis—Routine series western—60m.—see Dec. 5 issue.
 PISTOL HARVEST—W—Tim Holt, Joan Dixon, Richard Martin—Par for the series—60m.—see Aug. 1 issue—(205).
 RACKET, THE—MD—Robert Mitchum, Robert Ryan, Lizabeth Scott—Star draw will help gangster melodrama—89m.—see Oct. 24 issue—(210).
 ROADBLOCK—MD—Charles McGraw, Joan Dixon, Lowell Gilmore—Okeh meller for the lower half—73m.—see Aug. 1 issue—(204).
 SLAUGHTER TRAIL—WMDMU—Brian Donlevy, Gig Young, Virginia Grey—Western will fit into the duallers—78m.—see Oct. 24 issue—(Cinacolor)—(207).

TWO TICKETS TO BROADWAY—CMU—Tony Martin, Janet Leigh, Gloria DeHaven—Pleasing musical should ride into the better grosses—106m.—see Oct. 24 issue—(Technicolor)—(264).
 WHIP HAND, THE—MD—Carla Balenda, Elliott Reid, Edgar Barrier—For the lower half—82m.—see Oct. 24 issue—(212).

TO BE REVIEWED OR IN PRODUCTION

ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders, Elsa Lanchester, Victor Mature.
 AT SWORD'S POINT—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
 BIG SKY, THE—Kirk Douglas, Dewey Martin, Elizabeth Threatt.
 CHUCK-A-LUCK—Marlene Dietrich, Arthur Kennedy, Mel Ferrer—(Technicolor).
 CLASH BY NIGHT—Barbara Stanwyck, Paul Douglas, Marilyn Monroe.
 CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
 GIRL IN EVERY PORT, A—Groucho Marx, Marie Wilson, William Bendix, Don DeFore—87m.
 HALF-BREED, THE—Robert Young, Janis Carter, Jack Buetel—(Technicolor).
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
 KOREAN STORY, THE—Robert Mitchum, Charles McGraw, Ann Blythe
 LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.
 MACAO—Robert Mitchum, Jane Russell, William Bendix.
 MARSHAL OF PECOS—Tim Holt, Richard Martin, Linda Douglas.
 MONTANA BELLE—George Brent, Jane Russell, Scott Brady—81m.—(Trucolor).
 RAGGED EDGE, THE—Ida Lupina, Robert Ryan.
 STORY OF ROBIN HOOD, THE—Richard Todd, Joan Rice, John Hayter—(Technicolor)—(Made in England)—(Disney).
 SWORD OF VENUS—Robert Clarke, Catherine McLeod, Renee DeMarco.
 3000 A.D.—Robert Clarke, Margaret Field, Ron Randell.
 TARZAN'S SAVAGE FURY—Lex Barker, Dorothy Hart, Tommy Carlton.
 TEMBO—Howard Hill documentary—(Anso color).

Republic

(1950-51 releases from 5001 up)
 (1951-52 releases from 5101 up)

ADVENTURES OF CAPTAIN FABIAN—MD—Errol Flynn, Micheline Prele, Vincent Price—Name draw should make the difference—101m.—see Sept. 26 issue—Leg.: B—(Made in France)—(5101).
 ARIZONA MANHUNT—W—Michael Chapin, Eilene Jansen, James Bell—Okeh western for the younger set—60m.—see Sept. 26 issue—(5068).
 DAKOTA KID, THE—W—Michael Chapin, Eilene Jansen, James Bell—Routine western—60m.—see July 4 issue—(5067).
 DESERT OF LOST MEN—W—Allan "Rocky" Lane, Irving Bacon, Mary Ellen Kay—Good series entry—54m.—see Dec. 5 issue—(5063).
 FORT DODGE STAMPEDE—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Routine western—60m.—see Sept. 12 issue—(5062).
 FUGITIVE LADY—D—Janis Page, Binnie Barnes, Massimo Serato—Routine impart for the duallers—78m.—see July 18 issue—Leg.: B—(Made in Italy)—(5011).
 HAVANA ROSE—CDMU—Estelita, Bill Williams, Hugh Herbert—For the lower half—77m.—see Sept. 26 issue—(5124).
 HONEYCHILE—CMU—Judy Canova, Eddie Foy, Jr., Alan Hale, Jr.—Musical will find most strength in small towns and neighborhoods—90m.—see Nov. 21 issue—(Trucolor)—(5121).
 LOST PLANET AIRMEN—FAN—Tristram Coffin, Mae Clark, Don Haggerty—Far the lower half—67m.—see July 18 issue—(Reedited from the serial, "King of the Rocket Men")—(5031).
 MILLION DOLLAR PURSUIT—ACD—Penny Edwards, Grant Withers, Norman Budd—Okeh supporting fare—60m.—see June 6 issue—(5028).
 RAY ROBINSON-RANDOLPH TURPIN FIGHT, THE—DOC—Narrated by Jimmy Powers—Fight film should have appeal in some areas—53m.—see Aug. 1 issue—(English-made)—(5095).
 RODEO KING AND THE SENORITA—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Good western—67m.—see Aug. 1 issue—(5053).
 SEA HORNET, THE—ACD—Rod Cameron, Adele Mara, Adrian Booth—Action show will fit into the duallers—85m.—see Oct. 10 issue—(5105).
 SECRETS OF MONTE CARLO—MD—Warren Douglas, Lois Hall, June Vincent—For the lower half—60m.—see July 4 issue—(5030).
 SOUTH OF CALIENTE—MUW—Roy Rogers, Dale Evans, Pinky Lee—Very good Rogers—67m.—see Nov. 7 issue—(5151).
 STREET BANDITS—MD—Penny Edwards, Robert Clarke, Ross Ford—For the lower half—54m.—see Dec. 5 issue—(5130).
 THIS IS KOREA—DOC—U. S. Navy and Marine Corps film supervised by John Ford—Tapnotch documentary—51m.—see Aug. 29 issue—(Trucolor)—(5127).
 UTAH WAGON TRAIN—W—Rex Allen, Penny Edwards, Buddy Ebsen—Okeh outdoor show—67m.—see Nov. 7 issue—(5054).

WILD BLUE YONDER, THE—D—Wendell Corey, Vera Ralston, Forrest Tucker—War film has the angles for the selling—98m.—see Dec. 5 issue—(5103).

TO BE REVIEWED OR IN PRODUCTION

BAL TABARIN—Muriel Lawrence, William Ching—(Made in France).
 BORDER SADDLEMATES—Rex Allen, Mary Ellen Kay, Slim Pickens.
 CAPTIVE OF BILLY THE KID—Allan "Rocky" Lane, Penny Edwards, Clem Bevans.
 COLORADO SUNDOWN—Rex Allen, Mary Ellen Kay, Slim Pickens.
 FABULOUS SENORITA, THE—Estelita, Robert Clarke, Nestor Paiva.
 GOBS AND GALS—Bernard Brothers, Cathy Downs, Bob Hutton.
 HOODLUM EMPIRE—Brian Donlevy, Forrest Tucker, Claire Trevor.
 LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellina.
 LAST MUSKETEER, THE—Rex Allen, Mary Ellen Kay, Slim Pickens.
 LEADVILLE GUNSLINGER—Allan "Rocky" Lane, Eddy Waller.
 MINNESOTA—Rod Cameron, Ruth Hussey, J. C. Flippen.
 OKLAHOMA ANNIE—Judy Canova, John Russell, Grant Withers.
 PALS OF THE GOLDEN WEST—Roy Rogers, Dale Evans, Estelita Rodriguez—67m.—(5152).
 QUIET MAN, THE—John Wayne, Maureen O'Hara, Barry Fitzgerald—(Made in Ireland)—(Technicolor).
 RANGERS OF THE GOLDEN SAGE—Eileen Janssen, Michael Chapin.
 STORMBOUND—Constance Dowling, Andrea Checchi—60m (Italian-made)—(5032).
 WOMAN IN THE DARK—Ross Elliott, Penny Edwards, Rick Vallin.

20th Century-Fox

(1951 releases from 101 up)
 (1952 releases from 201 up)

ANNE OF THE INDIES—MD—Jean Peters, Debra Paget, Louis Jourdan—Colorful pirate story will depend on name draw—81m.—see Oct. 24 issue—(Technicolor)—(134).
 AS YOUNG AS YOU FEEL—C—Monty Woolley, Thelma Ritter, David Wayne—Names will make the difference—77m.—see June 6 issue—(120).
 BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—Reissue is filled with selling angles—90m.—see July 4 issue—(Technicolor)—(056).
 DAVID AND BATHSHEBA—COSD—Gregory Peck, Susan Hayward, Raymond Massey—Impressive film should ride into the higher grosses—116m.—see Aug. 15 issue—Leg.: B—(Technicolor)—(128).
 DAY THE EARTH STOOD STILL, THE—DFAN—Michael Rennie, Patricia Neal, Hugh Marlowe—Superior science fiction entry is packed with selling angles—92m.—see Sept. 12 issue—(129).
 DECISION BEFORE DAWN—D—Richard Basehart, Gary Merrill, Oskar Werner, Hildegard Neff—Well-made war drama has plenty of angles for the selling—119m.—see Dec. 19 issue—(Made in Germany)—(205).
 DESERT FOX, THE—MD—James Mason, Sir Cedric Hardwicke, Jessica Tandy—War melodrama will have to depend on the selling—88m.—see Sept. 26 issue—(130).
 ELOPEMENT—C—Clifton Webb, Anne Francis, Charles Bickford—Amusing programmer—82m.—see Nov. 21 issue—(141).
 FIXED BAYONETS—MD—Ricard Basehart, Gene Evans, Michael O'Shea—War film has the angles for the selling—92m.—see Dec. 5 issue—(140).
 FROGMEN, THE—MD—Richard Widmark, Dana Andrews, Gary Merrill—War thriller should ride into the better money—96m.—see June 20 issue—(122).
 GIRL ON THE BRIDGE, THE—D—Hugo Haas, Beverly Michaels, Robert Dane—For the lower half—77m.—see Dec. 19 issue—(139).
 GOLDEN GIRL—CDMU—Mitzi Gaynor, Dale Robertson, Dennis Day—Entertaining musical—108m.—see Nov. 7 issue—(Technicolor)—(136).
 GUY WHO CAME BACK, THE—CD—Paul Douglas, Joan Bennett, Linda Darnell—Mild program—91m.—see June 6 issue—Leg.: B—(118).
 I'LL NEVER FORGET YOU—FAND—Tyrone Power, Ann Blyth, Michael Rennie—Name draw may be of some help—92m.—see Dec. 5 issue—(Technicolor)—(Made in England)—(142).
 JESSE JAMES—OD—Tyrone Power, Nancy Kelly, Henry Fonda—Reissue has the angles—106m.—see July 4 issue—(Technicolor)—(057).
 JOURNEY INTO LIGHT—D—Sterling Hayden, Viveca Lindfors, Thomas Mitchell—Interesting programmer will fit into the duallers—87m.—see Sept. 19 issue—(132).
 KENTUCKY—MD—Loretta Young, Richard Greene, Walter Brennan—Reissue has names to sell—96m.—see July 4 issue—(Technicolor)—(150).
 LET'S MAKE IT LEGAL—C—Claudette Colbert, Macdonald Carey, Zachary Scott—Names may help mild comedy—77m.—see Oct. 24 issue—Leg.: B—(133).
 LOVE NEST—C—June Haver, William Lundigan, Frank Fay—Mild comedy for the duallers—85m.—see Oct. 24 issue—(131).

MEET ME AFTER THE SHOW—MUC—Betty Grable, Macdonald Carey, Rory Calhoun, Eddie Albert—86m.—Good musical—see Aug. 15 issue—Leg.: B—(Technicolor)—(125).

MILLIONAIRE FOR CHRISTY, A—F—Fred MacMurray, Eleanor Parker, Richard Carlson—Good comedy has the angles—90½m.—see Aug. 15 issue—(Leg.: B)—(127).

MODEL AND THE MARRIAGE BROKER, THE—C—Jeanne Crain, Scott Brady, Thelma Ritter—Entertaining programmer—103m.—see Dec. 5 issue—(201).

MR. BELVEDERE RINGS THE BELL—CD—Clifton Webb, Joanne Dru, Hugh Marlowe—Latest Belvedere should ride into the better money—see Aug. 1 issue—87m.—(124).

MY FRIEND FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of human interest drama should appeal—89m.—see June 20 issue—(Technicolor)—(152).

NO HIGHWAY IN THE SKY—D—James Stewart, Marlene Dietrich, Glynis Johns—Engrossing drama has names to help—97½m.—see Aug. 1 issue—(Made In England)—(121).

PEOPLE WILL TALK—CD—Cary Grant, Jeanne Crain, Hume Cronyn—High rating—110m.—see Aug. 29 issue—(126).

RETURN OF FRANK JAMES, THE—OMD—Henry Fonda, Gene Tierney, Jackie Cooper—Reissue has names to sell—92m.—see July 4 issue—(Technicolor)—(058).

SECRET OF CONVICT LAKE, THE—OMD—Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott—Good meller—83m.—see July 4 issue—Leg.: B—(123).

SMOKY—OMD—Fred MacMurray, Anne Baxter, Burl Ives—Reissue of horse story has names to sell—87m.—see June 20 issue—(Technicolor)—(043).

TAKE CARE OF MY LITTLE GIRL—CD—Jeanne Crain, Dale Robertson, Mitzl Gaynor—Should ride into the better grosses—93m.—see June 20 issue—(Technicolor)—(119).

THUNDERHEAD, SON OF FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of colorful outdoor saga should appeal—78m.—see June 20 issue—(Technicolor)—(151).

TO BE REVIEWED OR IN PRODUCTION

BELLES ON THEIR TOES—Jeanne Crain, Myrna Loy, Debra Paget—(Technicolor).

CRY OF THE SWAMP—Jean Peters, Jeffrey Hunter, Walter Brennan.

DEADLINE—U. S. A.—Humphrey Bogart, Ethel Barrymore, Kim Hunter.

DON'T BOTHER TO KNOCK—Richard Widmark, Marilyn Monroe, Anne Bancroft.

DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor).

DIPLOMATIC COURIER—Tyrone Power, Patricia Neal, Hildegard Neff.

5 FINGERS—James Mason, Micheline Prelle, Michael Rennie.

GIFT OF THE MAGI—Jeanne Crain, Farley Granger.

GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).

I DON'T CARE GIRL, THE—Mitzl Gaynor, David Wayne, Oscar Levant—(Technicolor).

JAPANESE WAR BRIDE—Don Taylor, Cameron Mitchell, Marie Winsor, Shirley Yamaguchi.

KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made In Australia)—(Technicolor).

LADY IN THE IRON MASK, THE—Louis Hayward, Patricia Medina, Alan Hale, Jr.—(Technicolor).

LYDIA BAILEY—Dale Robertson, Anne Francis, Charles Korvin—(Technicolor).

MABEL AND ME—Dan Dailey, Corinne Calvet.

OUTCASTS OF POKER FLAT—Anne Baxter, Dale Robertson, Miriam Hopkins.

PHONE CALL FROM A STRANGER—Gary Merrill, Bette Davis, Shelley Winters.

PRIDE OF ST. LOUIS—Dan Dailey, Joanne Dru.

RED SKIES OF MONTANA—Richard Widmark, Constance Smith, Richard Boone—(Technicolor).

RETURN OF THE TEXAN—Dale Robertson, Richard Boone, Tom Tully.

ROSE OF CIMARRON—Jack Buettel, Mala Powers, Bill Williams—(Cinecolor).

VIVA ZAPATA—Marlon Brando, Jean Peters, Marga.

WAIT TILL THE SUN SHINES NELLIE—Jean Peters, David Wayne, Hugh Marlowe—(Technicolor).

WAY OF A GAUCHO, THE—Gene Tierney, Rory Calhoun, Richard Boone—(Made in Argentina)—(Technicolor).

WE'RE NOT MARRIED—David Wayne, Marilyn Monroe, Ginger Rogers, Paul Douglas, Jan Sterling.

WHAT PRICE GLORY?—James Cagney, Dan Dailey, Corinne Calvet—(Technicolor).

WITH A SONG IN MY HEART—Susan Hayward, Thelma Ritter, Rory Calhoun, David Wayne—(Technicolor).

United Artists

BADMAN'S GOLD—W—Johnny Carpenter, Alyn Lackwood, Troy Tarrell—Routine western—56m.—see June 6 issue—(ELC).

BIG NIGHT, THE—MD—John Barrymore, Jr., Preston Foster, Dorothy Comings—Heavy meller will fit into the duallers—75m.—see Nov. 21 issue—Leg.: B—(Waxman).

CHICAGO CALLING—D—Dan Duryea, Mary Anderson, Gordon Gebert—Will fit into the duallers—74m.—see Dec. 19 issue—(Berneis).

CHRISTMAS CAROL, A—D—Alastair Sim, Kathleen Harrison, Jack Warner—Import is a good picturization of the famed Charles Dickens novel—86m.—see Nov. 21 issue—(English-made)—(Hurst).

FORT DEFIANCE—W—Dane Clark, Ben Jahnson, Peter Graves—Okeh outdoor show—81m.—see Nov. 7 issue—(Cinecolor)—(Melford).

FOUR IN A JEEP—D—Vivica Lindfors, Ralph Meeker, Yoseph Yadin—Interesting import for the art, class spots—97m.—see June 20 issue—(Made In Austria)—(Wechsler).

GOLD RAIDERS—WC—George O'Brien, Sheila Ryan, The Three Stooges—Okeh entry for the lower half—56m.—see Oct. 24 issue—(Glasser).

HE RAN ALL THE WAY—MD—Jahn Garfield, Shelley Winters, Wallace Ford—Exciting meller is packed with selling angles—77m.—see June 20 issue—Leg.: B—(Roberts).

HOODLUM, THE—MD—Lawrence Tierney, Aileen Roberts, Marjorie Riordan—For the lower half—61m.—see July 4 issue—Leg.: B—(ELC).

HOTEL SAHARA—C—Yvonne DeCarlo, David Tomlinson, Peter Ustinov—Pleasing programmer—87m.—see Sept. 26 issue—(English-made)—(Brown).

LADY SAYS NO, THE—F—Joan Caulfield, David Niven, James Justice—Fair comedy for the duallers—80m.—see Dec. 5 issue—Leg.: B—(Ross-Stillman).

MISTER DRAKE'S DUCK—F—Douglas Fairbanks, Jr., Yolande Donlan, Howard Marian-Crawford—81m.—Zany farce has the Fairbanks name to help the draw—see Aug. 29 issue—(English-made)—(Angel).

MR. PEEK-A-BOO—F—Joan Greenwood, Bourvil, Marcel Arnold—Cute farce for the art spots—68m.—see Sept. 26 issue—(Made in France)—(English dialogue)—(Bar).

OBSESSED—MYD—David Farrar, Geraldine Fitzgerald, Roland Culver—Interesting dramatic entry for the art and class spots—77m.—see Sept. 12 issue—Leg.: B—(English-made)—(Gartside).

PARDON MY FRENCH—C—Paul Henreid, Merle Oberon, Paul Bonifas—Import will fit into the duallers—81½m.—see Aug. 29 issue—(French-made)—(English dialogue)—(Cusick).

RED SHOES, THE—D—Anton Walbrook, Marius Goring, Moira Shearer—High rating ballet entry for special audiences—133m.—see Sept. 26 issue—(English-made)—(Technicolor)—(Powell-Pressburger).

RIVER, THE—D—Nora Swinburne, Esmond Knight, Arthur Shields—Different type of film should have considerable appeal for the art spots—98m.—see Sept. 12 issue—(Made In India)—(Technicolor)—(McEldowney).

SKIPALONG ROSEBLOOM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(ELC).

ST. BENNY THE DIP—CD—Dick Haymes, Nina Foch, Roland Young—Names should help—81m.—see June 20 issue—(Danziger).

THREE STEPS NORTH—MD—Lloyd Bridges, Lea Padovani, Aldo Fabrizi—Interesting meller will fit into the duallers—85m.—see June 20 issue—(Made In Italy)—(Wilder).

TOM BROWN'S SCHOOL DAYS—D—John Howard Davies, Robert Newton, James Hayter—Well-made import for the art and class spots—93m.—see Oct. 24 issue—(English-made)—(Minter).

TWO GALS AND A GUY—C—Robert Alda, Janis Paige, James Gleason—Fair entry for the duallers—70m.—see June 20 issue—(Arent).

WELL, THE—D—Gwendolyn Laster, Richard Rober, Maidie Norman—High rating—85m.—see Sept. 12 issue—(Popkin).

TO BE REVIEWED OR IN PRODUCTION

ACTORS AND SIN—Edward G. Robinson, Marsha Hunt, Eddie Albert.

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made In Africa)—(Spiegel).

ANOTHER MAN'S POISON—Bette Davis, Gary Merrill, Emyln Williams—89m.—(Made in England)—(Angel).

CLOUDBURST—Robert Preston, Elizabeth Sellars—83m.—(Foreign-made)—Leg.: B.

GREEN GLOVE, THE—Glenn Ford, Geraldine Brooke, Sir Cedric Hardwicke—(Foreign-made).

MIRACLE FROM MARS—Peter Graves, Andrea King, Walter Sande—(Veiller-Hyde).

ONE BIG AFFAIR—Dennis O'Keefe, Evelyn Keyes—(Bageaus).

SATURDAY ISLAND—Linda Darnell, Donald Grey, Tabi Hunter—(Made in Jamaica)—(Technicolor)—(Rose).

TALE OF FIVE WOMEN, A—Bonar Colleano, Gina Lollobrigida, Lana Morris—(English-made)—(PAAL).

TIGHTROPE, THE—John Forsythe, Harold J. Kennedy, Geraldine Hall—74m.—(English-made).

Universal-International

(1950-51 releases from 101 up)

BRIGHT VICTORY—D—Arthur Kennedy, Peggy Dow, James Edwards—Topnotch—96m.—see Nov. 7 issue—(208).

BROWNING VERSION, THE—D—Michael Redgrave, Jean Kent, Nigel Patrick—Fine dramatic entry for art and specialty spots—89m.—see Nov. 7 issue—(English-made)—(281).

CATTLE DRIVE—W—Joel McCrea, Dean Stockwell, Chm Willis—Pleasing western—77m.—see July 18 issue—(Technicolor)—(128).

CAVE OF OUTLAWS—MD—Macdonald Carey, Alexis Smith, Edgar Buchanan—Names should make the difference—75m.—see Oct. 24 issue—(Technicolor)—(201).

CIMARRON KID, THE—W—Audie Murphy, Beverly Tyler, James Best—Routine Technicolor western—83m.—see Dec. 19 issue—(Technicolor)—(213).

COMIN' ROUND THE MOUNTAIN—F—Bud Abbott, Lou Costello, Dorothy Shay—A and C starrer should ride into the better maney—77m.—see June 20 issue—(127).

FINDERS KEEPERS—C—Tom Ewell, Julia Adams, Evelyn Varden—For the lower half—74m.—see Dec. 19 issue.

FLAME OF ARABY—COSMD—Maureen O'Hara, Jeff Chandler, Maxwell Reed—Names may help familiar type costume melodrama—71½m.—see Nov. 21 issue—(Technicolor)—(207).

GOLDEN HORDE, THE—COSMD—Ann Blyth, David Farrar, George Macready—Colorful costume melodrama is packed with selling angles—77m.—see Sept. 26 issue—(Technicolor)—(134).

IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).

LADY FROM TEXAS, THE—OCD—Howard Duff, Mona Freeman, Josephine Hull—Outdoor comedy drama has names to help—77½m.—see Sept. 26 issue—(Technicolor)—(136).

LADY PAYS OFF, THE—CD—Linda Darnell, Stephen McNally, Gigi Perreau—Pleasant programmer—80m.—see Oct. 24 issue—(202).

LAVENDER HILL MOB, THE—CD—Alec Guinness, Stanley Holloway, Marjorie Fielding—Delightful import—80m.—see Oct. 24 issue—(English-made)—(280).

LITTLE EGYPT—CD—Mark Stevens, Rhonda Fleming, Nancy Guild—Moderate programmer has the angles for the selling—82m.—see Aug. 15 issue—(Leg.: B)—(Technicolor)—(131).

MARK OF THE RENEGADE, THE—ACD—Ricardo Montalban, Cyd Charisse J. Carrol Nalsh—Fair program—80m.—see Aug. 1 issue—(Technicolor)—(129).

POOL OF LONDON—MD—Bonar Colleano, Susan Shaw, Renee Asherson—Interesting British meller—86m.—see Aug. 15 issue—(English-made)—(183).

PRINCE WHO WAS A THIEF, THE—ROMD—Tony Curtis, Piper Laurie, Jeff Corey—Arabian Nights-type entertainment should ride into the better money—88m.—see June 6 issue—(Technicolor)—(126).

RAGING TIDE, THE—MD—Richard Conte, Shelley Winters, Stephen McNally—Good program has the angles for the selling—93m.—see Oct. 24 issue—(203).

REUNION IN RENO—C—Mark Stevens, Peggy Dow, Gigi Perreau—Light comedy will fit into the duallers—79m.—see Sept. 26 issue—(135).

THUNDER ON THE HILL—MYD—Claudette Colbert, Ann Blyth, Robert Douglas—Star draw should prove a factor—84m.—see Aug. 15 issue—(133).

WEEK-END WITH FATHER—C—Van Heflin, Patricia Neal, Gigi Perreau—Amusing programmer—83m.—see Dec. 5 issue—(206).

YOU NEVER CAN TELL—CFAN—Dick Powell, Peggy Dow, Charles Drake—Fantasy has the names and angles—78m.—see Aug. 29 issue—(132).

TO BE REVIEWED OR IN PRODUCTION

APPOINTMENT WITH VENUS—David Niven, Glynis Johns—(English-made).

BATTLE AT APACHE PASS, THE—John Lund, Jeff Chandler, Beverly Tyler—(Technicolor).

BEND OF THE RIVER—James Stewart, Arthur Kennedy, Julia Adams—(Technicolor)—(212).

BRONCO BUSTER—John Lund, Joyce Holden, Scott Brady—(Technicolor).

CIMARRON KID, THE—Audie Murphy, Beverly Tyler, James Best—(Technicolor)—Leg.: B—(213).

DUEL AT SILVER CREEK, THE—Audie Murphy, Faith Domergue, Stephen McNally—(Technicolor).

FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild, Francis.

FRANCIS GOES TO WEST POINT—Donald O'Connor, Lori Nelson, Alice Kelley.

HAS ANYBODY SEEN MY GAL?—Charles Coburn, Piper Laurie, Gigi Perreau—(Technicolor).

HEAR NO EVIL—Tony Curtis, Jan Sterling, Mona Freeman—(214).

HERE COME THE NELSONS—Ozzie, Harriet, David and Ricky Nelson—73m.—(210).

LOST IN ALASKA—Bud Abbott, Lou Costello, Mitzi Green.

MA AND PA KETTLE AT THE FAIR—Marjorie Main, Percy Kilbride, Lori Nelson.

MA AND PA KETTLE GO TO PARIS—Marjorie Main, Percy Kilbride, Ray Collins.

MAN IN THE WHITE SUIT—Alec Guinness, Joan Greenwood, Cecil Parker—(English-made).

MEET DANNY WILSON—Frank Sinatra, Shelly Winters, Alex Nicol—(205).

RED BALL EXPRESS—Jeff Chandler, Alex Nicol, Charles Drake.

SCARLET ANGEL—Yvonne De Carlo, Rock Hudson, Richard Denning—(Technicolor).

SON OF ALI BABA—Tony Curtis, Piper Laurie, Susan Cabot—(Technicolor).

STEEL TOWN—Ann Sheridan, John Lund, Howard Duff—(Technicolor)—(215).

TREASURE OF THE LOST CANYON, THE—William Powell, Julia Adams, Charles Drake—(Technicolor)—(209).

UNTAMED, THE—Joseph Cotten, Shelley Winters, Scott Brady—(Technicolor).

WHITE CORRIDORS—Googie Withers, James Donald, Godfrey Tearle—(English-made).

WORLD IN HIS ARMS, THE—Gregory Peck, Ann Blyth, Anthony Quinn—(Technicolor).

Warners

(1950-51 releases from 001 up)

(1951-52 releases from 101 up)

CAPTAIN HORATIO HORNBLOWER—HiSTMD—Gregory Peck, Virginia Mayo, Robert Beatty—Topnotch—117m.—see June 20 issue—(Made in England)—(Technicolor)—(030).

CLOSE TO MY HEART—D—Ray Milland, Gene Tierney, Fay Bainter—Name draw will make the difference—90m.—see Oct. 10 issue—(107).

COME FILL THE CUP—MD—James Cagney, Phyllis Thaxter, Raymond Massey—Well-made entry has names to help—113m.—see Sept. 26 issue—Leg.: B—(106).

DISTANT DRUMS—AMD—Gary Cooper, Mari Aldon, Richard Webb—Action show should ride into the better money—101m.—see Dec. 5 issue—(Technicolor)—(111).

FORCE OF ARMS—ROMD—William Holden, Nancy Olson, Frank Lovejoy—Well-made drama has names to help—100m.—see Aug. 29 issue—(102).

I'LL SEE YOU IN MY DREAMS—BIMU—Doris Day, Danny Thomas, Frank Lovejoy—Highly entertaining musical—110m.—see Dec. 19 issue—(112).

JIM THORPE—ALL AMERICAN—BID—Burt Lancaster, Charles Bickford, Phyllis Thaxter—Should land in the better money—105m.—see June 20 issue—(101).

ON MOONLIGHT BAY—CMU—Doris Day, Gordon MacRae, Jack Smith—Pleasing musical has the names and angles—95m.—see July 18 issue—(Technicolor)—(029).

PAINTING THE CLOUDS WITH SUNSHINE—CMU—Dennis Morgan, Virginia Mayo, Gene Nelson—Names should make the difference—87m.—see Sept. 12 issue—(Technicolor)—(105).

STARLIFT—CMU—Doris Day, Gordon MacRae, Virginia Mayo—Star-filled musical should draw the customers—103m.—see Nov. 7 issue—(109).

STRANGERS ON A TRAIN—MD—Farley Granger, Ruth Roman, Robert Walker—Topflight meller—101m.—see June 20 issue—(027).

STREETCAR NAMED DESIRE, A—MD—Vivien Leigh, Marlon Brando, Kim Hunter—Vivid picturization of stage hit is packed with selling angles—122m.—see Oct. 24 issue—Leg.: B—(104).

TANKS ARE COMING, THE—ACD—Steve Cochran, Phillip Carey, Mari Aldon—War film will fit into the dualers—90m.—see Nov. 7 issue—(108).

TOMORROW IS ANOTHER DAY—MD—Ruth Roman, Steve Cochran, Lurene Tuttle—Fair program melodrama has names to help—90m.—see Aug. 15 issue—(103).

TO BE REVIEWED OR IN PRODUCTION

ABOUT FACE—Eddie Bracken, Gordon MacRae, Aileen Stanley.

ALEXANDER, THE BIG LEAGUER—Doris Day, Ronald Reagan, Frank Lovejoy.

BIG TREES, THE—Patrice Wymore, Kirk Douglas, Eve Miller—(Technicolor).

BUGLES IN THE AFTERNOON—Ray Milland, Helena Carter, Hugh Marlowe, Forrest Tucker—(Technicolor).

CARSON CITY—Randolph Scott, Raymond Massey, Richard Webb—(Warnercolor).

CRIMSON PIRATE, THE—Burt Lancaster, Nick Cravat—(Technicolor)—(Made in Italy).

HEAR NO EVIL—Tony Curtis, Jan Sterling, Mona Freeman.

LION AND THE HORSE, THE—Steve Cochran, Ray Teal, Sherry Jackson.

MARA MARU—Errol Flynn, Paul Picerni.

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

ROOM FOR ONE MORE—Cary Grant, Betsy Drake, Iris Mann—98m.

RETREAT, HELL!—Frank Lovejoy, Richard Carlson, Anita Louise.

SAN FRANCISCO STORY—Joel McCrea, Yvonne DeCarlo, Sidney Blackmer.

SHE'S WORKING HER WAY THROUGH COLLEGE—Virginia Mayo, Ronald Reagan, Gene Nelson.

THIS WOMAN IS DANGEROUS—Joan Crawford, Dennis Morgan, David Brian.

WHERE'S CHARLEY?—Ray Bolger, Allyn McLerie, Harace Cooper—(Technicolor)—(Made in England).

Miscellaneous

(Distributor's addresses will be furnished on request)

BASKETBALL FIX, THE—D—John Ireland, Marshall Thompson, Vanessa Brown—Good topical entry for the dualers—64m.—see Sept. 26 issue—(Realart).

BORDER FENCE—W—Walt Wayne, Lee Morgan, Mary Nord—Average western—57m.—see Nov. 7 issue—(Astor).

BRIDE OF THE GORILLA—MD—Barbara Payton, Lon Chaney, Raymond Burr—Okeh exploitation film has the angles—65m.—see Nov. 7 issue—(Realart).

DEVIL'S SLEEP—D—Lita Grey Chaplin, John Mitchum, William Thomason—For the exploitation houses—74m.—see Sept. 12 issue—(Screen Art).

GAY GIRLIES—BUR—All burlesque cast—Okeh for spots that can play it—see July 18 issue—(Lust).

HURLY BURLY—BUR—Georgia Sothorn, Joey Faye, Crystal Ames—Exploitable burlesque entry for spots that can play it—82m.—see Oct. 24 issue—(Cinetech).

RAGE OF BURLESQUE—BUR—Lillian White, Slim Gaillard Trio, Terry Sisters—Mild burlesque offering—56m.—see Aug. 1 issue—(Schlafer).

SHIM SHAM FOLLIES—BUR—All burlesque cast—Okeh for spots that can play it—72m.—see July 18 issue—(Lust).

THUNDERING TRAIL, THE—W—Lash LaRue, Al St. John, Sally Anglim—Mediocre western—55m.—see Dec. 19 issue—(Realart).

TWO DOLLAR BETTOR—MD—John Litel, Marie Windsor, Steve Brody—Okeh entry for the lower half—75m.—see Oct. 10 issue—(Realart).

Foreign-Made

(Distributors' addresses will be furnished on request)

ALICE IN WONDERLAND—FAN—Pamela Brown, Stephen Murray, Felix Aylmer—Novelty attraction offers plenty of merchandising angles—79m.—see Aug. 1 issue—(European-made)—(Anscacolor)—(Souvaine).

ANGEL WITH A TRUMPET—D—Eileen Herlie, Basil Sydney, Norman Wooland—Routine art house offering—98m.—see Jan. 2 issue—(English-made)—(Snader).

ASSASSIN FOR HIRE—MYD—Sidney Tafler, Ronald Howard, Katherine Blake—Fair import for the lower half—60m.—see Sept. 26 issue—Leg.: B—(English-made)—(Horne-Dietz).

BITTER SPRINGS—OD—Tommy Trinder, Chips Rafferty, Jean Blue—Routine art house offering—73m.—see Aug. 29 issue—(Australian-made)—(Bell).

BLACKMAILED—MD—Mai Zetterling, Dirk Bogarde, Fay Compton—Okeh art house attraction—73m.—see Sept. 26 issue—(English-made)—(Bell).

CAGE OF GOLD—D—Jean Simmons, David Farrar, James Donald—Import will fit into the lower half—82m.—see Dec. 5 issue—(English-made)—(Ealing).

CALL OF THE BLOOD—MD—Lea Padovani, Kay Hammond, John Clements—Routine art house offering—72m.—see Nov. 7 issue—(English-made)—(Distinguished).

DEAD WOMAN'S KISS, A—MD—Virginia Belmont, Gianna Maria Canale—Routine offering for the art and Italian houses—94m.—see Oct. 10 issue—(Italian-made)—(English titles)—(Casolaro).

DESERT BRIDE—D—Jean Gabin, Annabella, Aimos—Routine French import—90m.—see July 4 issue—(French-made)—(English titles)—(Hoffberg).

EDGE OF THE WORLD, THE—MD—John Laurie, Bell Christy, Eric Berry—Engrossing art house attraction—73m.—see June 6 issue—(English-made)—(Classic).

EROICA (The Beethoven Story)—BIODMU—Ewald Balsler, Marianne Schoener, Judith Holzmeister—Better than average art and class house offering—89m.—see Nov. 7 issue—(Austrian-made)—(English titles)—(Academy).

FAR FROM MOSCOW—ACD—N. Okhlopov, Lev Sverdlin, P. Kadochnikov—Better than average Russian program—90m.—see July 18 issue—(Magneticolor)—(Russian-made)—(English titles)—(Artkino).

FLAME OF PARIS, THE—DMU—Josephine Baker, Albert Prejean, Robert Arrauz—Josephine Baker's current popularity should help import—60m.—see June 20 issue—(French-made)—(English titles)—(Hoffberg).

GALLOPING MAJOR, THE—C—Basil Rodford, Jimmy Hanley, Janette Scott—Highly amusing import—81½m.—see Oct. 24 issue—(English-made)—(Souvaine).

GOOSE BOY, THE—D—Imre Soos, Teri Horvath, Eva Turrkay—Interesting offering for the Russian houses—101m.—see Nov. 7 issue—(Hungarian-made)—(English titles)—(Geva color)—(Artkino).

HER PANELLED DOOR—MD—Phyllis Calvert, Edward Underdown, Helen Cherry—Entertaining art, class house attraction—84m.—see Sept. 26 issue—(English-made)—(Souvaine).

HISTORY OF MR. POLLY, THE—CD—John Mills, Sally Howes, Megs Jenkins—British comedy has limited art house appeal—77m.—see Nov. 21 issue—(English-made)—(IRO).

HOUSE OF 1000 WOMEN—MD—Phyllis Calvert, Flora Robson, Patricia Roc—Exploitable British meller—81m.—see Oct. 10 issue—(English-made)—(Ellis).

INTERRUPTED JOURNEY—MD—Valerie Hobson, Richard Todd, Christine Norden—Moderate British meller—80m.—see July 4 issue—(English-made)—(Lopert).

LA RONDE—D—Anton Walbrook, Danielle Darrieux—Good entry for the art houses—83m.—see Sept. 12 issue—Leg.: C—(French-made)—(English titles)—(Commercial).

LAUGHTER IN PARADISE—C—Alastair Sim, Fay Compton, Guy Middleton—Highly humorous import—96½m.—see Nov. 21 issue—(English-made)—(Stratford).

LIEUTENANT CRAIG—MISSING—MD—Enrica Viarisio, Delle Scala, Val DuBois—Routine offering for the art and Italian houses—85m.—see June 6 issue—(Italian-made)—(English titles)—(Lux).

LISBON STORY—MUMD—Patricia Burke, David Farrar, Walter Rella—Fairly interesting art house import—85m.—see Sept. 26 issue—(English-made)—(Four Continents).

LITTLE MISS EGYPT—FANMU—Samia Gamal, Farid El Atrache, Lola Sedky—Import is loaded with exploitation angles—95m.—see Dec. 19 issue—(Egyptian-made)—(English titles)—(Oriental).

LOS OLVIDADOS—MD—Estela Inda, Alfonso Mejia, Miguel Inclan—Thrilling meller for Spanish speaking audiences—80m.—see Dec. 19 issue—(Mexican-made)—(No English titles)—(Aztec).

MA POMME—CD—Maurice Chevalier, Sophie Desmarets, Jean Wall—Routine import has Chevalier name to help draw—90m.—see Nov. 7 issue—(French-made)—(English titles)—(Discina).

MAN IN THE DINGHY—F—Michael Wilding, Odile Ver-sois, Jack Hulbert, Constance Cummings—Laugh filled import for the art spots—83m.—see Nov. 7 issue—(English-made)—(Snader).

MANIACS ON WHEELS—D—Dirk Bogarde, Bonar Colleano, Renee Asherson—Routine import—76m.—see July 18 issue—Leg.: B—(English-made)—(IRO).

MARIE OF THE PORT—D—Jean Gabin, Blanche Brunay, Nicole Courcel—Pleasing art house entertainment—90m.—see Aug. 15 issue—Leg.: C—(French-made)—(English titles)—(Bellon-Ffoulke).

MEDIUM, THE—OPD—Marie Powers, Leo Coleman, Anno Marie Alberghetti—Powerful, unusual offering for the art houses—84m.—see Sept. 26 issue—(Italian-made)—(sung in English)—(Lopert).

MILL ON THE PO—MD—Carla del Poggio, Jacques Sernas, Giacomo Giuradei—Strong Italian meller for the art and class houses—96m.—see Nov. 21 issue—(Italian-made)—(English titles)—(Lux).

MINERS OF THE DON—D—V. Doronin, A. Ignatiev, A. Zuyeva—Slow moving Russian import—93m.—see Dec. 5 issue—(Russian-made)—(English titles)—(Artkino)—(Magneticolor).

MURDER WITHOUT CRIME—D—Dennis Price, Derek Farr, Patricia Plunkett—Fair import for the lower half—76m.—see Oct. 10 issue—(English-made)—(Stratford).

MUSSORGSKY—DMU—Alexander Borisov, Nikolai Cherkasov, A. Popov—Superior Soviet offering—113m.—see Sept. 12 issue—(Russian-made)—(English titles)—(Magneticolor)—(Artkino).

MY FIRST LOVE—CD—Gerard Nery, Jacqueline Delubac, Aime Clairand—Routine French import—76m.—see July 4 issue—(French-made)—(English titles)—(Cohen).

NATIVE SON—MD—Jean Wallace, Richard Wright, Gloria Madison—Racial meller may have appeal for art, class spots—90m.—see July 4 issue—(Argentinian-made)—(English dialogue)—(Classic).

OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernando Rayo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).

PATH OF HOPE, THE—MD—Raf Vallone, Elena Varzi, Sara Urzi—Good for the art houses, Italian spots—104m.—see Sept. 12 issue—(Italian-made)—(English titles)—(Lux).

PORTRAIT OF CLARE—D—Margaret Johnston, Robin Bailey, Richard Todd—For the art spots—99m.—see July 18 issue—(English-made)—(Stratford).

RAMBLE IN ERIN—TRAV—Sean O'Kelly, Eamon DeValera, Frank Aiken—Mediocre travel film for the Irish spots—80m.—see Dec. 5 issue—(Irish-made)—(Color)—(Irish Productions).

RATS OF TOBRUK—MD—"Chips" Rafferty, Grant Taylor, Peter Finch—Interesting art house offering—85m.—see June 6 issue—(Australian-made)—(Renown).

RELUCTANT WIDOW, THE—COSMD—Jean Kent, Guy Rolfe, Kathleen Byron—Minor art house entry—86m.—see Sept. 12 issue—(English-made)—(Fine Arts).

SCARRED—MD—Anna Magnani, Eduardo de Filippo, Antonio Centa—Routine Italian import—63m.—see Nov. 21 issue—Leg.: C—(Italian-made)—(English titles)—(Casolaro).

SIN OF ESTHER WATERS, THE—D—Kathleen Ryan, Dirk Bogarde, Cyril Cusack—Mediocre importation—69m.—see June 6 issue—(English-made)—(IRO).

SONG OF DOLORES—MD—Imperio Argentina, Enrique Diosdada, Ricarda Canales—Okeh offering for Spanish houses—see July 4 issue—(Spanish-made)—(English titles)—(Lux).

THRILL THAT KILLS, THE—MD—Uncredited Italian players—Weak Italian import—78m.—see Dec. 19 issue—(Italian-made)—(English dialogue)—(Distinguished).

TOAST TO LOVE—DMU—Irina Baronova, David Silva, Miguel Arenas—Mediocre art house offering—82m.—see Dec. 19 issue—(Made in Mexico)—(English titles and commentary)—(Astor).

TONY DRAWS A HORSE—F—Cecil Parker, Anne Crawford, Derek Bond—Delightful art house offering—90m.—see June 6 issue—(English-made)—(Fine Arts).

UNDER THE OLIVE TREE—MD—Raf Vallone, Lucia Bose, Folco Lulli—Good for the art houses, Italian spots—107m.—see Sept. 12 issue—(Italian-made)—(English titles)—(Lux).

WHITE HELL OF PIZ-PALU, THE—D—Hons Albers, Ellen Widmann, Lisolotte Pulver—Routine art house presentation—98m.—see Jan. 2 issue—(Swiss-made)—(English dialogue and titles)—(Lux).

WOMEN WITHOUT NAMES—ADMD—Simone Simon, Valentina Cortesa, Françoise Rosay—Realistic entry has art house appeal—92m.—see Aug. 29 issue—(Italian-made)—(English dialogue and English titles)—(Lopert).

WONDER BOY—D—Bobby Henrey, Robert Shackleton, Christa Winter—Good art house entry—86m.—see Jan. 2 issue—(English-made)—(Snader).

WOODEN HORSE, THE—AD—Leo Genn, David Tomlinson, Anthony Steel—Interesting art offering—98m.—see Sept. 12 issue—(English-made)—(Snader).

YOUNG SCARFACE—MD—Richard Attenborough, Hermiane Baddeley, William Hartnell—Minor English import—80m.—see Nov. 21 issue—(English-made)—(MKD).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1950-51 shorts product will be found on pages 3138, 3139, 3140 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
4411	(Sept. 6)	Pleasure Treasure (Clyde)	G	16m.	3164
4412	(Sept. 16)	She Took A Powder (Vague)	G	16m.	3193
4421	(Oct. 11)	Trouble In Laws (Herbert)	F	16m.	3195
4422	(Nov. 19)	The Chomp Steps Out (Baer-Rosenbloom)	F	16 1/2m.	3209
4423	(Dec. 13)	Fraidy Cat (Besser)	G	16m.	
COMEDY FAVORITE RE-RELEASES (6)					
4431	(Sept. 20)	She's Oil Mine	F	17m.	3154
4432	(Oct. 20)	Midnight Blunders		17 1/2m.	
4433	(Dec. 27)	Olaf Laughs Last			
THREE STOOGES (8)					
4401	(Sept. 6)	Merry Mavericks	G	16m.	3164
4402	(Oct. 4)	The Tooth Will Out	F	16m.	3193
4403	(Nov. 1)	Hula-La-La	G	16m.	3200
4404	(Dec. 6)	Pest Man Wins	F	16m.	
SERIALS					
4120	(Dec. 27)	Captain Video	G	15ep.	3209
One Reel CANDID MICROPHONE					
4551	(Oct. 4)	Candid Microphone—No. 1	F	10m.	3179
4552	(Dec. 6)	Candid Microphone No. 2	F	11m.	
CAVALCADE OF BROADWAY					
4651	(Nov. 15)	The Goy Nineties			
4652	(.....)	Eddie Condon's	G	10m.	3211
COLOR FAVORITES (12) (Re-releases) (Technicolor)					
4601	(Sept. 13)	The Horse On The Merry-Go-Round	G	7m.	3165
4602	(Oct. 18)	The Shoemaker And The Elves	G	8m.	3200
4603	(Nov. 8)	Lucky Pigs	G	7m.	3185
4604	(Dec. 13)	Holiday Land			
JOLLY FROLICS (5) (Technicolor)					
4501	(Sept. 27)	George And The Dragon	E	7m.	3176
4502	(Nov. 29)	Wonder Gloves	E	7m.	3201
4503	(.....)	The Oompahs	E	7m.	3185
MR. MAGOO (Technicolor)					
4701	(Oct. 18)	Fuddy Duddy Buddy	E	7m.	3194
4702	(Dec. 20)	The Grizzly Golfer	G	7m.	
SCREEN SNAPSHOTS (12) (Series 31)					
4581	(Sept. 13)	Hollywood At Play	F	10 1/2m.	3167
4582	(Oct. 18)	Hoppalong In Hopyland	G	9 1/2m.	3200
4583	(Nov. 15)	Hollywood Goes Western			
4584	(Dec. 20)	Hollywood On A Sunday Afternoon	F	10 1/2m.	3211
VARIETY FAVORITES (8) (Re-releases)					
4951	(Sept. 20)	Nora Morales and Orchestra	G	11m.	3155
4952	(Oct. 25)	Dick Stabile and Orchestra	G	10 1/2m.	3185
4953	(Dec. 27)	Randy Brooks And Orchestra	G	11m.	3211
WORLD OF SPORTS (12)					
4801	(Sept. 22)	The Willie Hoppe Story	G	9m.	3177
4802	(Oct. 25)	Flying Skis	G	9m.	3200
4803	(Nov. 29)	Gymnastic Champions	G	10 1/2m.	3201
4804	(Dec. 27)	Bicycle Thrills			
MGM					
One Reel CARTOONS (16) (Technicolor) (T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(June 16)	Symphony In Slang	E	7m.	3056
W-246	(July 7)	His Mouse Friday (T-J)	F	7m.	3065
(1951-52) (16)					
W-331	(Sept. 8)	Slicked Up Pup	E	6m.	3167
W-332	(Sept. 22)	Car Of Tomorrow	E	7m.	3154

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
W-333	(Oct. 6)	Nit Witty Kitty	G	7m.	3167
W-334	(Nov. 10)	Inside Cackle Corners		9m.	
W-335	(Nov. 17)	Droopy's Double Trouble	G	7m.	3154
W-336	(Dec. 8)	Cat Napping (T-J)	G	7m.	3194
W-337	(Jan. 2)	The Flying Cat (T-J)	G	7m.	3154
W-338	(Feb. 9)	Magical Maestro	F	7m.	3200
W-339	(Feb. 16)	The Duck Doctor (T-J)	G	7m.	3172
(.....)	(.....)	Little Runaway (T-J)	G	7m.	3177
(.....)	(.....)	The Two Mouseketeers (T-J)	E	7m.	3200
(.....)	(.....)	Triplet Trouble (T-J)	G	8m.	3167
(.....)	(.....)	Push Button Kitty (T-J)	G	6 1/2m.	
(.....)	(.....)	One Cab's Family	E	8m.	3164
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-311	(Dec. 1)	Glimpses Of Argentina	F	8m.	
T-312	(.....)	Picturesque New Zealand			
(.....)	(.....)	Beautiful Brazil			
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2955
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallop'n' Gals	E	7m.	3043
W-266	(Aug. 4)	The Bodyguard	F	7m.	3105
(1951-52) (6)					
W-361	(Oct. 20)	Puttin' On The Dog	G	7m.	3167
W-362	(Dec. 15)	Mouse Trouble	G	7m.	3185
W-263	(Jan. 19)	The Mouse Comes To Dinner			
(.....)	(.....)	Fraidy Cat (T-J)	F	8m.	3176
PEOPLE ON PARADE (8) (Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks (Traveltalk)	F	8m.	3080
P-216	(June 23)	Romantic Riviera (Traveltalk)	F	9m.	3099
P-217	(Aug. 4)	Glimpses Of Morocco and Algiers (Traveltalk)	F	8m.	3129
P-218	(Aug. 25)	Visiting Italy	F	8m.	3137
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
S-259	(June 16)	Bandage Bait	E	9m.	3088
S-260	(July 14)	Bargain Madness	G	9m.	3113
(1951-52) (10)					
S-351	(Sept. 1)	Football Thrills No. 14	G	9m.	3165
S-352	(Oct. 13)	That's What You Think	F	9m.	3177
S-353	(Nov. 17)	In Case You're Curious	F	8m.	3185
S-354	(.....)	Reducing			
S-355	(Jan. 9)	Fishing Feats			
Paramount					
Two Reel MUSICAL PARADE FEATURETTES (6) (Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboot Serenade	E	10m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel CASPER CARTOONS (6) (Technicolor) (Reissues)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo	G	8m.	3098
B10-5	(July 27)	Boo Scout	G	8m.	3112
B10-6	(Aug. 10)	Casper Comes To Clown	G	7m.	3154
(1951-52)					
B11-1	(Dec. 7)	Casper Take A Bow Wow	F	7m.	3209
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	F	9m.	3051
R10-9	(May 11)	The Jumping Off Place	G	10m.	3080
R10-10	(May 25)	Close Decisions	G	10m.	3113
R10-11	(June 22)	City Of Ball Tossers	G	10m.	3113
R10-12	(July 20)	Follow The Game Trails	G	10m.	3113
(1951-52) (12)					
R11-1	(Oct. 5)	Allen's Animal Kingdom	G	7m.	3177
R11-2	(Nov. 2)	Ridin' The Rails	G	10m.	3194
R11-3	(Nov. 16)	Fresh Water Champs	G	9m.	3200
R11-4	(Dec. 7)	Water Jockey Hi-Jinks		10m.	
R11-5	(Dec. 7)	Ski-Lark In The Rockies	G	10m.	3212

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
KARTUNES (6)					
X11-1	(Nov. 9)	Vegetable Vaudeville	G	7m.	3194
X11-2	(Dec. 28)	Snooze Reel	F	7m.	3211
NOVELTOONS (10) (Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches	G	9m.	3080
P10-8	(June 1)	As The Crow Lies	F	6m.	3098
P10-9	(July 6)	Slip Us Some Redskin	G	7m.	3112
P10-10	(Aug. 3)	Party Smarty	F	7m.	3129
(1951-52) (10)					
P11-1	(Oct. 12)	Cat Choo	G	7m.	3176
P11-2	(Oct. 26)	Audrey The Rainmaker	G	8m.	3176
P11-3	(Nov. 9)	Cat Tamale	G	7m.	3194
P11-4	(Dec. 14)	8y Leaps And Hounds	F	8m.	3209
P11-5	(Dec. 21)	Scout Fellow	G	8m.	3211
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just For Fun	E	10m.	2983
K10-2	(Oct. 27)	The City Of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littlest Expert	G	10m.	3080
(1951-52) (6)					
K11-1	(Oct. 5)	Way Out West In Florida	F	10m.	3155
K11-2	(Oct. 5)	Mermaid Bay	G	9m.	3155
K11-3	(Nov. 2)	A Ring For Roberta	F	9m.	3194
K11-4	(Nov. 9)	I Cover The Everglades	F	10m.	3185
K11-5	(Nov. 2)	The Littlest Expert On Football	G	10m.	3194
K11-6	(Nov. 30)	Sadie Hawkins Day	G	10m.	3212
POPEYE CARTOONS (8) (Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill Of Fair	G	7m.	3056
E10-6	(May 18)	Alpine For You	G	7m.	3080
E10-7	(June 6)	Double Cross Country Race	F	7m.	3098
E10-8	(July 13)	Pilgrim Popeye	F	7m.	3112
(1951-52) (8)					
E11-1	(Oct. 19)	Let's Stalk Spinach	G	7m.	3

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
13702	(Dec. 1)	Spooky Wooky	F	15m. 2998	
13703	(Jan. 26)	Chinatown Chump	F	16m. 3035	
13704	(Mar. 30)	Punchy Pancho	G	16m. 3028	
13705	(May 25)	One Wild Night	G	17m. 3087	
13706	(Aug. 3)	Deal Me In	G	16m. 3172	
23701	(Sept. 21)	Lord Epping Returns	G	19m. 3193	
23702	(Dec. 21)	Too Many Wives	F	16m.	
MUSICAL REVIEWS (2)					
23201	(Oct. 5)	Tex Beneke's Orchestra	E	18m. 3179	
23202	(Nov. 9)	Let's Make Rhythm	F	20m. 3179	
MY PAL (2)					
13201	(Oct. 6)	Pal, Fugitive Dog	F	21m. 2986	
13202	(Feb. 16)	Pal's Gallant Journey	G	22m. 3035	
SPORT SPECIALS (3)					
13001	(Sept. 29)	You Can Beat The A-Bomb	E	19 1/2m. 2958	
13901	(Dec. 8)	Football Headliners of 1950	F	17m. 3012	
13801	(Apr. 13)	Basketball Headliners of 1951	G	16m. 3064	
(1951-52) (2)					
23901	(Dec. 14)	Football Headliners of 1951	F	14m. 3209	
23801	(Apr. 11)	Basketball Headliners of 1952	F	14m. 3209	
SPECIALS (13)					
23101	(Sept. 14)	Here Comes The Band	E	17m. 3154	
23102	(Oct. 12)	Last Of The Wild West	G	17m. 3179	
23103	(Nov. 9)	Railroad Special Agent	E	15m. 3194	
23104	(Dec. 7)	Lady Marines	E	16m. 3209	
23105	(Feb. 1)	Songs Of The Campus	E	16m. 3209	
THIS IS AMERICA (13)					
13101	(Sept. 15)	Pinkerton Man	F	16m. 2943	
13102	(Oct. 15)	Seven Cities Of Washington	G	15m. 2986	
13103	(Nov. 10)	Whereabouts Unknown	E	15m. 2998	
13104	(Dec. 8)	Letter To A Rebel (Reissue)	G	16m. 2974	
13105	(Jan. 5)	Airlines To Anywhere	G	16m. 3028	
13106	(Feb. 2)	Lone Star Roundup	G	15m. 3056	
13107	(Mar. 2)	Cruise Ship	G	16m. 3056	
13108	(Mar. 30)	Day Of The Fight	E	16m. 3067	
13109	(Apr. 27)	The MacArthur Story	G	16m. 3064	
13110	(June 22)	They Fly With The Fleet	E	16m. 3105	
13111	(July 20)	Ambulance Doctor	E	16m. 3129	
13112	(Aug. 17)	Prison With A Future	E	14m. 3154	
TRUE-LIFE ADVENTURES (2)					
(Technicolor)					
(1951-52)					
23301	(July 28)	Nature's Half Acre	E	33m. 3154	
23302	(.....)	Olympic Elk	E	33m. 3154	
UNCLASSIFIED SPECIALS					
241	(.....)	World Championship Fight - Turpin Vs. Robinson	G	20m. 3164	
242	(.....)	World Championship Fight - Pep Vs. Saddler	G	21m. 3172	
One Reel					
SCREENLINERS (13)					
14201	(Sept. 8)	It's Only Muscle	G	9m. 2938	
14202	(Oct. 6)	Fairest Of The Finest	G	8m. 2965	
14203	(Nov. 3)	The Big Appetite	G	9m. 2986	
14204	(Dec. 1)	Package Of Rhythm	G	10m. 3013	
14205	(Dec. 29)	Research Ranch	F	8m. 3013	
14206	(Jan. 26)	Movie Oldies	G	9m. 3035	
14207	(Feb. 23)	Life Guard	G	8m. 3051	
14208	(Mar. 23)	Flying Padre	G	9m. 3067	
14209	(Apr. 20)	Your Fate Is In Your Hands	E	8m. 3088	
14210	(May 18)	Florida Cowhands	G	9m. 3098	
14211	(June 15)	Card Sharp	G	9m. 3105	
14212	(July 13)	Cleopatra's Playground	G	9m. 3129	
14213	(Aug. 10)	Antique Antics	F	8m. 3136	
(1951-52) (13)					
24201	(Sept. 7)	Recording Session	F	9m. 3165	
24202	(Oct. 10)	Icebreaker	E	9m. 3179	
24203	(Nov. 2)	America's Singing Boys	G	10m. 3194	
24204	(Nov. 30)	Riders Of The Andes	E	8m.	
SPORTSCOPES (13)					
14301	(Sept. 22)	Crocodile Hunters	F	9m. 2960	
14302	(Oct. 20)	Football's Mighty Mustang	F	8m. 2975	
14303	(Nov. 17)	Diving Dynasty	F	8m. 3004	
14304	(Dec. 15)	Connie Mack	F	8m. 2975	
14305	(Jan. 12)	Canadian Snow Fun	G	8m. 3035	
14306	(Feb. 9)	Big House Rodeo	F	8m. 3075	
14307	(Mar. 9)	The Big Shoot	G	8m. 3059	
14308	(Apr. 6)	Slammin' Sammy Snead	G	9m. 3067	
14309	(May 4)	First Lady Of The Turf	G	8m. 3088	
14310	(June 1)	Ted Williams	G	8m. 3099	
14311	(June 29)	Lake Texoma	G	8m. 3105	
14312	(July 27)	Rainbow Chasers	G	8m. 3129	
14313	(Aug. 24)	Bridle Belles	F	8m. 3155	
(1951-52) (13)					
24301	(Sept. 28)	Channel Swimmer	G	9m. 3179	
24302	(Oct. 19)	Touchdown Town	G	9m. 3195	
24303	(Nov. 16)	Backyard Hockey	G	9m. 3212	
24304	(Dec. 14)	Feathered Bullets	G	9m. 3212	
24305	(Jan. 11)	Winter Holiday	G	9m. 3212	
THE MOVIES AND YOU					
(All-Industry Shorts)					
14801	(Sept. 13)	The Costume Designer	E	9m. 2769	
WALT DISNEY CARTOONS (18)					
(Technicolor)					
(C—Chip'm Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
14101	(Sept. 1)	Hook, Lion And Sinker (D)	G	7m. 2965	
14102	(Sept. 22)	Camp Dog (P)	G	7m. 2965	
14103	(Oct. 13)	Bee At The Beach (D)	F	7m. 2974	
14104	(Nov. 3)	Hold That Pose (G)	G	7m. 2998	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
14105	(Nov. 24)	Morris The Midget	G	8m. 2938	
14106	(Dec. 15)	Out On A Limb (D)	G	7m. 3013	
14107	(Jan. 5)	Lion Down (G)	G	7m. 3013	
14108	(Jan. 19)	Chicken In The Rough	G	7m. 3035	
14109	(Feb. 9)	Cold Storage (P)	E	7m. 3040	
14110	(Mar. 2)	Dude Duck (D)	F	7m. 3056	
14111	(Mar. 23)	Homemade Home (G)	F	7m. 3065	
14112	(Apr. 6)	Corn Chips (D)	G	7m. 3064	
14113	(Apr. 27)	Cold War (S)	G	7m. 3087	
14114	(May 18)	Plutopia (P)	G	7m. 3087	
14115	(June 8)	Test Pilot Donald (D)	G	7m. 3098	
14117	(July 20)	Lucky Number (D)	G	7m. 3129	
14118	(Aug. 10)	R'Coon Dawg (M)	G	7m. 3155	
(1951-52) (18)					
24101	(Aug. 31)	Get Rich Quick (G)	E	6m. 3195	
24102	(Sept. 21)	Cold Turkey (P)	G	7m. 3179	
24103	(Oct. 12)	Fathers Are People (G)	E	7m. 3194	
24104	(Nov. 2)	Out Of Scale (D)	G	7m. 3209	
24105	(Nov. 23)	No Smoking (G)	E	6m. 3209	
24106	(Dec. 14)	Bee On Guard (D)	E	6m. 3209	
24107	(Jan. 4)	Father's Lion (G)	E	6m. 3209	
24108	(Jan. 18)	Donald Applecore (G)	E	6m. 3209	
24109	(Dec. 24)	Lambert The Sheepish Lion (S)	E	6m. 3209	
24110	(Feb. 24)	Hello Aloha (G)	E	6m. 3209	
24111	(Mar. 21)	Two Chips And A Miss (C)	E	6m. 3209	
24112	(Apr. 4)	Man's Best Friend (G)	E	6m. 3209	
24113	(Apr. 25)	Let's Stick Together (D)	E	6m. 3209	
24114	(May 16)	Two-Gun Goofy (G)	E	6m. 3209	
24115	(June 6)	Susie, The Little Blue Coupe (S)	E	6m. 3209	
24116	(June 27)	Teachers Are People (G)	E	6m. 3209	
24117	(July 18)	Uncle Donald's Ants (D)	E	6m. 3209	
24118	(Aug. 8)	The Little House (S)	E	6m. 3209	
WALT DISNEY REISSUES (6)					
(Technicolor)					
4701	(Oct. 27)	The Moth And The Flame	E	8m. 2975	
14702	(Dec. 29)	Donald's Golf Game	E	8m. 2985	
14703	(Feb. 23)	Merbabies	E	9m. 2985	
14704	(Apr. 20)	The Practical Pig	E	8m. 2985	
14705	(July 6)	Polar Trappers	E	8m. 2985	
14706	(Aug. 24)	The Old Mill	E	9m. 2985	
Republic					
SERIALS (4)					
5181	(July 14)	Government Agents Vs. Phantom Legion	F	12ep. 3167	
5182	(Sept. 26)	Pirates' Harbor (Reissue Of Haunted Harbor)	G	15ep. 3167	
One Reel					
THIS WORLD OF OURS (6)					
(Tricolor)					
5085	(July 15)	Belgium	G	9m. 3137	
5086	(Sept. 1)	Switzerland	G	9m. 3165	
5087	(Nov. 1)	Italy	F	9m. 3200	
5088	(Dec. 15)	Egypt	F	9m.	
20th Century-Fox					
Two Reel					
THE MARCH OF TIME (6)					
(Vol. 17)					
(Feb.)		No. 1—Strategy For Victory	G	17 1/2m. 3028	
(Mar.)		No. 2—Flight Plan For Freedom	E	18 1/2m. 3049	
(Apr.)		No. 3—The Nation's Mental Health	E	19m. 3072	
(June)		No. 4—Moroccan Outpost	G	17m. 3098	
(Aug.)		No. 5—Crisis In Iran	E	18 1/2m. 3129	
(Aug.)		No. 6—Formosa	E	17m. 3136	
One Reel					
SPORTS REVIEW (26)					
(T—Technicolor)					
3101	(Jan.)	Arrow Artistry	F	9m. 3056	
3102	(Mar.)	Let's Go Marlin Fishing (T)	G	10m. 3065	
3103	(June)	Mr. Basketball	G	9m. 3120	
3104	(Aug.)	Football Winning Ways	G	10m. 3166	
3105	(Oct.)	Accent On Balance	G	9m.	
3106	(Dec.)	Untitled	G	9m.	
TERRYTOONS (26)					
(Technicolor)					
5101	(Jan.)	The Talking Magpies In Rival Romeos	F	7m. 2965	
5102	(Jan.)	Nutsy In Squirrel Crazy	G	7m. 3021	
5103	(Feb.)	Little Roquefort In Three Is A Crowd	G	7m. 3021	
5104	(Feb.)	Woodman Spare That Tree	F	6 1/2m. 3013	
5105	(Mar.)	Half Pint In Stage Struck	F	7m. 3021	
5106	(Mar.)	Super Mouse In Sunny Italy	G	7m. 3021	
5107	(Mar.)	Gandy Goose In Songs Of Erin	G	7m. 3021	
5108	(Apr.)	The Talking Magpies In Bulldozing The Bull	F	6m. 3040	
5109	(Apr.)	Gandy Goose In Spring Fever	F	6 1/2m. 3051	
5110	(May)	Mighty Mouse In Goons From The Moon	G	7m. 3065	
5111	(May)	Little Roquefort In Musical Madness	F	7m. 3056	
5112	(June)	Half Pint In Elephant Mouse	G	7m. 3065	
5113	(June)	The Talking Magpies In The Rainmakers	G	7m. 3065	
5114	(June)	Mighty Mouse In Injun Trouble	F	7m. 3120	
5115	(July)	Little Roquefort In Seasick Sailors	F	7m. 3098	
5116	(July)	The Terry Bears In Tall Timber	F	7m. 3105	
5117	(Aug.)	Aesop's Fables: Golden Egg Goose	G	7m. 3120	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5118	(Aug.)	Mighty Mouse In A Swiss Miss	G	7m. 3120	
5119	(Sept.)	Heckle And Jeckle In Steeple Jacks	G	7m. 3120	
5120	(Sept.)	Terry Bears In Little Problems	G	7m. 3120	
5121	(Oct.)	Little Roquefort In Pastry Panic	F	7m. 3136	
5122	(Oct.)	The Helpful Geni	G	7m. 3166	
5123	(Nov.)	Heckle and Jeckle In 'Sno Fun	G	7m. 3167	
5124	(Nov.)	Mighty Mouse In A Cat's Tale	E	7m. 3166	
5125	(Dec.)	Beaver Trouble	G	7m. 3166	
5126	(Dec.)	Little Roquefort In The Haunted Cat	G	7m. 3166	
(1951-52)					
(.....)		Heckle And Jeckle In Movie Madness	F	7m. 3195	
(Reissues) (4)					
5127	(Jan.)	Lucky Duck	G	7m. 3013	
5128	(Feb.)	The Bird Tower	G	7m. 3012	
5129	(Apr.)	Shipyards Symphony	E	6m. 3043	
5130	(May)	Temperamental Lion	F	7m. 3074	
(1951-52) (4)					
5227	(Jan.)	Harvest Time	G	7m.	
5228	(Feb.)	Plain Goofy	G	7m.	
5229	(Apr.)	First Robin	G	7m.	
(1951-52)					
5201	(Jan.)	Papa's Little Helpers	G	7m.	
5202	(Jan.)	Movie Madness	F	7m.	
5203	(Jan.)	The Mechanical Bird	G	7m. 3201	
5204	(Feb.)	Heckle and Jeckle In Sea-side Adventure	F	7m. 3211	
5205	(Mar.)	Little Roquefort In City Slicker	G	7m. 3209	
5206	(Mar.)	Mighty Mouse In Prehistoric Per			

THE NATIONAL RELEASE DATE GUIDE

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
NOVEMBER The Barefoot Mailman R. Cummings, T. Moore, J. Courland (Supercinecolor) The Harlem Globetrotters T. Gomez, D. Dandridge, Harlem Globetrotters Son Of Dr. Jekyll L. Hayward, A. Knox, J. Lawrence Valley Of Fire G. Autry, P. Buttram, R. Hayden	NOVEMBER Superman and the Mole Men G. Reeves, P. Coates F.B.I. Girl C. Romero, A. Totter, G. Brent	NOVEMBER An American In Paris G. Kelly, O. Levant, L. Caron (Technicolor) Too Young To Kiss J. Allyson, V. Johnson The Unknown Man W. Pidgeon, A. Harding, B. Sullivan	NOVEMBER Lawless Cowboys, W W. Wilson Flight To Mars M. Chapman, C. Mitchell, (Cinecolor) The Longhorn W. Elliott, P. Coates, Z. Murray Crazy Over Horses Bowery Boys, G. Saunders	NOVEMBER When Worlds Collide R. Derr, B. Rush, L. Keating (Technicolor) Detective Story K. Douglas, E. Parker, W. Bendix H. McMahon Submarine Command W. Holden, N. Olson, W. Bendix,	NOVEMBER The Blue Veil J. Wyman, C. Laughton, J. Blondell The Whip Hand C. Balenda, E. Reid, E. Barrier Hot Lead, W T. Holt, J. Dixon The Racket R. Mitchum, R. Ryan, L. Scott Jungle Of Chang (Documentary) (Swedish-made) (Produced in Siam) (English commentary)	NOVEMBER The Sea Hornet R. Cameron, A. Mara Desert Of Lost Men, W A. Lane, N. E. Kay, R. Elliott Street Bandits P. Edwards, R. Clarke, R. Bancroft	NOVEMBER Let's Make It Legal C. Colbert, M. Carey, Z. Scott Anne of the Indies L. Jourdan, D. Paget, J. Peters (Technicolor) Golden Girl M. Gaynor, D. Robertson, J. Barton (Technicolor)	NOVEMBER Tom Brown's School Days J. H. Davies, R. Newton, D. Wynyard (English-made) (Minter) Fort Defiance D. Clark, B. Johnson (Melford) (Cinecolor) A Christmas Carol A. Sim, K. Harrison, J. Warner (English-made) (Desmond-Hurst)	NOVEMBER Cave Of Outlaws M. Carey, A. Smith, V. Jary (Technicolor) The Lady Pays Off L. Darnell, G. Perreau, S. McNally The Raging Tide S. Winters, R. Conie, S. McNally The Lavender Hill Mob A. Guinness, S. Halloway (English-made)	NOVEMBER Close To My Heart R. Milland, G. Tierney, F. Bainter The Tanks Are Coming S. Cochran, P. Carey, M. Aldon
DECEMBER Ten Tall Men B. Lancaster, J. Lawrence, G. Roland (Technicolor) The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holdren, T. Romano Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W C. Starrett, S. Burnette	DECEMBER Tales Of Robin Hood R. Clarke, M. Hatcher, B. Weldon The Great Adventure D. Price, J. Hawkins (English-made)	DECEMBER The Light Touch S. Granger, P. Angeli, G. Sanders (Made in Italy) Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	DECEMBER Texas Lawmen, W J. M. Brown Northwest Territory K. Grant, G. Saunders, Chinook Stage To Blue River, W W. Wilson	DECEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor)	DECEMBER Double Dynamite J. Russell, F. Sinatra, G. Marx Overland Telegraph, W T. Holt, R. Martin, G. Davis	DECEMBER The Wild Blue Yonder W. Corey, V. Ralston, F. Tucker Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez Storm Bound C. Dowling, A. Checcki (Italian-made)	DECEMBER The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Bayonets R. Basehart, M. O'Shea, G. Evans Elopement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	DECEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest Week-End With Father V. Heflin, P. Neal, R. Denning Pool Of London B. Colleano, S. Shaw, R. Asherson (English-made) The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)	DECEMBER Starlift D. Day, G. MacRae, R. Roman, G. Nelson, J. Rule, and guest stars Captain Blood (Re-release) E. Flynn, O. DeHavilland, B. Rathbone Distant Drums G. Cooper, M. Aldon (Technicolor)	DECEMBER Jan. 1—New Year's
JANUARY Boots Malone W. Holden, J. Stewart, S. Clements Indian Uprising G. Montgomery, A. Long (Supercinecolor) Storm Over Tibet R. Reason, D. Douglas The Old West G. Autry, G. Davis, P. Buttram Smoky Canyon, W C. Starrett, S. Burnette, J. Mahoney	JANUARY For Men Only P. Henreid, M. Field Man Bait G. Brent, M. Chapman (English-made)	JANUARY Westward The Women R. Taylor, D. Darcel, J. McIntire It's A Big Country All-Star Cast Pandora And The Flying Dutchman J. Mason, A. Gardner, N. Patrick (Made in Europe) (Technicolor)	JANUARY Aladdin And His Lamp J. Sands, P. Medina, D. Erdman (Cinecolor) The Steel Fist R. McDowall, K. Miller Texas City, W. J. M. Brown, J. Ellison, L. Hall	JANUARY Hong Kong K. Reagan, R. Fleming (Technicolor) Tembo Howard Hill Documentary (Anscocolor) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn)	JANUARY On Dangerous Ground R. Ryan, I. Lupino, W. Bond Woman In The Dark R. Elliott, P. Edwards, R. Vallin A Lady Possessed J. Mason, J. Havoc, P. Kellino	JANUARY Captive Of Billy, W The Kid, W A. Lane, P. Edwards, C. Bevans The Model And The Marriage Broker J. Crain, S. Brady, T. Ritter Decision R. Basehart, G. Merrill, H. Neff (Made in Germany) Japanese War Bride S. Yamaguchi, D. Taylor, C. Mitchell, M. Windsor,	JANUARY The Lady Says No D. Niven, J. Caulfield (Ross-Stillman) Chicago Calling D. Duryea, M. Anderson (Berneis) Another Man's Poison B. Davis, G. Merrill, E. Williams (Angel) (Made in England)	JANUARY The Lady Says No D. Niven, J. Caulfield (Ross-Stillman) Chicago Calling D. Duryea, M. Anderson (Berneis) Another Man's Poison B. Davis, G. Merrill, E. Williams (Angel) (Made in England)	JANUARY Flame Of Arab M. O'Hara, J. Chandler, M. Reed (Technicolor) Bright Victory A. Kennedy, P. Dow, J. Edwards Finders Keepers T. Ewell, J. Adams, E. Varden The Cimarron Kid A. Murphy, B. Tyler, J. Best (Technicolor)	JANUARY I'll See You In My Dreams D. Day, D. Thomas, F. Lovejoy, P. Wymore Room For One More C. Grant, B. Drake, I. Mann

HOLIDAYS
Jan. 1—New Year's

REALITY
Nov.—Bride Of The Gorilla—L. Chaney, T. Conway, B. Payton (Broder)
Dec.—The Bushwhackers—W. Morris, L. Tierney, M. Dell (Broder)
Jan.—The Thundering Trail—L. LaRue, A. St. John, S. Anglim

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EXHIBITOR

JANUARY 1952

M	T	W	T	F	S
	1	2	3	4	5
		9	10	11	12
		16	17	18	19
		23	24	25	26
		30	31		



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about "PHONE CALL FROM A STRANGER", 20th Century-Fox's adult film about the Double Standard*. It's another "Letter to Three Wives" and "All About Eve". **SHELLEY WINTERS** is sensational. **GARY MERRILL**, **MICHAEL RENNIE** and **KEENAN WYNN** are outstanding. **BETTE DAVIS** is devastating. "PHONE CALL FROM A STRANGER" IS FOR YOU!!

*If you don't know what this means, ask your wife---and then duck!

There's No Business Like 20th Century-Fox Business!

Vol. 47 Number 9
In Two Sections: Section One

JANUARY 2, 1952

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

Featuring **THE SERVICESECTION**

**THE BEST WAY
TO SAY HAPPY
NEW YEAR:**

**"Give them
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**Leo Rings the
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"LONE STAR" — The Battle of Texas and the Battle of the Sexes. Clark Gable and Broderick Crawford fight for gorgeous Ava Gardner. Cast includes Lionel Barrymore, Beulah Bondi. It's BIG in Love and Action with Box-Office written all over it!

"SINGIN' IN THE RAIN" — The producer of "Show Boat" and "An American In Paris" does it again! A GREAT Technicolor musical. Gene Kelly, Donald O'Connor, Debbie Reynolds, Jean Hagen, Millard Mitchell, Cyd Charisse.

"IVANHOE" — The "Quo Vadis" company brings the world another giant production. The famed novel in all its glory, filmed in Technicolor in actual locations. Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, Emlyn Williams, Robert Douglas, Guy Rolfe.

"BELLE OF NEW YORK" — Fred Astaire, Vera-Ellen, Marjorie Main, Keenan Wynn, Alice Pearce, Clinton Sundberg, Gale Robbins bring the fans a joyous M-G-M Technicolor musical featuring a "Dancing on Air" novelty that's sensational.

"SCARAMOUCHE" — Public demand for Big, romantic dramas of "The Three Musketeers" type is answered by the director of that famed hit in a new thrill-packed Technicolor dramatization of the swashbuckling novel "Scaramouche". Stewart Granger, Eleanor Parker, Janet Leigh, Mel Ferrer, Henry Wilcoxon, Nina Foch, Lewis Stone, Richard Anderson.

"SKIRTS AHOY!" — Packed with entertainment for the masses is this rollicking romance of the WACs and their boy friends. Technicolor musical dynamite with a breezy star cast: Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Brasselle, De Marco Sisters, Dean Miller and Guest Stars, Vera-Ellen, Ricardo Montalban, Billy Eckstine. A Wow!

"JUST THIS ONCE" — Winchell told the nation the good news in his syndicated column: "'Just This Once', a new M-G-M film is rated a click 'sleeper' by the trade." Once in a decade alone comes a comedy howl that rocks the nation. This is it. Janet Leigh, Peter Lawford, Lewis Stone, Marilyn Erskine, Richard Anderson.

"WESTWARD THE WOMEN" — The producer and director of "Battleground" have delivered again. It's all about women, 200 of them, in a dangerous pioneering journey across the nation to marry men they never saw! Robert Taylor, Denise Darcel, the "Battleground" girl, Hope Emerson, John McIntire.

"THE WILD NORTH" — The co-director of "King Solomon's Mines" and its handsome star Stewart Granger team again in a smashing Ansco Color drama. Wendell Corey and beautiful Cyd Charisse co-star. Packed with thrills: the avalanche, the wolf attack, the duel in the rapids topped by the searing romance of Granger and Charisse, the Indian maid. Primitive love in a wild setting.

"THE MERRY WIDOW" — Magic words that excite. And the most exciting team in years, Lana Turner and Fernando Lamas, brings it to brilliant Technicolor life. Here are spine-tingling dreams of romance and pulse-stirring songs in a rapturous musical. Cast includes: Una Merkel, Richard Haydn, Thomas Gomez, John Abbott, Marcel Dalio, King Donovan, Robert Coote, Sujata.

"LOVELY TO LOOK AT" — M-G-M gives you another great musical. Glamorous stars, Adrian's fabulous gowns, Jerome Kern's irresistible music, Technicolor glory. It's Box-Office! Terrific cast includes: Kathryn Grayson, Red Skelton, Howard Keel, Ann Miller, Marge & Gower Champion, Sza Sza Gabor, Kurt Kaszner.



And These Are The Titles To Remember For Future Months:

"One Piece Bathing Suit" (Esther Williams, Victor Mature, Walter Pidgeon, Donna Corcoran) • "Carbine Williams" (James Stewart, Wendell Corey, Jean Hagen) • "Pat and Mike" (Spencer Tracy, Katharine Hepburn) • "Because You're Mine" (Mario Lanza) • "Plymouth Adventure" (Spencer Tracy, Deborah Kerr) • "Young Bess" (Charles Laughton, Jean Simmons) • "Three Love Stories" (Cast to be announced) • "Prisoner of Zenda" (Stewart Granger) • and many more.

JUST A FEW OF THE BIG ONES FOR 1952!
And of course the Biggest: "QUO VADIS"!



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PLAUDITS of the week go to the western exchange which was the victim of a robbery. The loot included collections for the Will Rogers Memorial Hospital, so the exchange, even though uninsured, replaced the amount taken by the crook.



A SCENE often seen in crime pictures was repeated recently when a drive-in manager who had stolen money was apprehended by detectives who found a bus express slip, traced it, and thereby learned that the manager had sent the money to a fictitious person in a nearby town, intending to pick it up himself later.



AN EXHIBITOR association has passed a resolution protesting the use of certain gags by a movie comedian appearing on TV. It is claimed that the gags are used in TV before they are seen in pictures. And they probably can all be found in Joe Miller's joke book even before they were seen on TV.



WHEN an eastern cashier took money from the theatre cash box without permission, she left a note saying, "I wish there was more to take". P. S.—The police were notified.



A CASHIER in a foreign theatre not only refused to be intimidated when a 10-year-old hoy pointed a gun at her, and demanded money, but she grabbed the gun as the lad ran away. Later, when the boy asked for his gun back, and offered to pay her if she would forget about the incident, she had him arrested.

—H. M. M.

I N D E X

Vol. 47, No. 9

JANUARY 2, 1952

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THE COVER PHOTO

in a symbolic portrait recently made in Toronto, J. J. Fitzgibbons, Jr., president, Famous Players Canadian Corporation, like many exhibitors, faces the new year with a confident smile in anticipation of a brighter future for the industry.

EXHIBITOR

Vol. 47, No. 9



JANUARY 2, 1952

UA Reaches Its Objective

ONE of the most noteworthy trade accomplishments during 1951 was the effect of the entrance of new blood into United Artists and the heroic job of the organization headed by President Arthur Krim in getting the company into a solid position.

OFTEN this department has stated that what this business needs is greater competition in the form of more and better pictures, and in this phase United Artists is important.

WHILE UA's share of hits has not been as great as those of other companies, by managing to stay on the right side of the ledger, and with strong plans for the future, the trade can expect big things from the unit.

THAT this sentiment is also that of independent exhibitors is evident in a recent bulletin of North Central Allied, with headquarters in Minneapolis, which stated:

"Every time an exhibitor helps a so-called 'little' company, he helps himself. It is only through keeping such companies as United Artists in business and successful that the exhibitor has any protection at all from the demands of the bigger companies. . . . The necessity of supporting the efforts of such companies as United Artists to deliver good product is obvious. . . . If United Artists is successful in its efforts to pull itself up by its bootstraps, and deliver that kind of product on which both you and it can prosper, everyone will benefit."

AND THE RECORD now shows that UA has pulled itself up by its bootstraps.

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FAMOUS PLAYERS PARTNERS AND EASTERN DIVISION EXECUTIVES ARE PICTURED AT THE CIRCUIT'S RECENT CONFERENCE AT STE. MARGUERITE, QUEBEC.

Canada Shows The Way

Famous Players Canadian Corporation Accents Bettering Its Relations



At the meeting of Famous Players managers in Winnipeg, L. I. Bearg, left, awards a 25-year pin to Luca Francis, Metropolitan, Regina, while John Pungente, manager, Capitol, Brandon, another new 25-Year Club member, looks on with E. A. Zorn, who is supervisor of the prairie provinces.

WHILE the improvement of public relations continues to get a full share of attention, the matter of bettering relations with personnel of theatres is often slighted. Famous Players Canadian Corporation recently pointed up the importance of maintaining good personnel relations when it conducted a series of two-day conferences with partners, associates and managers in Vancouver, Banff, Winnipeg, Ste. Marguerite, Quebec, and Niagara Falls.

Theme of the meetings was expressed by Famous Players President J. J. Fitzgibbons as he urged, "We must interest our personnel in our business, and they must be trained to give the kind of personalized service our industry was noted for in the past, the kind of service that today distinguishes modern air lines and other businesses serving the public."

Two important plans for the improvement of employe relations were introduced at the meetings, and already are

being put into execution in some test theatres of the circuit. The first plan is a revival of the "suggestion box" idea in the form of a pocket-size booklet. Famous Players personnel are invited to jot down in the booklet their suggestions for the improvement of service to the company's patrons. The books are collected each month by managers, who turn them over to district managers. The district managers make nominal cash awards for the best ideas submitted, and the books are then turned over to division managers, who make larger awards on the basis of overall value to the company.

"Staff Week" is another experiment decided upon at the conferences. The idea is to turn the complete operation of certain theatres over to the staffs, under the supervision of managers, who will act in advisory capacities only, for one week. The staffs will elect their own managers and executive staffs for the week. The plan has worked well.



Famous Players President J. J. Fitzgibbons presents the 25-Year Club pin to Maynard Joiner, supervisor, Vancouver downtown and Victoria, B. C. theatres. Looking on are Bearg, Frank Gow, British Columbia supervisor, and R. W. Bolstad, Famous Players vice-president. The presentation took place at the circuit's meeting of partners and western division heads at Banff, Alberta.



Fitzgibbons congratulates four managers of his circuit's Ontario theatres upon their successful completion of "Staff Weeks" at their houses. From left are Fitzgibbons, Len Grouin, Paramount, Peterborough; Bill Burke, Capitol, Brantford; Harry Wilson, Capitol, Chatham, and Al Hartshorn, Regent, Oshawa. During "Staff Weeks," theatre personnel took over operation.



Pictured at the Famous Players meeting in Quebec are, from left, R. S. Roddick, Maritime Provinces supervisor; J. Harper Kent, Bathurst, New Brunswick, newest partner of the circuit; Fitzgibbons, and Bolstad. The Quebec conference was one of a series conducted in six cities in various sections of Canada to formulate plans for the improvement of relations with personnel.



Displays of various kinds were featured at most of the meetings. The one above is an exhibit of advertising art in its original form, and was prepared by the Famous Players home office publicity department for the meeting in Quebec. Other exhibits were centered around sale of concession items, some of them showing the standings in an extra profits contest.



Chow time at the Quebec meet finds Norman S. Robertson, Toronto, and Gaston Pratte, Quebec, Famous Players directors, having their plates heaped high. In the foreground is vice-president Bolstad, also taking time out.



Pepsi Cola Company provided refreshments at the meetings, and here Jack Arthur, a Famous Players supervisor, is served by two attractive attendants at the Quebec conclave. The bar also was a display in a confections talk.

Mel Konecuff's NEW YORK

LAST WEEK saw Jerry Pickman, Paramount's director of advertising, publicity, and exploitation, elected to a vice-presidency as well as to the board of directors. This speaks pretty well for Pickman as well as for Paramount, Pickman doing an excellent job and the company recognizing this. At any rate, we wish him all the best.



KONECUFF

NEWSREELS: Paramount has gotten out a 16-page booklet entitled "The Truth About Newsreels", which states, among other things, that a recent survey revealed that 83 per cent of the movie-going public prefers to attend theatres that show newsreels; theatre-presented newsreels are better than similar TV presentations due to expert editing and smooth finish; they are fast, too, in getting topical news across from the large screen, and they really make a theatre program complete. It's an investment that wise showmen have found worthwhile.

PICTURE DEPT.: Last week, we saw the latest Warner entry, "Room For One More", with Cary Grant and Betsy Drake, and it is just about one of the most entertaining pictures we have seen in some time. It's a big one for everybody.

THE METROPOLITAN SCENE: More holiday greetings are in from Jerry Pickman, Al Horwits, Steve Edwards, Herb Steinberg, Jack Levin, Si Seadler, Syd Gross, Sherry Kane, Kilburn Clark, Sam Kestenbaum, Charles Einfeld, Bill Snyder, Leon Roth, Tom Loy, Phil Gerard, Phil Williams, John Flinn, Madeline White, Jeff Livingston, Ed Lachman, George Walter, Arthur Rettig, Dolores Strickland, Joseph Vnenchak, H. M. Emberling, Charlie Schlaifer, Walt Disney and staff, I. Sparber, and Seymour Kneitel. . . . Okeh press-books are out on "Tom Brown's School-days", "Silver City", and "My Favorite Spy."

AND A HAPPY NEW YEAR TO ALL!



Seen, left to right, are: David A. Liptan, U-I vice-president in charge of advertising and publicity; Alfred E. Daff, vice-president and director of world sales; William Gaetz, in charge of production, and Charles J. Feldman, domestic sales manager, mapping plans for the campaign on "Bend of the River" at the recent coast conferences.

20th-Fox Convention On Jan. 7 In New York

NEW YORK—Twentieth Century-Fox will hold its annual sales convention at the company's home office on Jan. 7-11, it was announced last week by Al Lichtman, director of distribution.

Long range plans and policies will be set at the five-day meeting.

Personnel attending the sessions will include executives of the company, 31 domestic branch managers, seven division chiefs, representatives of the international organization and members of the advertising, exploitation, and publicity department.

During the sessions the delegates will witness four films, including the Easter release "With A Song In My Heart," "Viva Zapata!", "5 Fingers", and "Return of the Texan."

Lichtman will preside at all sessions, with the round-table discussions led by Lichtman, W. C. Gehring, assistant general sales manager; Edwin W. Aaron, western sales manager, and Arthur Silverstone, eastern sales manager.

President Skouras will participate in all sessions of the convention, while vice-president Charles Einfeld will outline advertising, exploitation, and publicity plans to the conventioners, assisted by his department heads.

For the first time in sales convention history, territorial heads of 20th Century-

Holidays Help Broadway Grosses

NEW YORK—Helped by the holiday, business spurted in the Broadway first-runs last weekend. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"DISTANT DRUMS" (WB). Warner reported \$55,000 for the opening week.

"DOUBLE DYNAMITE" (RKO). Paramount, with stage show, claimed \$138,000 for the first eight days.

"DECISION BEFORE DAWN" (20th-Fox). Rivoli did \$40,000 on the second week.

"ELOPEMENT" (20th-Fox). Roxy, with stage show, hit \$70,000 on the opening week.

"I'LL SEE YOU IN MY DREAMS" (WB). Radio City Music Hall, with Christmas stage show, took in \$102,000 from Thursday through Sunday, with the fourth week sure to top \$178,000.

"I WANT YOU" (Goldwyn-RKO). Criterion claimed \$32,000 for the second week.

"MY FAVORITE SPY" (Para.). Globe opened to a \$45,000 week.

"DETECTIVE STORY" (Para.). Mayfair did \$37,000 on the eighth week.

"QUO VADIS" (MGM). Astor, with reserved seat policy, hit \$19,000 on the eighth week.

"DEATH OF A SALESMAN" (Col.). Victoria expected the second week to hit \$45,000.

"FLAME OF ARABY" (U-I). Loew's State announced \$12,000 for the second, and last, week.

Fox's international organization will join with the firm's domestic representatives at the meeting, it was announced by Murray Silverstone, president, International Corporation.

Arriving to attend the sessions are Albert Cornfield, managing director for Europe, Scandinavia, North Africa, and the Middle East, with headquarters in Paris; Edward D. Cohen, supervisor for all South and Central America, with offices in Buenos Aires, and Edward Ugast, Far East manager, whose base of operations is in Singapore.

Joining with them in the sessions will be International Corporation vice-president Emanuel Silverstone and Leslie Whelan, director of advertising and publicity for the foreign field.

SEC Reveals Transactions

WASHINGTON—The Securities and Exchange Commission announced the following transactions last week:

PARAMOUNT PICTURES—Barney Balaban, president, acquired by exercise of option-warrants 30,000 shares of common.

WARNERS—Harry M. Warner, president, made gifts of 2,300 shares of common in November. He holds 248,300 shares of the common, and has trust holdings totaling 16,000 shares.

UNITED PARAMOUNT THEATRES—A. H. Blank, director, made a gift of certificates of interest of common, decreasing his direct holdings to 3,095 shares.



Sid Mesibav, Paramount's exploitation manager, recently presided in New York at a meeting of merchandising representatives of 18 firms that set tieups for Cecil B. DeMille's "The Greatest Show On Earth."

Industry Thanked For Aid In Germany

NEW YORK—The Motion Picture Association of America disclosed last fortnight that the High Command in Western Germany had paid tribute to the films of Hollywood for widespread aid in combatting Communism in that country. Thousands of East Berlin residents are crossing the zonal border lines daily to see American films and those of other western countries in preference to the propaganda-weighted films exhibited in East Berlin theatres. Only persons holding Soviet zone identification cards are admitted. A report from the office of the High Commissioner for Germany discloses that motion pictures from the free nations lured nearly two million East Germans across the boundary lines during the first 10 months of this year.

The special project was started a year ago, west zone film distributors cooperating with the participating theatres.

The MPAA said, "The programs consist predominantly of American-made features, documentaries, and newsreels, and are recognized by HICOG as playing a vital part in the ideological war being waged at close range in the divided German capital. The impact of these films



Y. Frank Freeman, left, Paramount studio head, recently played host to Mort Berman, manager, Orpheum, Springfield, Ill., and his family at luncheon in the studio commissary. Berman won a trip to Hollywood in a national exploitation contest conducted for Hal Wallis' "The Furies."

on the minds of thousands who live under Soviet dictate and who are otherwise denied the opportunity of seeing films from the Western countries has been effective and important, according to American observers."

HICOG has officially commended the film industry for its "major contribution" in the fight against Communism in Germany."

Durante Denied Application

NEW YORK—In a decision rendered last fortnight by Justice Cohalan, Supreme Court of the State of New York, the application of Jimmy Durante for an injunction against Paramount Pictures Corporation, Dean Martin and Jerry Lewis, Hal B. Wallis, and others, to enjoin the distribution of "That's My Boy" was denied. Louis Nizer, of Phillips, Nizer, Benjamin, and Krim, represented the defendants.

Durante claimed that the words "That's My Boy" had been made famous by him as an expression in the course of his many performances, and therefore, the title of the Martin and Lewis picture interfered with his ownership of the expression. The court expressed "grave doubt" about the eventual success of Durante's claim, and denied the motion.

Robbins Celebrates 30th

NEW YORK—Herman Robbins, president, National Screen Service, last week celebrated his 30th year with National Screen Service. The company's existence dates back 32 years.

Robbins began his career with The New York Evening World. He was with Fox Film Company, as assistant to Winnie Sheehan, and later became that company's general sales manager.

Douglas Fairbanks, Jr. proudly announces



for
BETTE DAVIS

at
her
electrifying
best!

"ANOTHER MAN'S POISON"

GARY MERRILL · EMDYN WILLIAMS

A Douglas Fairbanks, Jr. and Daniel M. Angel presentation • Also starring Anthony Steel (By permission of J. Arthur Rank Productions.) Ltd. • with Barbara Murray Reginald Beckwith • Edna Morris • Screenplay by Val Guest • From the play, "Deadlock," by Leslie Sands • Produced by Daniel M. Angel • Directed by Irving Rapper

another
BIG ONE
thru **UA**

THE INTERNATIONAL SCENE

Canadian Comment

In Toronto, Samuel Sternberg, 61, executive of B and F Theatres, died after an illness of several months. An industry pioneer, he started with Allen Theatres at Calgary in 1911. He had spent the last months in the private patients' pavilion of Toronto General Hospital. B and F is a local affiliate of Famous Players.

In Toronto, all of the officers of the Motion Picture Theatres Association of Ontario were reelected at a meeting of the board of directors. They are president, Harry S. Mandell, Toronto; vice-president, J. D. McCulloch, Petrolia; secretary-treasurer, Lou Rosefield, Hamilton, and executive secretary, Arch H. Jolley. Morris Stein is chairman, budget and finance committee, and Harland Rankin is membership chairman.

Blumberg Drive International

NEW YORK—"The Nate J. Blumberg Anniversary Drive", which started on Dec. 30, and which continues for 17 weeks until May 3, has been extended to include all foreign countries throughout the world where U-I pictures are exhibited, except those countries behind "The Iron Curtain", Alfred E. Daff, Universal director of world sales, announced last week.

Americo Aboaf, foreign sales manager, will head the foreign section of the worldwide sales drive in honor of the president of U-I. The winning foreign manager in the foreign phase of the drive will be given a trip to New York and Hollywood, which will be part of the cash awards to be distributed to the winners.

Tokyo Office Set By RKO

TOKYO—The RKO offices here were officially opened this week, William Schwartz, general manager, informed Phil Reisman, vice-president in charge of foreign distribution.

Offices were opened in the Kanesaka building. Under the direction of Leon D. Britton, Far East supervisor, the staff has been organized. Top men include T. Ishikawa, general sales manager; Y. Nakatsuka, chief accountant; M. Morita, publicity chief; K. Murai, Tokyo chief booker; M. Tamiwa, Tokyo sales; K. Shima, Nagoya sales, and branch managers A. Iga, Kyushu; S. Ueda, Nagoya, and H. Nakanishi, Osaka.

"Goliath" To Belgium

LONDON—Continuing the international "David And Bathsheba" good-will exploitation tour, Walter Talun departed from England last week for Belgium to make appearances in connection with the opening there of the Biblical epic.



Richard Kiefer, left, head, Kiefer Shows, circuit in Hardesty, Alberta, Canada, was a recent visitor with his wife, right, and friends to Paramount's coast studio. Arnold Moss was guide.

"Kangaroo" Tour Starting

NEW YORK—Start of the nationwide tour on behalf of 20th Century-Fox's "Kangaroo" will begin on Jan. 7 with the arrival of Loretta North from Australia. Sponsored by the Australian Embassy in Washington, Miss North, who won the all-Australia title of "Miss Kangaroo", will be accompanied by two live kangaroos on her coast-to-coast journey. Miss North is scheduled to fly here following her San Francisco arrival on Jan. 7, accompanied by Stirling Silliphant, publicity manager of the film company. Meanwhile, special exploitation representative Blake McVeigh will be in Washington to set plans with 20th Century-Fox's Washington representative, Anthony Muto, for her official reception by the Australian embassy and other members of the capital's diplomatic corps.

British Praise "Show"

LONDON—Fourteen British exhibitors operating 900 theatres in the United Kingdom last week cabled Cecil B. DeMille, saluting him for "The Greatest Show On Earth." The cable was signed by Alf Black, Charlie Brown, J. W. Davies, Herbert Fontaine, Sam Graham, Phil Hyams, Dick Hamer, Sam King, Southan Morris, Lou Morris, Harry Mears, Nobby Pearce, Mich Shipman, and Sol Sheckman.

Loew's, Italy In Agreement

ROME—It was disclosed last fortnight that the Italian government and Loew's had worked out a settlement of the company's tax difficulties.



Seen at the recent European premiere of Warners' "A Streetcar Named Desire" at the Cinema Paris in Berlin are Hans Kubaschewski, Warners' manager for Germany; M. Dau, manager, and Joseph Westreich, Warners' supervisor.

Jerry Pickman Elevated To Para. Vice-Presidency

NEW YORK—Barney Balaban, president, Paramount Pictures Corporation, and A. W. Schwalberg, president, Paramount Film Distributing Corporation, last week announced the election of Jerome Pickman, director of advertising, publicity, and exploitation, as a vice-president and member of the board of directors of Paramount Film Distributing Corporation. The action was taken at a special meeting of the board.

South America Seen As Bullish

NEW YORK—In a statement last week, A. F. Baldwin, export manager, National Theatre Supply, declared that complete confidence in the future of the business is being fully shown in other countries throughout the world. Some of these have television, too. Elaborate and very expensive construction of fine new indoor theatres is, in itself, the evidence of such complete confidence, he stated, and heavy investments are being made to create latest showcase theatres, the very finest in their countries.

In Brazil, there has not only been a veritable bonanza of nearly 50 new theatre buildings in the last year, but many existing houses have been completely re-decorated and reequipped with the latest and the best.

Large seating capacity theatres have been recently built in neighboring Mexico. The latest, Cine Florida, in Mexico City, slated to open in January, will boast of some 7,000 seats, a greater number than Radio City Music Hall.

In Cuba, a prominent banker and financier opened the lavish new Teatro Payret in Havana's heart just a few months ago.

As further evidence of complete confidence in the future of the industry, National Theatre Supply Export reports that the latest Simplex XL sound systems and Simplex XL projectors with associated equipment is being installed in these and many other countries of the world.

Broidy Named By MPIC

HOLLYWOOD—Steve Broidy, president, Monogram, last week was nominated vice-president, Motion Picture Industry Council, succeeding Gunther Lessing, who became president. At its regular monthly meeting, MPIC also adopted a resolution requesting Ned Depinet to accept another term as COMPO president.

It's A Boy

GLOVERSVILLE, N. Y.—A son, weighing seven pounds, 13 ounces, was born last week to Mr. and Mrs. Donald G. Schine at Littauer Hospital. The proud father, who is president, Darnell Theatres, Buffalo, is the son of Mr. and Mrs. Louis W. Schine, Schine Theatre Circuit, Inc.

Cohen To Cuba

NEW YORK—Wolfe Cohen, Warner's general foreign manager, left last week for a visit to the company's offices in Cuba and Mexico.

This Was The Week When . . .

Jules Lapidus, Warners' eastern and Canadian sales manager, held a meeting of the eastern, mid-Atlantic, and central district in Philadelphia. . . . RKO set area premieres of "Tembo" in Texas and the Oklahoma territories for later in January. . . . Warners held the special premiere of "I'll See You In My Dreams" at the Chicago, Chicago, for the St. Jude Hospital Fund. . . . 20th-Fox announced that campaigns in the \$15,000 prize exploitation contest on "The Day The Earth Stood Still" should be sent in as soon as possible.

Roy Haines, Warners western division sales head, presided over a two-day meeting of the midwest and prairie districts in Chicago. . . . RKO divisional sales manager and assistant began a tour of exchanges in the interests of the "Ned Depinet Drive." . . . U-I scheduled the gala premiere of "The Cimarron Kid" in Missouri, Kansas City, Oklahoma, Arkansas, and Texas, with Audie Murphy and Yvette Dugay on hand.

Four Troupes Set For Holiday Tours

HOLLYWOOD—Appreciation to the four troupes, totalling 80 Hollywood personalities, leaving for Christmas-New Year's entertainment of military forces throughout the world, was expressed last week by General John Christenberry, commanding officer, Army Special Services.

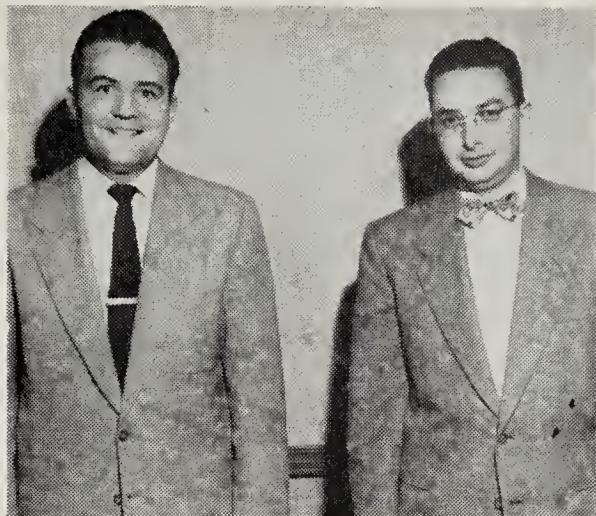
At a final briefing session for the performers in the offices of the Association of Motion Picture Producers, General Christenberry said that the significance of these tours is just another demonstration of the outstanding job being done by the industry in entertaining the men overseas, in the hospitals and at home bases.

"We look to the Hollywood Coordinating Committee for the necessary help in making these morale-building performances possible in cooperation with the stars who volunteer their services," said General Christenberry.

"With our military now spread to all parts of the world, the volume demand for entertainment now necessitates employment of professional acts and musicians through USO-Camp Shows. The Camp Shows are supported by the general public through their donations to Red Feather Community Chests, whose quotas must be met in order to continue this work."

President George Murphy, HCC, presided. Other officials in attendance were Abe Lastfogel, chairman, USO-Camp Shows; Lawrence Phillips, executive vice president, USO-Camp Shows, New York, and Colonel Joseph Goetz, Army Special Services, who presented technical details for those concerned.

Previous to take-off time, the group was addressed briefly by E. A. Roberts, president, United Defense Fund, which,



Charles G. Belmont, left, now heads RKO's foreign department 16mm. operation, while Arthur Herskovitz was recently promoted to the post of assistant Latin-American and Far Eastern manager.

in cooperation with Red Feather Community Chests across the country support USO-Camp Show projects, and Edward R. Valentine, chairman of the board, Los Angeles County Welfare area.

The itinerary includes four tours, one each to Korea-Japan, Alaska, Caribbean, and Europe-North Africa.

Names of the Hollywood stars and locations where they entertained the armed forces during the holiday season are as follows:

Slated for Alaska: Jean Darling, George Dolenz, Virginia Hall, Leonid Kinsky, Irene Martin, Ray Milland, Ava Norring, Ann Robin, and Akim Tamiroff; the Caribbean unit: Richard Allan, Harry Brown, Bob Hawk, Joyce McKenzie, Zachary Scott, Helene Stanley, Harry Tyler, Raymond Walburn, Pat Williams, and Joy Windsor; Europe-North Africa troupe: Betty Butler, Carleton Carpenter, Carolina Cotton, Tony Curtis, Janet Leigh, Arthur Loew, Jr., Walter Pidgeon, Debbie Reynolds, Barbara Ruick, Audrey Totter, Robert Tucker, and Keenan Wynn, and bound for the Korea-Japan area: Julia Adams, Keith Andes, Raymond Burr, Paul Douglas, Yvette Dugay, Johnny Grant, Piper Laurie, Richard Morris, Jane Nigh, Molly Picon, Mala Powers, Jan Sterling, and Beverly Tyler.

Trade Heads To Confer On Women's Enlistments

WASHINGTON—Plans for the industry's cooperation with the Defense Department in the promotion of the enlistment of women in the armed forces are expected to be completed on Jan. 18 at a luncheon which Defense Secretary Lovett will give in the Pentagon for about 20 leaders of the industry, it was revealed last week by Arthur L. Mayer, executive vice-president, COMPO, who has been in communication on the subject with Mrs. Anna Rosenberg, Assistant Defense Secretary, and other officers of the Defense Department.

Chosen by the Defense Department as the industry's spokesman, COMPO has sounded out several leaders in all branches of the business on the best manner in which the industry could handle the assignment, Mayer said. Suggestions have been made, he said, for the use of newsreels and the production of a short subject appealing to women to enlist in the various branches of the armed forces.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

RKO

"Tembo"—Exploitation show has the angles.

"Rashomon"—For the art spots.

"A Girl In Every Port"—Moderate program.

PARAMOUNT

"The Greatest Show On Earth"—Top-notch.

Depinet Heads RKO Corp.

NEW YORK—The first meeting of the newly elected board of directors of RKO Pictures Corporation was held last fortnight at which meeting all officers of the corporation were reelected, with the exception of Walter V. Derham, an assistant treasurer, who is on leave of absence due to ill health. The reelected officers are: Noah Dietrich, chairman of the board; Ned E. Depinet, president; J. Miller Walker, vice-president, general counsel, and secretary; William H. Clark, treasurer; Garrett Van Wagner, comptroller; Joseph J. Laub assistant secretary, and Edwin J. Smith, Jr., assistant treasurer.

Para. Issues Shorts Brochure

NEW YORK—The heaviest promotion campaign for newsreels ever undertaken by Paramount was launched last week with the distribution to exhibitors of a 16-page brochure entitled "The Truth About Newsreels." Prepared under the direction of Oscar A. Morgan, general sales manager, short subjects and Paramount News.

FOR
MEN
ONLY

More profit with **LIPPERT!**

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to Coast
over 1/4 Century


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THEATRES


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THE TIP-OFF ON BUSINESS


(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The rating given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. The rating given does not constitute the business of each individual engagement but an honest attempt is made to present a general average. By studying the ratings, which may be changed in accordance with newer information, exhibitors will be able to determine how to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (JANUARY 2, 1952)

Swell, topnotch, record-breaking or close to it in all types of houses. 

Just fair, nothing out of the ordinary, returns about average. 

Good, although not breaking the walls down, but solid returns. 

Disappointing, way below the average expected, decidedly off. 

The Week's Newcomers

ANOTHER MAN'S POISON
(89m.) (UA)



DEATH OF A SALESMAN
(111m.) (Columbia)



DECISION BEFORE DAWN
(119m.) (20th-Fox)



DISTANT DRUMS (101m.)
(WB)



DOUBLE DYNAMITE (80m.)
(RKO)



ELCPEMENT (82m.)
(20th-Fox)



FLAME OF ARABY (77½m.)
(U-I)



I WANT YOU (102m.)
(RKO)



MY FAVORITE SPY (93m.)
(Paramount)



WEEK-END WITH FATHER
(83m.) (U-I)



Continuing

A STREETCAR NAMED DESIRE
(125m.) (WB)



AN AMERICAN IN PARIS
(113m.) (MGM)



CALLAWAY WENT THATAWAY
(80m.) (MGM)



CLOSE TO MY HEART (90m.)
(WB)



DETECTIVE STORY (103m.) ...
(Paramount)



FIXED BAYONETS (92m.)
(20th-Fox)



FORT DEFIANCE (81m.)
(UA)



GOLDEN GIRL (108m.)
(20th-Fox)



HARD, FAST, AND BEAUTIFUL
(76m.) (RKO)



HONEYCHILE (90m.)
(Republic)



HOTEL SAHARA (87m.)
(UA)



I'LL NEVER FORGET YOU
(92m.) (20th-Fox)



I'LL SEE YOU IN MY DREAMS
(110m.) (WB)



MAN IN THE SADDLE (87m.)
(Columbia)



QUO VADIS (170m.)
(MGM)



SILVER CITY (90m.)
(Paramount)



STARLIFT (103m.)
(WB)



SUBMARINE COMMAND (87m.)
(Paramount)



TEN TALL MEN (97m.)
(Columbia)



THE LIGHT TOUCH (93m.)
(MGM)



THE RAGING TIDE (93m.)
(U-I)



THE STRANGE DOOR (81m.)
(U-I)



THE UNKNOWN MAN (86m.)
(MGM)



THE WILD BLUE YONDER (98m.)
(Republic)



TOO YOUNG TO KISS (89m.)
(MGM)



TWO TICKETS TO BROADWAY
(106m.) (RKO)



WESTWARD THE WOMEN
(118m.) (MGM)



PEOPLE

NEW YORK—Herb Drake, former general representative for Orson Welles and drama editor, the New York Herald Tribune, has been appointed eastern publicity and advertising director of Benagoss Productions for "The Green Glove", it was announced last week by Max E. Youngstein, vice-president, United Artists, and national director of advertising, publicity, and exploitation.

NEW YORK—Arnold M. Picker, United Artists' vice-president in charge of foreign distribution, last week announced the appointment of Eric Pleskow to the home office foreign staff. Pleskow was formerly Sol Lesser's representative in Continental Europe, and prior to that assistant general manager in Germany for Motion Picture Export Association from 1948-50.

HOLLYWOOD—Arthur S. Bronson was last week appointed general manager, Central Casting Corporation, to take over the duties of the late Howard Philbrick. Bronson has served as chief casting director at Central since 1941. Warren Cross, who served as administrative assistant to Philbrick, will continue as assistant to Bronson.

NEW YORK—Edward Heiber, Souvaine Selective western district manager, was last week promoted to division sales manager, with headquarters in Chicago. Heiber's territory will embrace midwest and far western districts.

WASHINGTON—Norman Kuhne, newsman and government agency publicist, who was an assistant to MPAA's public relations director Kenneth Clark while the latter was on "loan" to the ESA, last fortnight joined the MPAA in a similar capacity.

Franconi Unit Starting

DALLAS—Capitol Pictures, newly organized producing-distributing setup, will distribute through franchise holders, it was revealed last week. The company, organized by John L. Franconi and associates, will enter the field under a format similar to that employed by Screen Guild, except that the franchise holders will not be stockholders of the parent company but will participate in both the financing and the profits of the individual pictures produced and released under the company banner.

Temporary home office is established at 312 South Harwood Street, but will later be moved to Hollywood or New York. Franconi organized Screen Guild Productions.

20th-Fox Partially Restores Pay Cuts

NEW YORK—Spyros P. Skouras, president, 20th-Fox, last fortnight announced that 130 top company executives who elected to accept voluntary pay reductions ranging from 25 to 50 per cent on July 1, 1951, will have their full salary cuts restored on Dec. 29, 1951, according to the terms of the reduction plan presented at the last annual meeting of stockholders.

The plan will remain open to all on a voluntary basis through 1952 and 1953, under the original terms.

MISCELLANEOUS

NEWSREELS

MOVIE TONE NEWS (Vol. 34, No. 104)
News review of 1951.

NEWS OF THE DAY (Vol. XXIII, No. 234)
Bill Stern's sports review of 1951.

PARAMOUNT NEWS (No. 37) The year in sports—1951.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 520) The year's news highlights.

WARNER PATHE NEWS (Vol. 23, No. 39)
Australia: Brush fire rages through towns. Off Korea: Sub rescue at sea. England: Eden speaks at London on British peace policy. Washington, D. C.: Vets design ladies' hats. Paris: Dior's new dresses. Whittier, Cal.: Rover trains for roller derby. Honolulu: Hawaiian water sports.

TELENEWS DIGEST (Vol. V, No. 52-A)
Korea: Marines to use helicopters as bombers. Jordan: Arab refugees. Korea: Seoul calls for "No unity—no truce." Hoboken, N. J.: "The Voice Of America" afloat. Alaska: Within sight of Russia. England: Elephants aid traffic safety. Mt. Hope, N. Y.: Curling addicts.

IN ALL FIVE:

Washington, D. C.: List of prisoners received from Korea Reds.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 103)
Kitty Hawk, S. C.: From Kitty Hawk to super jets. San Diego, Cal.: Big flattop comes home. New York: Cardinal Spellman off to Korea. Washington: Eskimo Princess comes to town. Hollywood, Cal.: Hall of fame. Santa Claus, Ind.: Santa Claus at home.

NEWS OF THE DAY (Vol. XXIII, No. 233)
In The Pacific: Rescue by submarine. Cuba: Havana sees new beach modes. Canada: School for ski instructors at Quebec. Washington: Embassy children send Happy New Year.

PARAMOUNT NEWS (No. 36) Ft. Sill, Okla.: Korean officers trained. Sweden: Scientists receive Nobel Prizes. Marine-land, Fla.: Underwater "small fry" greet Santa. Athens, O.: New tiny car. Washington, D. C.: "Park-O-Mat."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 519) San Francisco: Sunken ship blasted. Honolulu: "Junk lady of the Navy". Holland: Kids play postoffice. France: Modern Paris scalp treatment. Washington, D. C.: Embassy children send Happy New Year.

WARNER PATHE NEWS (Vol. 23, No. 38)
Italy: Land reform program. Danville, Cal.: Inventor puts lid on ole swimmin' hole. Italy: Vegetable art nourishes mind—and body. Squaw Valley, Cal.: Ski season slaloms in.

TELENEWS DIGEST (Vol. V, No. 51-B)
Washington, D. C.: List of prisoners received from Korea Reds. Christmas around the world.

Fred Strief Mourned

CINCINNATI—Funeral services were held here last week for Frederick M. Strief, who managed several independent theatres here several years ago, and who died in Miami, Fla.

Rehearing Petition Denied In Allentown Drive-In Case

PHILADELPHIA—The Third District Circuit Court of Appeals last fortnight denied a petition for rehearing filed by the distributor defendants in the suit by David E. Milgram et al versus Loew's et al involving the Boulevard Drive-In, Allentown, Pa. The court also denied petition for rehearing filed on behalf of the intervening defendants.

The only legal move now open to the defendants is a writ of certiorari to the U. S. Supreme Court, which is not automatic, but must be filed and heard by the lower court.

Concrete Arb. Plan Due At TOA Sessions

MIAMI, FLA.—Now that all segments of the industry have stated definite approval of the principles of arbitration, for the first time a detailed and concrete plan for an industry-wide arbitration system will be presented by an exhibitor association to its members for approval, it was declared last week by Mitchell Wolfson, president, Theatre Owners of America.

This plan, he explained, will be submitted to the TOA board at its mid-winter board meeting in Los Angeles on Jan. 28-31.

Charles P. Skouras, TOA chairman of the board, host at the mid-winter meeting has reported that because of added important items to be included on the agenda, the conference will be extended one day through Jan. 31.

20th-Fox In Accord On TV

WASHINGTON—It was learned last fortnight that 20th-Fox had reversed an earlier position, and now is in accord with the MPAA, TOA and NETTC in a request that the Federal Communications Commission allocate certain frequencies on an exclusive basis for use of theatre television. The industry is now united in its position that theatre TV must have exclusive frequencies if the service is to become a nation-wide competitive one.

In September, 20th-Fox had filed a petition to "enlarge the issues" in the theatre TV hearings to include a proposed amendment to the rules that would permit theatre TV to share industrial radio frequencies with others. The company now has told the Commission that "it is of the opinion that primary consideration should be given to the assignment of exclusive channels for theatre television."

Harry Marcus Mourned

NEW YORK—Harry Marcus, executive of Republic Pictures International Corp., died last week at Kingsbridge Veterans Hospital, Bronx, following a long illness. He was 45.

Marcus had been associated with various of the Herbert J. Yates enterprises for the past 20 years. He began his career at Consolidated Film Industries, and was manager of the domestic service department prior to joining the army. Upon his return, he became affiliated with the International Corporation.

Mayer Asks Exhibs To Aid CD Tour

NEW YORK—Arthur L. Mayer, executive vice-president, COMPO, wrote last week to 100 exhibitors in 68 cities urging them to cooperate with the Civil Defense Administration in the staging and promotion of civil defense exhibits in their communities.

The exhibits will be put on by three motorized civil defense convoys which will tour the country beginning in February. The exhibits, set up in armories or other local community centers, will illustrate the destruction by bombing, and will show how to avert chaos after a bombing attack.

Mayer's letter said that it is proposed that prior to the arrival of the convoys in his city, the mayor will ask one or more outstanding local exhibitors to serve on a committee of leading citizens to see that the activities are conducted in a showmanlike manner. Also, his letter stated, theatres will be asked to show a brief National Screen Service trailer advertising the exhibit.

Oscar Oldknow Passes

HOLLYWOOD—The trade last week mourned the death of Oscar S. Oldknow, 52, who died in Cedars of Lebanon Hospital. He had entered the hospital following a heart attack.

He was the son of the late William H. Oldknow, pioneer Georgia theatre and motion picture leader. In 1931, he went to Los Angeles to become one of the industry's youngest executives when he was appointed president, Fox West Coast Theatres. In 1933, he joined National Theatre Supply as executive vice-president, the post he held at the time of his death. He was also president, East Point Amusement Company, Atlanta, and a partner in several Atlanta theatres. He also held executive theatre interests in other parts of Georgia and in Alabama and Florida.

A graduate of Georgia Military Academy and Georgia Tech. He had served in the navy during World War I. Survivors are his wife, a son, William H. Oldknow, a daughter-in-law, and a granddaughter.



Warner Outlines Production Plans

HOLLYWOOD—Jack L. Warner, executive producer, Warners, last week outlined the 47 screen plays which will form the basis of future productions at the Burbank Studio.

A complete list of the 47 properties and the producers assigned to their fulfillment was given by Warner as follows:

Robert Arthur: "The Story Of Will Rogers", "The Sea Chase", "Getting Mother Married", "Here Come The Girls", "Marriage '52", "Handle With Care", and "The Helen Morgan Story"; Sam Bischoff: "The System", "The Turquoise"; Henry Blanke: "The Flame", "Broadway Revisited", "The Iron Mistress", "Green Light", "The Grace Moore Story", and "We Came Out Fighting"; William Cagney Productions: "A Lion Is In The Streets"; Louis F. Edelman: "Four Chaplains", "The Jazz Singer", "Career Girl", "Come On, Texas", "Springfield Rifle", "At The End Of The Rainbow", and "Stop, You're Killing Me"; Rudi Fehr: "The Desert Song" and "Burning Daylight"; Bryan Foy: "Alexander, The Big Leaguer" and "The Miracle Of Our Lady Of Fatima"; William Jacobs: "April In Paris", "Sally", "When Old New York Was Young", "Miss America", "By The Light Of The Silvery Moon", "Hobby Horses", and a musical treatment of "Calamity Jane"; Norma Productions: "His Majesty O'Keefe"; Melville Shavelson: "The Winning Team"; Robert Sisk: "The Story Of Sam Houston", "Top Of The World", "Serenade", "Man With A Gun", "Target Zero", and "Pawnee Bill"; Sidney Skol-sky: "The Story Of Eddie Cantor"; Milton Sperling's United States Pictures Productions: "Dream Street" and "Blowing Wild", and David Weisbart: "Golden Trail" and "Rear Guard."

Warner announced the following films completed and ready for release: "Room For One More", co-starring Cary Grant and Betsy Drake, directed by Norman Taurog and produced by Henry Blanke; "This Woman Is Dangerous", starring Joan Crawford, Dennis Morgan, and David Brian, directed by Felix Feist, and produced by Robert Sisk; "Retreat, Hell!" with Frank Lovejoy, Richard Carlson, Rusty Tamblyn, and Anita Louise, directed by Joseph Lewis, and produced by Milton Sperling; "The Lion And The Horse", in Warner-color, with Steve Cochran, and introducing Wildfire; "Bugles In The Afternoon", starring Ray Milland, with Helena Carter, Hugh Marlowe, and Forrest Tucker, directed by Roy Rowland, a William Cagney production in Technicolor; "Mara Maru," adventure drama co-starring Errol Flynn and Ruth Roman, directed by Gordon Douglas, and produced by David Weisbart; "The Big Trees", in Technicolor, starring Kirk Douglas, with Patrice Wymore and Eve Miller, directed by Felix Feist, and produced by Louis F. Edelman; "Carson City", in Warner-color, starring Randolph Scott, directed by Andre de Toth, and produced by David Weisbart; "About Face", in Technicolor, with Gordon MacRae, Eddie Bracken, Dick Wesson, Virginia Gibson, Phyllis Kirk, and Aileen Stanley, Jr., directed by Roy Del Ruth, and produced by William Jacobs; "Where's Charley?" in Technicolor, starring Ray Bolger, with Allyn McLerie, Robert Shackleton, and Mary Germaine, directed by David Butler; "The Crimson Pirate", in Technicolor, starring Burt Lancaster, with Nick Cravat and Eva Bartok, directed by Robert Siodmak, a Norma production, and "She's Working Her Way

Skouras Reveals Drop In FWC Grosses

HOLLYWOOD—At the meeting of Fox West Coast executives, managers, and staffs last week, President Charles Skouras revealed that attendance in the year ending was 17 per cent below the year before, with grosses off 14 per cent. Business for all of National Theatres was down nine per cent.

George Boswer, general manager, FWC, distributed checks in connection with the annual fall drive, insurance refunds, and merchandising income shares.

Skouras was given a check for \$25,000 from the managers for money collected by them for the Saint Sophie Cathedral fund, which he heads.

Through College", in Technicolor with Virginia Mayo, Ronald Reagan, Gene Nelson, Phyllis Thaxter, and Don DeFore, directed by Bruce Humberstone, and produced by William Jacobs.

The Easter release will be "Jack And The Beanstalk", a Super-Cinecolor picturization with Abbott and Costello. The studio will also distribute "The San Francisco Story", starring Joel McCrea and Yvonne DeCarlo, a Fidelity production, directed by Robert Parrish.

Warner also cited "The Story Of Will Rogers", a Technicolor presentation of the life story of the great humorist, with Will Rogers, Jr., in the title role and Jane Wyman as Mrs. Rogers, to be directed by Michael Curtiz, and produced by Robert Arthur; "The Miracle Of Our Lady Of Fatima", based on a spiritual and dramatic miracle at Fatima, Portugal, to be produced in Warner-color by Bryan Foy; "The Desert Song", a Technicolor version of the Sigmund Romberg-Oscar Hammerstein musical, to be produced by Rudi Fehr; "The Iron Mistress", to be produced by Henry Blanke; "The Jazz Singer", starring Danny Thomas, to be produced in Technicolor by Louis F. Edelman, and directed by Michael Curtiz, and "The Story Of Eddie Cantor."

MGM Sets 14 Releases

NEW YORK—MGM has tentatively scheduled 14 pictures for release during the first four months of 1952, Charles M. Reagan, MGM sales executive, announced last week. Three of the 14 are in Technicolor and one in Ansco Color, it is announced.

For January, the list will be headed by "It's A Big Country", followed by "Westward The Women" and "Pandora And The Flying Dutchman." For February, the quartet comprises "The Sellout", "Invitation", "Shadow In The Sky", and "Lone Star." The trio for March consists of "The Belle Of New York", in Technicolor, "Just This Once", and "The Wild North." For April, there will be "Love Is Better Than Ever", the Technicolor "Singin' In The Rain", "Talk About A Stranger", and "When In Rome."

Schwalberg Named Chairman

NEW YORK—A. W. Schwalberg, president, Paramount Film Distributing Corporation, was elected chairman of the industry's general sales managers' committee at a dinner meeting of the group last fortnight. Schwalberg, whose term of office is one year, succeeds Ben Kalmenson, Warners.

DeMille Competition Winners Are Listed

NEW YORK—The two-year national and Canadian "Samson And Delilah" art competition on a theme inspired by the Cecil B. DeMille Technicolor production came to a close last week with the selection of three national winners from among the 30 state winners who qualified. Harry Longo, Paterson, N. J., placed first in the national listing, and received \$2,500 cash award from the three-man committee that judged the prize-winning pictures at a special exhibition held at the Gotham Hotel.

Tina Prentiss, Somerville, Mass., and Clyde C. Espenscheid, Jr., Richmond Heights, Mo., placed second and third respectively, and received substantial merchandise awards. The other 27 state and Canadian winners received two-year scholarships with the Institute of Commercial Art, Westport, Conn. Selections were made by a jury consisting of Roy Tillotson, Arthur William Brown, and Vincent Trotta, prominent artists.

The state winners were:

Ed Kniss, Naperville, Ill.; Walt Rear-don, St. Petersburg, Fla.; James J. Davis, New Orleans; Freda Ellis, South Windham, Me.; Milady Hanus, Houston, Tex.; Mary E. Vaughn, Reno, Nev.; Joe Cappuccilli, Montreal, Canada; Corporal Bobby Redman, Fort Benning, Ga.; William N. Gibson, Red Springs, N. C.; Ron Fryer, Ogden, Utah; Elmer Bowling, Memphis, Tenn.; W. Richard West, Bacone College, Bacone, Okla.; Matthew Glavin, Portland, Ore.; Louis A. Rys, Erie, Pa.; Stanford Rouse, Gadsden, Ala.; Gordon Stanton, Columbia, S. C.; Darol Grandstaff, Seattle; Jose Nunez, San Bernardino, Cal.; Robert Quam, Marshalltown, Ia.; Eva Marie Childs, Fordyce, Ark.; Mary Elizabeth Jones, Dayton, O.; Robert Minor, Milwaukee; Angelo Corbo, Mount Vernon, N. Y.; Edith Kruse, Topeka, Kans.; Louis Ortiz, Denver; Alan Alexander, Caspar, Wyo., and Carol Joy Mobley, Columbia, Miss.

Denver Building Okehed

NEW YORK—Over protests of the Wolfberg Theatre interests, Judge Alfred C. Coxe, U. S. District Court, last fortnight approved a request by Fox Intermountain Theatres to build a new first-run in Denver, where it now operates seven first-run houses. The site for the new building was cleared several months ago, but Fox Intermountain was denied steel for the project.

Wolfberg operates one first-run, the Broadway, and opposes on the ground that the new first-run would be a violation of the consent decree. In the spring, Wolfberg will take over the Paramount from the Fox Circuit.

Lippert Holds Meeting

CHICAGO—Lippert's first national sales convention was held last week at the Blackstone Hotel, attended by home office executives, division managers, branch heads, salesmen, and bookers, with the meetings highlighted by Robert L. Lippert's analysis of the company's new-season product. Sales plans were outlined by Lippert and Arthur Greenblatt, president and general sales manager.

NEWS OF THE

Territory

Atlanta

A \$75,000 fire destroyed the North Carrolton, Miss., theatre. . . . Martin Theatres announced changes. Charles Traylor goes from the Melody, Thomson, Ga., to the Cadet Drive-In, Milledgeville, Ga.; Gordon Rich is the new manager, Iris Drive-In, Griffin, Ga.; Don Walker goes to the Cobb, Marietta, Ga., and L. C. Hanks is city manager, Griffin, Ga.

Visiting were: Nat Hancock, Jefferson, Ga.; W. M. Green, Palmetto, Ga.; R. L. Robinson, Dixie, Jackson, Ga.; Mr. and Mrs. Jess Wakefield, Cottage, Petersburg, Tenn.; Jay Soloman, Independent Theatres, Chattanooga, Tenn.; Mr. and Mrs. C. R. Cross, Star, Jamestown, Tenn.; Walter Morris, Knoxville, Tenn., and Hap Barnes, Knoxville Drive-In, Knoxville, Tenn.

The following drive-ins in Tennessee closed for the winter: Southern Air, Lewisburg, and Starlite, Woodbury.

Mildred Matthews, RKO, was ill at her home. . . . Catherine Starnes, Columbia, is back after a trip to the hospital. . . . Warners held the annual party at the Variety Club.

Visiting were: George Wilby, 27th Avenue Drive-In, Miami, Fla.; Mr. and Mrs. Whatley, Arab, Ala.; W. W. Hammond, Alabama; John Radney, Bama, Alexander City, Ala.; Stanley Rosenbaum, Florence, Ala.; Ernest Martin, Grand, Montezuma, Ga.; George Odlum, drive-in, Cleveland, Tenn., and Lewis Worthington, Auto-Movie, Bessmer, Ala.

The MGM pep club held a farewell party at the Variety Club for Shirley Yaros, Beverly Brewer, and Jackie Clark, leaving the film business.

Hudson Edwards, manager, Dixie Drive-In, Savannah, Ga., appointed W. J. Gordon assistant manager. . . . In Savannah, Ga., the Lucas is undergoing extensive improvements. . . . Wade Entzinger has been appointed manager, Spring, Tampa, Fla. . . . Ruby Touhy, was appointed booker at the Jacksonville, Fla., branch of Columbia.

Plans have been announced for the construction of a "convertible" theatre in Knoxville, Tenn., one that can be open air in summer and then closed in winter, to be constructed by Dr. Paul Soper, University of Tennessee theatre director. The theatre will be called The Carousel.

In for a booking trip were, Mack Jackson, Alexander City, Ala.; Ernest Ingram, Lineville and Ashland, Ala.; Ellison Dunn, Jolin, Ashford, Ala.; Paul Englar, Famous Theatres, Birmingham, Ala.; D. L. Buzbee, Ritz, Dadeville, Ala.;

John Moffitt, Montgomery, Ala.; P. L. Taylor and A. L. Bishop, Bishop Theatres, Columbus, Ga.; Hugh Martin, MCM Theatres; M. C. Moore, Lake Shore, Jacksonville, Fla.; W. R. Boswell, Greensland, Greensboro, Ga., and the Maddox Boys.

COLUMBIA — The annual Christmas party was held. . . . Bob Ingram, southern district manager, checked in after a trip to Florida. . . . Mel Everett transferred from their Charlotte branch as sales representative. . . . Bill Baynard went from Atlanta to Charlotte. . . . Herbert Legg was on a vacation to Florida. . . . The old stork passed over the home of Mr. and Mrs. F. Tucker, she was a former booker, and left a little baby girl.

RKO enjoyed its annual Christmas party at the office.

New Orleans

Mrs. Henry Lazarus, head, Lazarus Theatre Circuit, filed suit in U. S. District Court, against C. A. Donnelly, Collector of Internal Revenue, alleging that the collector erroneously added the income from the Bryan Amusement Company, owner-operator of theatres in Bryan, Tex., a partnership operation composed of Alfred Schulman and Mrs. Edna Schulman and Mrs. Lazarus as trustee for Henry Richard Lazarus trust and Linda May trust and Mrs. Lazarus individually, all to the income of Mrs. Lazarus. It is charged that taxes were properly taxable to the two trusts, and that the trusts actually paid taxes in question. Mrs. Lazarus is seeking a refund of \$37,617.89 in income taxes paid under protest for 1944, 1945, 1946, and 1947.

The seasonable spirit was prevalent in Film Row. Manly, Inc., manager G. Y. Harrell, Jr., and family motored to Lumpkin, Ga. to spent Christmas with his people. Lin Barker, office manager boarded a train for St. Augustine, Fla., for a Christmas with her sister, and Spence Bell visited with his family in Niceville, Fla. The Paramount Pep Club Christmas table spread at Lenfant's included giving and receiving and a gay and merry dancing party, and, at the close of work, came the traditional get-together in the exchange's convention rooms; U-I personnel also enjoyed the pre-holiday festivities, dining, dancing and exchange of gifts at Lenfant's. National Screen was the scene of festal activities; MGM's exchange of gifts was topped with relishing of cake and light drinks; Monogram Southern and Lip-pert Pictures had open house, preceded by exchange of gifts; 20th-Fox's Christmas hoopla was in the exchange quarters; Republic partied and exchanged gifts, as did manager George Pabst and his personnel at UA. Warners' postponed the Yuletide festivities until some time in January.

J. T. Howell, Paramount-Gulf Theatres, who took over his assignment of buyer and booker, was covering the situations in the entire territory to get acquainted with the managers and staff.

Meet Your Neighbor

JOHN A. SCHAFFER, SR., pioneer film carrier via overland trucking service in the New Orleans exchange area, was born in Donaldsonville, La., in 1889.

Prior to his transporting films, he had been a railway locomotive engineer and a construction engineer on sugar plantations. He recalls that several theatre owners in and around his native city were instrumental in his venture. Dissatisfied with the expediency of rail transportation, they presented him an alluring proposition which sent him accumulating new accounts, an office force and a depot on Liberty Street near his present site, and several new trucks. His route outside of New Orleans covered a radius of 100 miles, not on present day paved roads, but gravel and dirt. Nevertheless, his customers enjoyed expedient and prompt service. In the early '40's, when he acquired the City Service Film Delivery, which he presently operates, he disposed of his country route to Milton Guidry's Lightning Truck Lines, then operating out of Lafayette, La. Besides his Film Service, his other enterprises, which he personally supervises and in which he takes an active part, are Schaffer and Kemp Popcorn and Popcorn Supplies, Rapid Delivery Service, and J. A. S. Real Estate and Renting Agency. He enjoys company. Despite his crowded activities, he is always ready to take time out to chat, especially happenings of yesteryear.



Tom Watson, RKO field representative, can thank his lucky stars. In a terrific automobile collision his car was badly damaged. The accident happened near Brewton, Ala. After he managed to wiggle himself out of his car, he found the front wheels clinging to a rock 20 feet high over a ravine.

RKO came out third in the "Ned Depinet drive." At present, plans are being formulated for the 1952 drive.

Former UA sales representative Harry Rosenthal, who was recalled to the artillery corps at the beginning of the Korean warfare, has been promoted to the rank of major. He reentered as a captain.

Joyce Cambias, who returned to Film Row as secretary to Miss Bacon at UA, resigned again with hopeful plans to join her husband in the medical corps, stationed in Japan.

A newcomer at UA is Audry Cobb, general office clerk. Fran Fahey, billing clerk, left Film Row to seek work closer to her home in Jefferson Parish.

NATIONAL SCREEN SERVICE—Rosemary Hammer replaced Zeta Linn, who swapped career with domestic duties. . . . A newcomer is June Conand, booker, and Joycelin Moulds, after five years retire-

ment, is back as credit clerk. . . . Jerry Smith is now addressed as Mrs. L. J. Adams.

Jim deNeve, owner-operator, Highway Eighty and Varia Drive-Ins, Jackson, Miss., opened his third airer, the Rivoli, Vicksburg, Miss.

Ozoners closing are Mixons, Amite, La., and William Bagwell's Gay, Vivian, La.

One of the happy and joyful pre-holiday parties for needy children was that given by Nicholas J. Cado Post 3511, American Legion, at Nord playground at which Tom Neely, resident manager, National Theatre Supply, played the role of Santa Claus, acting on behalf of his son Tom, Jr., a member of the post now with the marines in Korea. The kids were guests of Legion members at a film in the Joy Strand.

Mr. and Mrs. Claude Darcey, Opera House, Morgan City, La., said that Mother Kreisle is still indisposed after a serious attack she suffered on her way home from New York. Her host of friends wish for a speedy get well and a resumption of her weekly joyful and interesting visits.

Business callers from Mississippi were Ed Ortte, Clermont Harbor; Floyd Murphy, Vicksburg; G. H. "Preacher" Crossley, Laurel, and Reubin DeGruy, manager, Strand, Laurel.

UA was tied with New York for first place in the bookers drive, christened here "The Elizabeth Bacon Drive."

Harold Schamback, office manager, Joy Theatres, Inc., was in Temple, Tex. . . . Visiting at Joy Theatres headquarters were Ira Phillips, Moreauville, La. and Jack O'Quinn, Kaplan, La.

Lyle Shiell and S. E. Mortimer sold their Bell after a score and more years of operation to two New Orleans business men, J. Sevin and E. T. Colongna.

Installation of officers of Local 293 will take place on Jan. 7 in Union Hall. Officers are: A. S. Johnstone, president; Alfred C. Miranne, vice-president; A. T. Wise, recording secretary; J. E. Skelly, financial secretary; E. L. Beaud, business agent; Sam Picinich, treasurer; Louis Chateau, sergeant-at-arms, and W. L. Brittenmoser, chairman of the board. The board includes: Chateau, V. C. Mathis, E. M. Buras, Sr., E. Arena, Wise, Skelly, Miranne, W. L. Breitenmoser, and E. J. Stewart, Sr. A midnight buffet supper will follow the induction of officers.

The office of Paramount-Gulf Theatres, Inc., advised that the decision against Pensacola, Fla., declaring the city admission tax unconstitutional, has been sustained by the Supreme Court of Florida. Paramount-Gulf Theatres was represented by Dixie Beggs, of Young, Beggs, and Lane, Pensacola, Fla.; Gibbons Burke, of Rosen, Kammer, Wolff, Hopkins, and Burke, New Orleans, and Lamar Sarra, counsel for Florida State Theatres, Jacksonville, Fla.

Howard Hill is due in the territory soon in the interests of RKO's "Tembo," making many personal appearances.

The court squabble about the reopening of the Pitt continues. Procedures of the city zoning board are under study by Civil District Judge Rainold after he blocked a board permit recently issued when a suit was filed by 12 property owners. The permit issued by the zoning board authorized T. A. Pittman, owner, to use 105 feet of the building for a theatre and 62 feet for church services. Judge Rainold said he would rule on the legality of the board's permit for parts of the building. The attorney for the theatre is George J. Haylon.

Colonel Bob Kelly, Dixie, received word from his son, Private First Class Robert Kelly, Jr., that he arrived safely in Japan and was transferred to Korea. He is in the Signal Corps at Pusan.

J. Ken McCartney is back at his desk as manager, Kay, after an extensive trek in the territory. . . . William Castay, owner-operator, Jeff and Arrow, had the annual party for managers and bookers.

Louisiana exhibitors seen making the rounds were: F. G. Pratt, Jr., Vacherie; Roy Pfeiffer, Istrouma, Baton Rouge; Frank Olah, Star, Albany; Robert Molzon, Norco; G. Fagot, Monte Sano, Baton Rouge; Mayor Lew Langlois, New Roads; Ernest Drake, Ponchatoula; Charles Lamantia, Hammond and Percy Guitreau, Gonzales.

Local exhibitors buying and booking were: Paul Brunet, Dixie; William Sedy, Patio, and E. G. Perry, managing director, Pittman Theatres.

Frank Francois, who held the reins of operation of the Lafayette Drive-In for a month or so, is back at his old stomping grounds, the Algiers Drive-In, Algiers, La. While in Lafayette, he instituted a plan of free ticketing grandmeres and grandperes when they are accompanied by teen-agers.

Ann Molzon said that she had returned from the airport to see Uncle Robert Molzon board a flight for Los Angeles and the west coast for several weeks Christmas holiday vacationing.

E. W. Ansardi, Burras, La., was in on a round of exchanges.

The next board meeting of Allied Theatre Owners of the Gulf States will take place on Jan. 22.

The local office of Jack H. Levin Associates, national survey, research, and checking company, is now located in the Industries building. James O. Dailing is manager.

In Ferriday, La., the new Arcade was completely destroyed by fire.

Florida Lake Worth

William Bradley, manager, Worth, hosted children from the local orphanage

during Hallmark's "The Prince of Peace." The American Legion cooperated by transporting the children to the theatre in a special train.

Miami

George Wintz is the new Chief Barker, Variety Club. Other officers are: First Assistant, Hal Koplin; Second Assistant, Al Wilkie; Dough Guy, Sandy Bronstein, and Property Master, Eddie Melniker.

Christmas greetings in the form of a theatre program were issued by Mr. and Mrs. Wayne R. Page's "heir conditioned Home theatre of life," Stuart, Fla., which utilized the slogan, "The Thing To Do In '52 Is Attend The Movies Often!" They also remind friends that "The Impatient Rebel," their daughter, is still acclaimed a unanimous hit.

Pensacola

Seven percentage actions were filed in the federal court for Florida. Universal, Warners, Paramount, Loew's, Columbia, RKO, and 20th-Fox each filed a separate action against Clinton F. Vucovich and Edward P. Ortte, doing business as Independent Theatre Company. The theatres involved are the Pen, Belmont, Strand and Sky Chief, Pensacola, and the Twin, Warrington, Fla. Fisher and Hepner, Pensacola, represent the distributors with Sargoy and Stein, New York, of counsel.

St. Augustine

A record turnout of Floridians, coming from surrounding cities covering a radius of 75 miles of this city, attended the gala world premiere of WB's "Distant Drums," at the Matanzas before a distinguished audience of state and city officials and society and business leaders. The premiere took place as the climax to the official celebration of "Florida Motion Picture Day" proclaimed by Governor Fuller Warren. Mari Aldon and Richard Webb, who have leading roles, made personal appearances. The Hollywood guests, also participated in many of the events. St. Augustine bedecked itself, and went all out to make the occasion one of the biggest in its illustrious history. A two-day celebration that started with a day-long program of activities was followed with events which included a two-mile-long parade featuring three bands, colorful floats, swamp men in costume, army, navy, and marine contingents, a motorcade, and Sunshine State beauties from over 30 Florida communities who vied for the title of "Miss Distant Drums." Among the other events in the celebration were a street dance, wall climbing contest, art exhibits, beauty pageant, band concerts, Indian exhibits, alligator wrestling, and an outdoor water ballet in which 25 bathing girls performed in a 29-ton-tank.

Georgia Savannah

Leslie D. Swaebe, manager, Montgomery Drive-In, arrived from Macon, Ga., to assume his new duties. With 27 years experience, he has been affiliated with Paramount and Fox, and was formerly local manager for Savannah Theatres Company.



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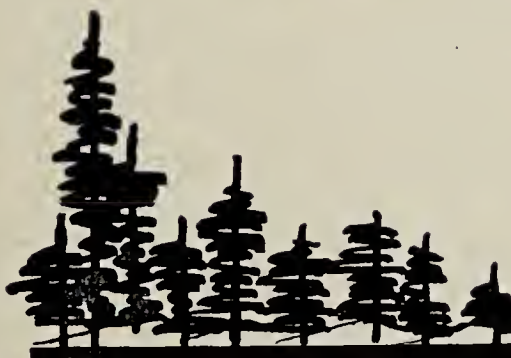
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THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

LOGE 3-COLOSSEUM OF MOTION PICTURE SALESMEN OF AMERICA



NEWS OF THE

Territory

Chicago

Glen Axtell, 33, Persia, Ia., exhibitor, passed on. . . Herbert Chatkin, Century manager, went to the hospital with a heart condition. . . Jack De Wiggin, Lakeside manager, is better after illness.

Ansel Winston, RKO city manager, is now in charge of the Grand, and former assistant manager Jerry Sullivan is first aide to Frank Smith at the Palace. Matt Plunkett, former Grand manager, is assisting at the Missouri, Kansas City.

A film of the "Center of Population Celebration," Olney, Ill., was shown at the Arcadia. . . Graig Beckett opened the 600-seat Movie Barn, the first theatre for Purdin, Mo. . . With not enough jobs to go around, projectionists were taking two weeks voluntary "vacations" without pay, to share spots with unemployed boothmen.

Platteville Theatres bought a 90 acre farm for a future outdoor near Platteville, Wis. . . Contending it would create a traffic hazard, Sheriff Frank McDonald, Evansville, Ind., opposed the construction by Otto J. Hohl of a drive-in on Highway 62.

Ted Boismeau resigned from the Southtown management to join Chuck Burris at Telenews, New York. . . Ray B. Lehrman, former Columbia booker, bought with associates the Northtown from S. P. Halpern and associates.

Tragedy struck William Gillarm, Astor, when he went to the aid of a friend attacked by gansters on the South Side. He was stabbed in the chest and back, and was rushed to a hospital.

Scheduled to come before Federal Judge Barnes are the Alamo suit on April 21, and the Illinois Drive-In case, on April 28.

The Great Northern and the large office building housing it were sold to Charles Kupper-Smith and Benjamin Fohrman for \$1,000,000. . . The Tower anti-trust case was set for March 21 in Federal Judge Sullivan's court.

Joe Berenson, veteran Chicago showman, was elected Chief Barker, Variety Club of Illinois, Tent 26. Others elected are: Arthur Manheimer, First Assistant Chief Barker; Sam Levinsohn, Second Assistant Chief Barker; Ted Reisch, Dough Guy; Bruce Trinz, Property Master; Irving Mack, International Canvasser, and Jack Rose, International representative.

J. J. Sampson, district manager, B and K, retired after 25 years of service. . . Ben Stein and Phil Solomon, co-managers, B and K's Luna, retired.

Rotus Harvey Again Returns As President

SAN FRANCISCO—At the annual meeting of the Independent Theatre Owners of Northern California and Nevada, the following officers were elected for 1952.

Rotus Harvey, Westland Theatres, president; Homer Tegtmeier, B. F. Shearer Company, vice-president and Ben Levin, General Theatrical, treasurer.

Elected the PCCITO trustee for the new year was Tegtmeier, with Levin named alternate.

The new board, in addition to Harvey, Levin, and Tegtmeier, includes David Bolton, Trans-California; Lawrence Borg, Borg Theatres, San Jose, Cal.; Lee Dibble, co-owner, Embassy; Gerald Hardy, Westland Theatres; William Helm, Peterson Theatres; Dave Richards, owner, Rialto, Oakland, Cal.; Ed. Rowden, Rowden Theatre Service, and Sid Weisbaum, Sunny-Mount Theatres. Hannah Oppie was unanimously re-appointed to the position held by her for many years, executive secretary.

Ben Adelman, manager, Terminal, has been shifted to the Southtown, with Harvey Shapiro, assistant, Uptown, moving in as manager, Terminal. . . A. J. Platt is taking over the Evanston, Ill., houses vacated by J. J. Sampson, resigned.

Harry Sears, assistant, State Lake, has been shifted to the United Artists. . . Will Allison, assistant, United Artists, went to the Maryland. . . Leslie Gleason, assistant, Marbro, and Jack Schaefer, previous assistant, Marbro, are now at the Roosevelt in the same capacities.

Edward O'Donnell previously manager, United Artists, has been transferred to the Paradise, and Ralph McFarland, Paradise, shifted to the United Artists as manager. . . William Wright has been named assistant manager, Uptown, by B. and K.

Mort Lang, manager, Carnegie, resigned, and James Gorman, assistant, Telenews, succeeded him. . . Edwin Silverman, president, Essaness Circuit, returned from Palm Springs, Cal.

With the closing of the Buckingham by Essaness, Charles Marcellia, manager, has been shifted to the Irving as co-manager with Fred DuVon. . . Jack Reid, assistant, Essaness' Southern, Oak Park, resigned. . . Eugene White has returned as assistant to Herb Crane, Southern. . . The Polonia, previously known as the Pix and Chopin, reopened, presenting Polish vaudeville.

Archie Spencer, head, B. and K. maintenance department, has resigned to open his own maintenance office on Film Row. . . The Symphony closed. . . Herb Chatkin, manager, B. and K. Century, is hospitalized with a heart condition, and Jack DeWiggins, Lakeside, is also ill with the same disease.

In La Salle, Ill., and adjoining Peru, Ill., theatres capitulated to demands of

'teen agers for an intermediary admission price, and now, with proper identification credentials, students pay 25 cents at two theatres and 35 cents at a third, instead of adult rates of 44 cents and 60 cents.

Dallas

Mart Cole, Jr., Rosenberg, Tex., has been named industry state chairman, by Lloyd Gregory, state chairman, "The March of Dimes."

The neighborhood Haskell was damaged by a fire that broke out after the theatre had closed for the night.

Among the more striking cards received during the holiday season was that from National Theatre Supply, with heads of the NTS people, including Bob Bestick, Peggy Harris, Fred Hansen, Nelda Craddock, Sam Berry, Hal Moore, Lou Walters, Jean Watson, Tom Strother, Ed Cernosek, Ray Dupont, Vic White, and Elmer Martin.

Denver

Metro packed the Federal for screening of "Quo Vadis." . . Morris Rosenblatt has been hired as student booker at U-I.

Frank H. Ricketson, Jr., president, Fox Intermountain Theatres, was re-elected president, Central City Opera House Association, which puts on annual summer play festivals at the 73-year-old Central City, Colo., opera house. His executive assistant, Robert Selig, was again named to the board of directors.

Ward Pennington, Paramount branch manager, was vacationing at home, as well as spending his first Christmas in Denver, the family having returned to San Francisco previously for these holidays.

Sergeant Fred Anderson, marines, returned to his duties as salesman for Western Service and Supply after spending 14 months on duty in Korea.

Gene Vitale, assistant booker, Paramount, is the father to an eight pound son, Mark Anthony, born at Presbyterian Hospital. . . Going from here to attend the Lippert sales meeting in Chicago were Tom Bailey, franchise owner; A. G. Edwards, office manager, and Joe Clark. They were joined in the trip by Al Meybey, branch manager, Salt Lake City, and Walter Sterzer, office manager.

Ben Duran has been added as an assistant booker at Lippert. . . Tom Bailey, Lippert franchise owner, spent a week in Salt Lake City, but returned to Denver for Christmas. Mrs. Bailey has been away from her duties at the exchange because of surgery performed at St. Luke's Hospital, but she was home for Christmas. They were joined by their daughter, Beverly, a New York newspaper woman, who flew out for the holidays.

Seen on Film Row were: Merle Gwinn, Benkelman, Neb.; C. E. McLaughlin, Las Animas, Colo.; Dr. F. E. Rider, Wauneta, Neb.; Tom Knight, Riverton, Wyo.; Fred Anderson, Eaton, Colo.;

Herbert Gumper, Center, Neb.; Lyle Myers, Yuma, Colo.; Mr. and Mrs. Fred Hall, Akron, Colo.; George Kelloff, Aguilar, Colo.; Lauren J. McConnell, Imperial, Neb.; Robert Smith, Steamboat Springs, Colo., and R. D. Ervin, Kremmling, Colo.

Des Moines

District Judge Floyd Philbrick established the right of the K and L Theatre Corporation to occupy the Town premises in Cedar Rapids, Ia., for the next 12 years in a decision handed down as a result of a trial held last July. The court ruled that the Merchants National Bank, which now owns the building, cannot try to remove the theatre corporation from the premises as long as the corporation's lease is good. The suit was brought by Julian H. King and Raymond J. Lumsden, K and L Theatre Corporation, against the bank and J. D. Siegel, also of Cedar Rapids. King and Lumsden purchased the theatre fixtures but not the building, from Siegel in 1948 for \$41,000. Included in the deal was a 15-year lease on the building. Siegel sold the building to the bank last June for \$75,000. The bank sought immediate possession of the property, and announced it was going to tear the structure down for a parking lot, claiming it could do so under a controversial clause in the lease the theatre owners obtained from Siegel. The sale clause provided for termination of the lease in the event the building was sold. The court held that testimony during the trial supported the theatre owners' claim that neither party to the lease agreement was aware of the sales clause when the instrument was signed. The court held that since this was true, the sales clause has no effect and was, therefore, stricken from the lease. The judge enjoined the bank from ousting the theatre owners for the period of their lease.

Kansas City

Purchase of the Roxy, Wichita, Kans., from George Dunbar by an amusement organization headed by B. J. Taylor, Wichita, was announced. The transaction, involving about \$100,000, includes the purchase of both the building and site at 121 West Douglas. Taylor revealed that the Roxy will be improved and have a change of policy. He will continue as manager, Planeview.

Los Angeles

Reeves Espy sold the 101 Drive-In, Ventura, Cal., to Lew Berman. . . . The Cosmo, Glendale, Cal., operated by Grover Smith, has been closed permanently. . . . Max Myers, former branch manager, Columbia, died. . . . A diamond-studded wrist watch recently awarded on Film Row was won by Harley Williams, Monogram shipper. . . . The recently closed Holly is now being dismantled. . . . Sam Stiefel's Ritz, Long Beach, Cal., was damaged by fire. . . . Columbia general sales manager Abe Montague was in from New York to confer with branch manager Wayne Ball. . . . WB recently gifted employees with the annual Christmas bonus. . . . Bob Schwartz and Jack Hendricks recently purchased the Monica

from Leo Hershon and Saul Fruchtman. . . . Seen on the Row were: Merle Cavanaugh, Edwards Theatres; Jack Goldman, Santa Monica, Cal.; Jim Parks, Taft, Cal.; Judge Pawley, Indio, Cal., and Silas Jones, Allena.

In Long Beach, Cal., a fireman was injured fighting flames that swept the interior of the Ritz, causing damage estimated at \$40,000. The fire broke out after patrons had left the theatre, and Guy C. Black, owner, had closed it for the night.

Lloyd Katz has been appointed by Paul Sperling, president, Nevada Theatre Corporation, as corporation secretary and general manager in Las Vegas, Nev.

A new drive-in for the Henderson, Nev., area was proposed by Earl Brothers, who operate theatres at Henderson as well as the Boulder City theatre and the Boulder Dam Tourist Guide at Boulder City, Nev. Brothers appeared before the Colorado River Commission, and asked for authority to purchase frontage on the Boulder Highway near the intersection of Vegas Walsh Road on the north side of Highway 395. The commission took the proposal under advisement.

Milwaukee

"Gentlemen Prefer Blondes" was booked into the Wisconsin for the week of Feb. 4.

Teamwork between cashiers resulted in the capture of a holdup bandit within two hours after he committed the crime. Betty Steinrock, 16, Palace, was held up just as she was talking on the phone to Leona Megal, 17, Wisconsin. Miss Megal, noting a change in Miss Steinrock's voice, spread the alarm.

George Beck, equipment manager, Warner Theatres, is proud of television now housed in the Warner. The Riverside also completed its video setup.

Mr. and Mrs. Jack Zeni, Rialto, Norway, Mich., were visitors. Their latest promotion gimmick to attract kids to the special Christmas Day show was to give free tickets to the youngsters who attended the Sunday before the holiday.

Girl and boy scouts were to be honorary aides for the \$1 kiddie matinee show plan set up by Joe Reynolds at the Oriental.

The Unity, Ladysmith, Wis., one of the oldest showplaces in the northwest part of the state, was gutted by fire two weeks ago. Loss was estimated at between \$60,000-\$80,000.

Ralph Krause, Capitol Record office worker, spent the summer touring the state with a young people's variety show, and hopes to build up a small vaudeville circuit next year throughout the state. Two of the theatres he has in mind are the Ford, Waterford, and Genoa, Genoa City.

Minneapolis

There is no denying that television is a competitor to the motion picture, and that it has made some inroads on film

profits, Republic executive vice-president James R. Grainger said. He stated, however, that he felt confident the new form of entertainment would soon become a valuable asset to films in the same manner radio has become an adjunct "in helping to sell our product" to the public.

Frank J. Hahn and Frank J. Hahn, Jr., Bay and Royal, Ashland, Wis., have been named defendants in a suit being brought by 20th-Fox, United Artists, U-I, RKO, MGM, Paramount, and Columbia. Each filed a separate suit for damages based on alleged underreporting of receipts at the two houses.

Jon Lang has been named new sales manager for the film advertising division, Reid H. Ray Film Industries, Inc., St. Paul, Minn. Lang has been territory sales supervisor for three years. Marjorie Allen has been promoted to administrative sales director, and Robert Whitney will head the contract department. Whitney, present manager, service department, will be replaced by Patrick Molohon. The annual winter sales meeting of the firm will be held on Jan. 3-5 at the home office.

"Lambert, the Sheepish Lion," a special Walt Disney color cartoon, had its world premiere at the Orpheum in both Minneapolis and St. Paul, Minn. The pre-release engagements were set so that the short will be eligible for an Academy award, according to Harry Weiss, division manager, RKO Theatres. Charles Levy, New York, advertising-publicity director, Walt Disney studios, was in the Twin Cities setting up a campaign.

John E. Stout is new assistant manager, RKO Orpheum, Sioux City, Ia. . . . Ralph Green closed the Radio, St. Paul, Minn., neighborhood house, for December. . . . The Riata, Wall, S. D., reopened after a fire completely destroyed the interior. . . . Twixt Town Drive-In Theatre Corporation will build a drive-in between Cedar Rapids and Marion, Ia.

Glen Axtell, Persia, Persia, Ia., is dead at 33. . . . Allers and Sons reopened the newly-remodeled Allerton, Keystone, Ia. . . . The Gibbon, Gibbon, Minn., had two free shows as a Christmas gift for patrons. . . . William Sears general manager, Minnesota Entertainment Enterprises, went to Florida for a winter vacation and an inspection of southern drive-ins. . . . The Chief, Red Wing, Minn., has been redecorated.

A motion for a more definite statement of damages in the suit being brought by the Edina, Minneapolis suburban house, against eight major film companies, Minnesota Amusement Company and the RKO Orpheum, was made by defense attorneys at a hearing before Judge Gunnar H. Nordbye on Dec. 26 in federal district court. Ben Friedman, president, Edina Theatre Corporation, charges illegal price-fixing and conspiracy, and asked for triple damages of \$537,000 for loss of business and profits and \$100,000 for depreciation of value of the theatre property or a total of \$1,911,000 in the original suit filed on Nov. 2. The complaint charges the eight distributors with

conspiring with each other and with Maco and the Orpheum in refusing to license the motion pictures of the distributors to the Edina except on arbitrary late runs and under arbitrary and unreasonable clearances in favor of the first-run theatres owned and operated by Paramount and RKO subsidiary companies.

Oklahoma City

Bee-Gee Theatres, Inc., filed articles with the office of the Secretary of State, changing its name to Del Drive-In Theatre, Inc., and changing its principal place of business to Oklahoma City.

In Henryetta, Okla., the Lions Club sponsored a special matinee at the Blaine with admission either a can of food or toy, which went toward the Lions Club's basket program.

Omaha

The Variety Club's dinner and Inaugural Ball will be held at the Blackstone Hotel on Jan. 28 with several guest speakers scheduled. . . . J. E. Scott, 20th-Fox branch manager, attended a division sales meeting at Minneapolis.

Film Row offices were bedecked with Christmas trees. Most salesmen were in for the weekend before the heavy blast of winter struck, and activity slowed for the holiday season.

Stage productions are coming thick and fast again after a full November bill.

J. H. Jacobs, Columbia branch manager, toured the Central Nebraska and Northeast Nebraska territory. . . . Bill Barker, Co-Op Booking Service partner, rolled 704 to take high series lead in the Good Fellows charity bowling tournament.

Katherine Erstad, RKO office manager's secretary, resigned to return to her home in South Dakota. . . . Joyce Andersen, United Artists branch manager's secretary, visited relatives in Des Moines. . . . The Humota, Humboldt, Ia., reopened after extensive repairs and remodeling.

The Council Bluffs, Ia., Recreation Department started a 15-week series of free Saturday morning movies for children at the City Hall.

Portland

Manager Kenny Hughes, Orpheum, puts on weekly surprise film features in addition to the scheduled film fare. . . . In Coos Bay, Ore., during an extra heavy winter wind storm, the Motor-Vu Drive-In suffered the loss of its screen.

In Springfield, Ore., the McKenzie and members of Local 675 donated theatre and facilities for a matinee with toys as admission.

It was "Columbia Week" when Oregon exhibitors turned out enmasse to welcome A. Montague, and hear his optimistic address at a luncheon at the Benson Hotel. He was accompanied on his western trip by Ted

Harvey Asks Congress Of All Exhibitor Units

SAN FRANCISCO—In a message to all members of the PCCITO, President Rotus Harvey pleaded for the formation of an exhibitor organizations Congress in order that arbitration, not law suits, could settle difficulties within the industry.

Said Harvey,

"TOA wants arbitration; Allied wants arbitration; The PCCITO wants arbitration; the distributors want arbitration. (The PCCITO has been advocating it for years, and, as a matter of fact, has its 1949 conciliation and arbitration plan with two of the majors.) With everyone wanting arbitration, it would seem a very simple matter to get it without delay, but unfortunately, in addition to the fact that wheels of progress move slowly, any good movement takes time, personalities are entering into the picture. Why should every organization take a separate road to gain a single objective merely for the sake of impressing its membership? As an organization man I ask, why care for credit if the industry as a whole profits?

"Today, it seems, the only way an exhibitor can get a distributor to act fairly is to threaten to sue, and, in too many cases, he has to resort to a suit. It is a stupid way to do business. It appears that the attorneys are running distribution, with the result more law-suits are being filed every day. It is a known fact that there are enough suits filed in the courts right now to bankrupt the industry. If the distributors lose these suits, they will go broke, and the exhibitor's supply of product will be cut off. Every exhibitor, including the writer, who has been in this business for the past 20 years, has or could have sued the distributors for past offenses but law-suits gain no one anything, they settle

Gamble. The special luncheon was staged by James Beale, Columbia branch manager. Also at the session was L. E. Tilman, northwestern division manager, San Francisco, and Sam Siegel, press representative for Columbia, in Pacific Northwest. Montague spoke briefly on business problems.

In Salem, Ore., levy of a two per cent admission tax as a means of increasing the city's needed revenue aroused plenty of opposition from the theatre executives. Principal spokesman against the admission tax was Wallace Cowen, Salem manager for five Forman theatres. He cited the example of Eugene, Ore., whose three-year old admission tax law is still in the courts. He added also that the Salem theatres would appeal to the courts if the Salem tax ordinance was approved. Cowen said passage of the admission tax would invite decentralization of Salem's downtown business to suburban areas outside of the council's jurisdiction.

Governor Douglas McKay announced the names of several Portlanders who will serve on Oregon's "Covered Wagon Centennial" committee under general chairman George Halling, manager, J.

nothing, and, as the awards are made, we, the exhibitors, have to pay for them by higher and higher film rentals.

"Now, as long as everyone wants arbitration, let's forget organizational jealousy, and proceed in an orderly manner to get what our industry needs. Let's call an Exhibitor Organizations Congress to meet, and discuss, arbitration. Let us agree on a single plan to submit to the distributors. COMPO is planning a meeting in January. Why not hold this Congress just before or after the COMPO meeting? At the COMPO meeting there will be in attendance, Allied, TOA, Independent Theatre Owners of New York, Metropolitan Theatre Owners, and the PCCITO. In addition to these organizations, which represent most of the exhibitors, an invitation should be extended to those exhibitor organizations not represented.

"Who will take the lead? If no other organization wishes to do it, the PCCITO will be happy to carry the ball.

"Time is short, Let's get going!"

At the same time Harvey, in a mood of apology, said, "It seems I owe 20th-Fox and Metro an apology for I have been taken to task by branch manager Jack Erickson and publicity man John Norcop, 20th-Fox, and publicity man Ted Galanter, MGM.

"These men were highly indignant that their campaigns were not correctly reported. Far be it from me to be unfair or to fail to give credit where credit is due, so to correct the impression given in my November column, One Man's Opinion!, I am quoting excerpts from the letters received from these men concerning their campaigns in the city of San Francisco, a city of over 750,000 with a drawing population of well over a million and a quarter people."

(Harvey goes on to quote from letters regarding the campaigns on "David and Bathsheba," "An American In Paris," "A Streetcar Named Desire."—Ed.)

K. Gill Company, and 1951 president, Portland Rose Festival Association. Portland members of the governor's committee include: Arthur Greenfield, U-I branch head, and Mrs. J. J. Parker, J. J. Parker Theatre. Universal-International Studios accepted Governor McKay's invitation to kick-off the "Covered Wagon" centennial celebration with the world premiere of "Bend of the River," filmed in the Portland and Mt. Hood areas last summer.

St. Louis

In Bloomfield, Mo., William Sherman, owner, Sherman, this city and Advance, Mo., and the 395-car Jackie Linn Drive-In, under construction on Route 25 near Jackson, Mo., died in a New York City hospital the day after he had undergone an operation for the removal of a spinal disc that had been bothering him for some months. His passing was somewhat unexpected since he apparently had come through the operation in good shape. Sherman, in his late 40's, entered the business with U Pictures at New Haven, in the 1930's, and later served as a salesman for that company in Indianapolis, Kansas City, and Omaha, for various periods. In the summer of 1947,

he purchased the theatre at Bloomfield, Mo., and in October decided to devote his entire time to the exhibition end of the business. He acquired the Advance, Mo., theatre early in 1948. He is survived by his wife, two daughters, and a son, Phillip Sherman, who is a broker for U-I in Indianapolis.

A committee of the Board of Aldermen is to conduct a public hearing on Jan. 9, on a bill introduced by Alderman Brady at the request of licensed union engineers that is intended to force the employment of licensed engineers for the operation of all steam boilers, engines, or plants with a total rated horse power of 50 or more. The measure carries an emergency clause, and would become effective immediately if passed by the aldermen, and signed by Mayor Joseph M. Darst. A similar bill failed in a former session of the aldermanic board. A number of theatre owners, headed by Lou Ansell, Ansell Brothers Amusement Company, chairman of a special legislative committee of St. Louis exhibitors, is expected to attend the public hearing, and voice opposition to the measure.

The Empress, operated for some years by Joseph C. and Louis K. Ansell, has been closed preparatory to reopening as a dramatic and musical comedy house.

The date for the testimonial luncheon for Tom Edwards, Farmington, Mo., immediate past president, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, has been postponed to Jan. 29.

It is a boy for the Ted Caugers, Independence, Mo. The proud dad is an executive of the A. V. Cauger Service, Inc. . . . Employees of 20th-Fox enjoyed their Christmas party. . . . Tom Bloomer, president, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, and partner in the Bloomer Amusement Company, Belleville, Ill., together with Mrs. Bloomer and their son, Tom, Jr., went to Miami Beach, Fla., for a vacation. Other St. Louisians vacationing in Florida were Paul Krueger, co-general manager, Fred Wehrenberg Theatres, Mrs. Krueger, and their son, Ronnie, and Fred Joseph, Clayton, Mo., attorney.

The Maryland building was damaged through a fire. . . . Out-of-town exhibitors seen included: Charles Weeks, Jr., Dexter, Mo.; Eddie Clark, Mattoon, Ill.; Harry Blount, Petosi, Mo., and Joe Goldfarb, Alton, Ill.

Ted Woodward, Salt Lake, Utah, traveling for Constellation, San Antonio, Tex., was in. . . . Miss Irene Pappas, daughter of Mr. and Mrs. A. D. Pappas, was married to Dr. Sidney L. Stovall, San Antonio, Tex., at St. Nicholas Greek Orthodox Church. Mr. Pappas is a former part-owner, Laclede.

The city of West Frankfort, Ill., appropriated \$150 to sponsor a Christmas Eve party for the children to be staged in the State, Fox Midwest Circuit.

Santa Claus made a personal appearance at the Lory, Highland, Ill., to give the children of the community an

opportunity to put in last-minute orders for things they'd like for Christmas.

Four Litchfield, Ill., stores tried out a novel pre-Christmas shopping plan, only male customers being served. The men who brought along their wives were given tickets for either the Capitol and Ritz, so the ladies could have an enjoyable evening as the men shopped in peace. Resident manager Russell Hogue, Frisina Circuit, worked out the novel deal with the merchants.

Star Horace McMahon was the guest of honor at a steak dinner affair in the restaurant of Stan Musial. He was here through Christmas Day for the opening engagement of "Detective Story."

The Ritz, Belleville, Ill., operated by the Bloomer Amusement Company, was the scene of a benefit motion picture and stage show, sponsored by the women's division, Chamber of Commerce. All of the proceeds went to a fund to finance materials to construct a new patio at the Armed Forces Canteen.

A strike of union projectionists in 12 of 13 local theatres catering to Negroes started. None of the houses attempted to operate, so the union didn't have to set up picket lines. The strike came after more than four months of unsuccessful negotiations in an effort to obtain a new wage scale and working agreement satisfactory to both sides. The union, Local 143A, an affiliate of the IATSE, sought salaries for the Negro projectionists comparable to those being paid to union men in white theatres of similar size and classification, their demands were for salaries of from \$63.50 to \$94 per week as against the existing scale of \$49 to \$70. The union in its final strike ultimatum issued modified its demands slightly, asking for a 35 per cent increase at the Regal, that has been paying \$62 per week; 20 per cent at the Comet, where the salary was \$70, and a 10 per cent increase at all the other affected houses, the Strand, Roosevelt, Laclede, Criterion, Marquette, Douglas, Carver, Star, Circle, and Amytis. The New Movie closed its doors indefinitely because of poor business. The lone house catering to Negroes still operating was the Aubert, St. Louis Amusement Company. Tommy James, owner, Comet, Strand, and Douglass, chairman of the theatre owners, said that present wage scales in the Negro houses were based on the



Mr. and Mrs. Forrest White and son Richard, who operate Ind-Ex Booking Service, Dallas, are seen in a recent pose.



Recently seen at the business session of the Allied Independent Theatre Owners of Wisconsin convention at Milwaukee were, left to right, A. J. Honthamer, Jr., Comet; Fred Krueger, Ogden and Rainbow; Leon J. Bamberger, RKO sales promotion manager; Billy Pierce, Savoy; Carl Kelly, Tower; Barney Sherman, Peerless, and A. J. Honthamer, Sr.

salaries that had been paid in those same houses when they used members of Local 143 prior to the formation of the Negro union, Local 143A. "Since employing Negro projectionists in our houses, they were given proportionate increases in pay every time Local 143 members were given increases by the white houses," James said.

Lee Bunch, owner, Home, Oblong, Ill., resumed his duties after being home because of illness.

In Casey, Ill., the Lyric reopened after being closed for five days for the final phases of an extensive modernization program. The Lyric is owned by Paul Musser.

In Griggsville, Ill., Mr. and Mrs. Richard Wade recently changed the schedule of shows at their Pike. Shows now are being given on Sunday, Monday, Wednesday, and Saturday nights.

Salt Lake City

The Lyric was taken over by the young fry when Lodge 259, Loyal Order of Moose, feted them at a Christmas party.

Mr. and Mrs. Don V. Tibbs left for Portland to spend the holidays with daughter, Rebyn, and her husband, Bruce Kelly.

Dan Kostopoulos, owner, Broadway, estimates that he has played Santa to about 52,000 children in the past 25 years. Again this year, from 1500 to 2000 children were guests at a Christmas party at the theatre.

In Bountiful, Utah, the Bountiful started the Christmas festivities for the children with a free film, followed by the appearance of Santa and the distribution of gifts around the public Christmas tree in the tabernacle grounds.

San Antonio

Wadie Goryeb, Oriental Film Company, was in town in connection with the showing at Interstate's Empire of "Little Miss Devil." . . . Wallace Womack has been named manager, new Arts, formerly the Uptown, according to Eph Charninsky, head, Southern Theatres Company.

For the past 18 months, Womack has been manager, Texas, an art theatre at Austin, Tex. The Arts has been completely remodeled.

Proposal of G. Martini, president, Martini Theatre Enterprises, Inc., Galveston, Tex., to amend zoning laws to permit the construction in that city of a new neighborhood theatre set to cost between \$100,000 and \$200,000 hit a snag. Site of the proposed theatre is presently in a residential neighborhood, and Martini had gone to the zoning commission asking that the site be changed to a business zone. . . . Martini Theatres issued Christmas bonus to all their staff employees with the circuit for 26 weeks or more. G. Martini, president, gave out checks dependent on the length of service of the staff member. Also given to each one were two tickets to the Cleander football game.

Luis Aguilar, Mexican star, was a visitor at Corpus Christi, Tex. . . . Paul Rogers has purchased the Aguarena, under water theatre at San Marcos, Tex., from the Marine Industries of Florida. Don Russell will continue as manager. . . . Alfred Pawelik, Midway Drive-In, Karnes City, Tex., returned after being off two weeks due to illness. . . . Wright Hall is remodeling the Town, Spearman, Tex., which has been closed for about two years. He expects to open it as a B house next March. . . . Tom McKean, Jr., has been named manager, Texan and Liberty, Shamrock, Tex., for Virby Conley.

Amos Page, McLean, Tex., was passing out the cigars, which heralded the arrival of a baby son. . . . Cy Mills and D. F. Strickland purchased the Plaza, Donna, Tex., from Interstate Theatres. . . . Bill Wright has been named manager, Velasco, Freeport, Tex. He was manager, Union, Houston, Tex., and the Ira, Freeport, Tex. All are Long Theatre Circuit operated. . . . The Star Drive-In, Brownsville, Tex., has been sold by Howard Metzger to Dave Young, Sr., and the C. C. Ezell Circuit. The drive-in is expected to be reopened late this month. Marshall Nichols will serve as manager. . . . Mrs. Kathryn Verser, manager, Plaza, Donna, Tex., has been transferred to manager, Gem and Ritz, Weslaco, Tex., by Interstate Circuit. Jack Verser, former manager, Gem and Ritz, has been transferred to Harlingen, Tex., where he will manage the Rialto and Strand for Interstate. The two have been temporarily managed by Bette Hicks since M. L. Agnew was transferred to Pharr, Tex., as manager, Cactus.

Technical differences that resulted in an eviction action taken by H. H. Gilliland, owner, La Nora building, against Griffith Theatres, owner of the theatre, have been settled. The circuit was granted a 20-year lease by Gilliland following settlement. . . . Ben Adams announced that he will soon have the Sunray Drive-In in operation at Sunray, Tex. He operates the Palace. . . . W. W. Miller is the new operator for J. C. Parker, operator of three houses at Dalhart, Tex. . . . Wallace Walthall, Dallas, spoke at Quitman, Tex., before the Rotary Club. His appearance was

arranged through Theo Miller, owner, Gem. . . . Corky Guthrie, Wheeler, Tex., brought back three deer after his hunting trip to Colorado. . . . Mr. and Mrs. H. S. McMurray, Dumas, Tex., returned from a vacation in Colorado.

Mrs. Delbert Cummings, Roxy, Stratford, Tex., surprised a group of film salesmen with a special steak breakfast held in celebration of the recovery of her daughter from a recent operation in an Amarillo, Tex., hospital. . . . H. B. Skelton's son, H. B. Jr., is in training at the Naval flight school in Florida. The elder Skelton is at Panhandle, Tex.

San Francisco

People in new posts are George Carlson, replacing Victor Jossenberger at the State; Hugh Hamilton, replacing the State's William Diez; Edward Simons, Golden Gate, promoted to assistant manager by Mark Alling, replacing Jack Nadler, who returned to New York City, and Minerva Saks, formerly with RKO, now at MGM.

Vacationing over Christmas and New Year's were L. E. Tillman, Columbia manager; Mel Klein, Columbia sales manager; Walter Bell, owner, Humbolt Drive-In, Alton, Cal., and the Bell-Air Drive-In, Eureka, Cal., who went with his family to his parents' home in Florida, and Joseph Blumenfeld, Blumenfeld Theatres, in Palm Springs, Cal., until Jan. 6.

Irene Cescoline, assistant to booker George Archibald, MGM, flew to Denver. . . . United Artists personnel in were salesmen Frank Harris and Jack Finlay and cashier Grace Heller. Finlay left his complete wardrobe and personal belongings in his car when he called on exhibitors at Kerman, Cal. His car was broken into. . . . The 20th-Fox new screening room is completed. MGM was the first distributor to use it.

The Pix, Oakland, Cal., was taken over by Sayegh and Nabhan from Winkle and Stalling. . . . The 300-seat Valley, Anderson, Cal., was sold by Ken Loomis to L. B. Zwiebel. . . . The 763-seat Balboa is having lobby renovation. . . . The Orpheum was held up by a man demanding that Barbara Bafa hand over a package of \$5 bills. She screamed, and held the money out of reach. He fled with two \$1 bills. . . . Dan McLean and Lee Dibble, coowners, Embassy, turned over the theatre to children of several organizations for a morning party.

The Hunter, Elko, Nev., was badly damaged by a \$60,000 fire which destroyed the front portion of the theatre. Jack Hunter, Jr., owner, suffered burns when trying to get film out of the projection room.

In Reno, Nev., a police officer is suing the T and D Enterprises' Granada for \$25,766 damages for injuries allegedly suffered in a fall.

Another noteworthy Christmas gesture was that of the employees of National Screen Service. Each year, the New York office sends a large sum of money for an employee Christmas party. This year, the localites voted to have a quiet get-

together at the Variety Club, and give the major portion of the money to charity. Tent 32's charity fund, the Will Roger's Memorial Salute, and St. Gabriel's Orphanage for colored children at Greenville, N. C., were remembered generously.

Harry Colburn, Columbia home office representative was in for a visit. . . . Mickey Gross, Republic publicist, was in from Los Angeles, for the world premiere of "A Lady Possessed" at the Paramount.

Seattle

Walter Coy, operating the Hi-Line, Evansvale, Wash., and the Center, White Center, Wash., was sentenced to 13 months in federal prison at McNeil Island, and fined \$4,000 for income tax evasion. He was convicted of failure to report a total of \$2,000 on his 1946-47-48-49 tax. Paul Westlund will manage Coy's theatres while the owner is serving his sentence.

At the Paramount Christmas party, Hannah Trager, cashier, was presented with her 25-year service pin, set with diamond, and a beautiful watch. The presentation was made by Henry Haulstein, branch manager, as a surprise feature. Miss Trager also received a letter of congratulation from A. W. Schwalberg, vice-president, Paramount.

Fay Honey and Lloyd Honey, his son, who operate the Starlite, Sunnyside, Wash., are building a new drive-in at Richland, Wash., near the theatre operated by Midstate Amusement Company. Corbin Ball and John Lee, who operate the Columbia Basin Theatres, Inc., in Eastern Washington, are building a new drive-in at Soap Lake, Wash.

Walter Thayer has taken up his new duties as booker-office manager at Paramount, with Anatole Mallysheff as his assistant. Dave Dunkle, who has been on the job for the past month, now returns to his Eastern Washington territory as salesman. Ron Gibbon has succeeded Mallysheff as shipper. . . . Henry Haulstein, Paramount branch manager, left for California for a visit with relatives. . . . Don Gillin, U-I branch manager, left for Los Angeles to spend Christmas with his mother. . . . Fred Mercy, Jr., Mrs. Mercy, and their children went to Sun Valley to spend Christmas. . . . Bill and Frances Seegar are parents of a son born in Tacoma, Wash. Dad is with the navy, and mother was formerly cashier at 20th-Fox.

Errol Holland, manager, B. F. Shearer Company, Portland, and Cece Thompson and Evelyn Lamon, same office, were in to attend the Christmas party. . . . Charles Code, Nome, Alaska exhibitor, and Mrs. Code, are spending the winter in California. . . . Dave Gross, Alaska exhibitor, was up from California to spend Christmas at the family home here. . . . Helen Reynolds, secretary to Maurice Saffle, went to Yakima, Wash., for Christmas with her parents. . . . Jim Durgan, John Hamrick publicity staff, left for a vacation in California. . . . The annual preview party for the children of Film Row was held at the Jewel Box.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Many along Film Row spent Christmas with their families elsewhere. Among them were Margaret Woodruff, Lippert office manager, in Bellefontaine, O.; Virginia Reyes, Lippert staff, in Evansville, Ind., and Arthur Adams, MGM Columbus, O., salesman, and his family in Buffalo, N. Y. Christmas parties, with gift exchanges, were enjoyed at most offices.

A select audience, limited to blood donors and those signing pledges to donate a pint of blood, saw the opening showing of "Fixed Bayonets" at Keith. It appreciably aided this city's efforts to reach its quota of blood donors.

J. B. Rosen, 20th-Fox branch manager, and his family returned from a vacation in Miami Beach, Fla. . . . Betty Thorn, secretary to Phil Fox, Columbia branch manager, was vacationing in Florida.

RKO was seeking the city's 10 tallest men in connection with a run of "Ten Tallest Men," Palace.

U-I is remodeling its office to provide better space for the cashier's department. . . . Tommy Thomas is booking and buying for the Jerome Jackson Circuit. . . . Donald Sweeney is a new RKO booker. . . . Phoebe Monier, RKO contract clerk, resigned to return to her home in Huntington, W. Va.

Only a few exhibitors found time to visit Film Row during the holidays. They included J. C. Shanklin, Charleston, W. Va.; John Joseph, Salem, W. Va.; Charles Scott, Vevay, Ind.; W. T. Cain, Paintsville, Ky.; Mrs. Clyde Humphrey, Mason, O.; Bob Harrell, Cleves, O.; Fred Donahue, New Boston, O., and Jack Needham, Columbus, O.

Cleveland

Massilon, O., theatre owners scored a victory in which all Ohio exhibitors will share the fruits. An effort by City Council members to boost the city present amusement tax seven per cent from the present three per cent was defeated overwhelmingly by a vote of 7 to 1. The added tax was proposed to make up for failure of voters to pass a one-mill operating levy last November. The bill was defeated when spokesmen for the theatres pointed out the falling tax receipts from admissions due to high cost of living, TV competition, etc. To date, it was shown, the admission tax yield in 1951 was \$8,218.01 compared with \$14,000 last year. Nat Wolf, Warner Theatres' Ohio zone manager, and W. N. Skirball, head, Skirball Circuit, operating theatres in Massilon, presented the case before Council.

"Quo Vadis" was the unanimous choice of the Cleveland Film Critics Circle as the best first run picture released in Cleveland during November.

William N. Day, Jr., Grand, Dunkirk, O., closed the house. He has not been well, and will keep it closed until he feels capable of operating it again.

The Variety Club, newly moved into the Carter Hotel, skipped its children's party for the first time in many years. The annual Christmas baskets went out to needy families, however. . . . Jerome Wechsler, Warner branch manager, was in Philadelphia to attend a company sales meeting.

More than 25 members of the industry responded to Monogram salesman Sol Gordon's call for blood donors for the Red Cross. He is still taking appointments. . . . The Film building is getting new elevators.

Irving Reinhart sold his Windsor, Canton, O., also his home, and is moving his family to Florida. New owner of the Windsor is Prescott Johnson, a member of the police force in Massilon, O., and one-time manager, Grand, Massilon, O. Reinhart's brother, Jerome, is remaining in Canton to operate the Mozard.

Tony Stern confirmed the rumor that he is going into the automobile business in Pittsburgh. The former Warner Theatres booking manager and erstwhile partner of Lou Ratener in the operation of a co-operative buying-booking agency, acquired the distributorship of Hudson cars in Wilksburg, a suburb of Pittsburgh. The family will join him there as soon as living quarters are available.

Leon Enken, Robins Theatres, Warren, O., was joined by his wife and child who have been in Florida with Mrs. Enken's father, Joe Robins. . . . Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association, and Mrs. Schwartz spent the Christmas weekend with their son and daughter in Chicago.

Frank Belles, RKO salesman, returned home from his tour of the Toledo, O., territory minus his appendix. Taken ill in Toledo, he got as far as Lorain, O., where he was rushed to a hospital for an emergency operation. . . . Meyer Fine, head, Associated Circuit, was on the ailing list. . . . Howard Schultz, Tiffin Drive-In, Triffin, O., who broke his leg earlier in the autumn, was around on crutches. He came to see Herb Horstemeier, who does his buying and booking.

There was little doing in the Film building as exhibitors were conspicuous by their absence. U-I, RKO, Republic, and National Theatre Supply were some who took time out for office parties.

The wife of John C. Wein, president, B-5, Local 160, underwent an operation at Grace Hospital.

Herbert Ochs didn't clear his desk of work attendant upon the seasonal closing of his drive-in circuit in time to spend Christmas with his wife and daughter's

family in Puerto Rico, but he will join them as soon as possible. . . . Sidney Cooper, United Artists branch manager, joined his wife and son in New York. . . . Paul Foster, King, and Mrs. Foster have plans to motor to the west coast via Florida.

Detroit

Sol Krim, president, Krim Theatrical Enterprises, announced the appointment of Neil W. Talling as manager, Krim. Talling, who until recently had been manager, Cinema, resigned that position to accept a post in Florida. Last minute negotiations, however, made it possible for him to remain in Detroit.

Detroit's Downtown is being torn down by wrecking crews. The American Hotel Corporation announced the demolition was being undertaken because it could no longer economically operate the theatre. The corporation owns the Briggs Hotel. The building site will be turned into a parking lot by spring, the firm's president, Benjamin Wagner, said. The theatre, built in the late 20s, has changed hands several times. American Hotel Corporation has owned it since 1941, and it has been operated as a theatre during that time by the Downtown Amusement Company on a lease arrangement.

People in the industry, including wholesalers and theatre operators, contributed more than 4,000 pounds of metal to the scrap drive.

Irving Teicher sold out his interests in the Studio to his associates, Albert Dezel, William Flemion, and Edward Shulman. The Studio is operated as a first-run.

Community Theatres reopened the Lakeview, suburban St. Clair Shores. Open house was observed on opening day, with free admissions to all comers. Michael Thomas will manage.

The Hollywood shifted back to its regular admissions after experimenting with cut rates. Attendance picked up but not enough to make up the difference in revenue.

The office of Jack H. Levin Associates, national survey, research, and checking company, is now located in the McKerchy building. Charles H. Johnson is manager.

The Variety Club announced plans to open clubrooms on the 14th floor of the Hotel Tuller. Officers for 1952 are: Earl J. Hudson, president, United Detroit Theatres, Chief Barker, held over for another year; and First and Second Assistant Chief Barkers, Lew Wisper, W and W Theatres, and M. F. Gowthrope, president, Butterfield Theatres, respectively; Dough Guy, James F. Sharkey, Co-operative Theatres; Property

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Master, Adolph Goldberg, Community Theatres; executive secretary, Charles W. Snyder, Film Truck Service, and national canvassman, Jack Zide, manager, Allied Films. Elected to the board were: Joseph H. Lee, 20th-Fox manager; Murray Devanney, RKO manager; Charles Komer, Community Theatres; Carl Buermele, General Theatre Service; Lou Mitchell, Kilbride Theatres, and David M. Idzal, Fox.

Pittsburgh

The changing picture of 1951, a reminder of some of the happenings in exhibition and distribution during the past year:

Bert Redfoot, Arcadia, Windber, Pa., took over the Pitt and Bedford, Bedford, Pa. . . . The Notopolous Circuit regained the lease of the Penn, Ambridge, Pa., the scene of an important law suit covering product. Warner theatres, in the same city, sold the Princess for commercial use. . . . Horoff and Blumberg leased the Hollywood, Johnstown, Pa., from Ray Allison. . . . Ray Allison also sold the Rex, Portage, Pa., to George Wasko. . . . John Ragus acquired the Coudersport, Coudersport, Pa., from Charlie Fickinger. . . . Clyde Waugaman, Carol, Boliver, Pa., took over the Ligonier, Ligonier. . . . Wally Anderson added the Marien, Marienville, Pa., to his circuit of theatres in small towns. . . . Some of the state houses that went out of existence included the Park, Johnstown; Folly, Erie; Rivoli, Beaverdale; Penn, Altoona, and Barry, Brush-ton, and Centre, here. . . . Howard Benson, who had been operating the Dixie and Grand, Carnegie, Pa., went into receivership, and the owner of the buildings, Alex Manant, is now operating the houses. . . . Bill Wheat, Ill, Sewickley, Pa., exhibitor, took over the Coraopolis, Caraopolis, Pa. . . . Herman Lorence leased his 18th Street, Erie, Pa., to Nick D'Aurora, and retired from exhibition. . . . Blatt Brothers acquired all three drive-ins in Erie, Pa., and dropped the lease on the Opera House, Mayville, N. Y. . . . John Favorite, John Wincek, Al Tate, and others opened the Highlander, New Castle, Pa.

A dentist from Warren, O., took over the Wilmington, New Wilmington, Pa. . . . Marie Birocco leased the Parker, Parkers Landing, Pa., from Tom Madden. . . . Clyde Waugaman leased the Rex, Slickville, Pa., to Johnny Sack, Vandergrift, Pa. . . . The Central, Central City, Pa., was burned to the ground, and Frank A. Orban, Jr., Hooversville, Pa., exhibitor is building a new one to replace it. . . . Associated Drive-In Theatres leased the Blue Dell and Dependable, in the Greater Pittsburgh area. . . . Alexander Supply Company took over the business of the late Arthur Maronne, and moved into his former office. . . . Blatt Brothers moved into the old Alexander Supply offices. . . . U-I opened a new exchange, and Republic moved downstairs into the former U-I spot, while Lou Hanna took over Republic's former space. . . . Atlas Theatre Supply moved from Van Braam to new headquarters and Eli Kaurman and his Pittsburgh Poster moved into the old Atlas

offices. . . . Max Arnold did not renew his lease at the Olympic, Verona, Pa. . . . Steve Rodnik closed the Lehigh, Oakmont, Pa., for good. . . . Ton Latella took over the two houses in Springdale, Pa. . . . Bud Rosenberg leased the Rialto to Andy Battiston. . . . John Notopolous resigned as manager, State, Nutler, Pa., to become salesman for U-I.

Jack Judd and George Tice switched positions at Columbia. . . . Weldon Waters resigned as general manager for Cooperative Theatre Service, and joined the Dipson Theatres in an executive capacity. . . . Most of the ELC employees found other work on Film Row, with Arthur Levy, branch manager, winding up with United Artists as branch manager in Washington, D. C. . . . MGM's Saal Gottlieb was promoted to New York district manager, with Ralph Pielow coming in as MGM branch manager. . . . Pete Dana was named eastern sales manager for U-I, and had to resign as Chief Barker, Variety Club, with John Walsh, first assistant, taking over. . . . Harry Stahl, NuLuna, Sharon, Pa., suffered a heart attack. . . . Vincent Choate, city manager for Shea's, Bradford, Pa., left to operate a theatre in Massachusetts, and was succeeded by Bob Gannon. . . . Fat Saunders, Dipson, Bradford, Pa., also left to join a drive-in at Geneva, N. Y., and Bob Davis took over. . . . Dan Shepherd, Embassy, Johnstown, Pa., took over for Art Frozio in Altoona, Pa., with Mel Katz coming into Johnstown.

Harry Feinstein was named New England zone manager for Warner Theatres, which gave many other employees better positions. Saul Bragin was named film buyer for the Warner Circuit. Jimmy Totman was promoted to Feinstein's assistant, and Henry Burger named as head man in the advertising department, Totman's place. Jack Kahn moved up and Phil Katz was named assistant. . . . The son of Dinty Moore, Warner district manager, took over the Beechview. . . . Bill Zeilor, veteran Harris employee, took ill, and left for a time only to come back to be named Gardens general manager. . . . Among those who left for the Great Unknown were: M. A. Rosenberg, well-known Allied leader and McKees Rocks, exhibitor; Arthur Maronne, owner, Superior Theatre Supply Company; Holis Hayes, Regent, Linesville, Pa.; Harry Cromwell, Pitt and Bedford, Bedford, Pa.; George C. Davis, Liberty, Midland, Pa., and Beaver, Beaver, Pa.; Emil Winograd, Oriental and Family, Rochester, Pa.; Harry Goldberg, manager, Regent, Beaver Falls, Pa.; Sam Rothenstein, Evans, Evans City, Pa., and Charles Truran, former manager, Park and Meade, Meadville, Pa.

To all our readers: the best in 1952.

Kentucky Louisville

John Nolan, executive director, Parkway Drive-In, returned from a vacation trip to Hot Springs, Ark.

Some of the de-luxe suburban neighborhoods announced plans for an admission price increase.

Seen around were: Russell Phillips, Franklin, Greensburg, Ky.; Don Steinkamp, French Lick Amusement Company, French Lick, Ind.; Bob Enoch, State and Grand, Elizabethtown, Ky.; Erwin W. Rau, Alice, Leitchfield, Ky.; Willard Wilderick, New Washington, New Washington, Ind.; George Jaegers, Majestic, Seymour, Ind.; George Lindsay, Lindsay, Brownsville, Ky.; Tom Robinson, Shepherd, Shepherdsville, Ky.; Louis Baker, Star, West Point, Ky., and George Peyton, Griffith, LaGrange, Ky.

James E. Thompson and Richard "Dick" Bernard, Sunset and Riverside Drive-In, Bowling Green, Ky., stopped over for a brief visit.

Michigan Lowell

Harvey C. Callier, 65, owner of theatres in Belding, Mich., and Saranac, and former owner of the Lowell, which he built in 1928, died. Callier was also head of Callier Enterprises, which built bowling alleys in Belding and Rockford, Mich.

Remus

A six-hour blaze caused \$12,000 damage to the Bryce, when zero weather hampered efforts to check the blaze. Films, projection equipment, records, and cash in the office of owner Bryce Paulson were saved, but the screen, stage, walls, and seats of the five-year old theatre were lost.

Ohio Bucyrus

City Council's finance committee recommended repeal of the city's three per cent amusement tax. The city, which would lose approximately \$3,500 yearly in revenue by its abolition, enacted the tax in 1947. The matter comes up for Council vote this month.

Columbus

Charity "Bingo" is a lottery under the Ohio constitution, and police have the power to stop such games, Franklin County Common Pleas Judge Cecil J. Randall ruled. Judge Randall's decision is of statewide importance. Judge Randall's decision is directly opposite that of Judge Dana F. Reynolds when the latter ruled that charity "Bingo" is not illegal.

John A. Murphy, a partner in Jackson-Murphy Theatres for 15 years, joined Henry Wollam and Son, realty firm. . . . Mrs. Lelia Stearn, Southern, is planning to modernize the marquee and to refurbish the interior.

Wilmington

Jack Thomas, general manager, Hallmark Productions, Inc., appointed two more exploiteers for Kroger Babb's new production, "Why Men Leave Home." They are: Ettore Antonini, former projectionist, Westover Drive-In, Morgantown, W. Va., and Oliver Jolly, former Hallmark "Prince of Peace" publicist, who resigned in February, 1951, to manage a theatre near Yellville, Ark.

NEWS OF THE

Territory

Boston
Crosstown

The Boston staff of Nathan Yamins Circuit held the Christmas party at the Eagle Hotel, Fall River, Mass. Following cocktails and dinner, the staff toured the circuit's local theatres, where they met managers and families. Edward Lider handled the arrangements.

All Maine situations of the Lockwood and Gordon Circuit ran free kiddie shows before Christmas.

E. M. Loew was spending some time at Miami Beach, Fla., busy overseeing activities at his new night club, the Latin Quarter. According to reports, the spot is the last word in beauty, with a glass dance floor and two large fountains flanking the bandstand.

Arthur Lockwood trekked to Florida for the holidays. . . . Condolences go to Harry Wasserman, district manager, ATC, on the recent passing of his mother at the age of 96.

Massachusetts Theatre Equipment is installing Century projection and sound equipment in the ozoner being constructed by H. E. Brown in Fairlee, Vt.

Phil Engel, 20th tubthumper, spent a day conferring with General Arnold F. Funk, commandant, Camp Edwards, on exploitation possibilities for "Fixed Bayonets."

Arthur Lockwood and Louis Gordon, along with Sam Rosen, New Haven partner, conducted a mid-winter meeting of drive-in managers at the Boston office. Attending were: Worthington "Buster" Holt, Scarborough, Me.; John Murphy, Winslow, Me.; Henry Pardo, Lewiston, Me.; Francis Cahalan, Concord, N. H.; William Hayes, Norwalk, Conn.; John O'Sullivan, Danbury, Conn., and Lester Brown, Torrington, Conn. The meetings were addressed by district



"Red" King, RKO Boston publicist, aided by U-I field representative John McGrail, recently effected this eye-catching lobby display on U-I's "The Strange Door." Lucky keys opened a series of locks in the lobby, with winners getting prizes.



Robert Newton, starred in UA's "Tom Brown's School Days," is shown as he recently presented a "Tom Brown Trophy" to George Beull, captain, Princeton rugby team, upon the victory by Princeton over Yale at the "Tom Brown rugby match" held at the Yale Bowl, New Haven, as a highly successful benefit for the Elks' Cerebral Palsy Fund.

managers Norman Rolfe, Douglas Amos, and Charles Darby, who outlined plans.

Eliminations announced last fortnight by the Bureau of Sunday Censorship included the following: "The Big Night," parts 1 to 8. (Deletions: Dialogue, ". . . even if you are . . .", in part 5. Scene showing Cooper with coat off emerging from room, in part 7). United Artists. "Hotel Sahara," parts 1 to 10. (Deletions: Eliminate abdominal movements while Yasmin dances forward, in part 8). United Artists.

Bill Koster, Variety Club executive secretary, rounded up a formidable array of speakers for the "Jimmy Fund" building dedication banquet. Among those who've promised to attend are Ford Frick, recently elected Commissioner of Baseball, who will be making his first public appearance since assuming his new post; Boston's Archbishop Cushing, and International Variety Club's Chief Barker Marc J. Wolf.

Bill Koster was very much disappointed when Bob O'Donnell, International ringmaster, Variety Clubs' International, phoned from Texas to express his regrets at being unable to attend the "Jimmy Fund" dedication banquet. O'Donnell disclosed he's slated to enter a west coast hospital at that time but declared



Jack Brown, Boston City official greeter, and Colonel Harold F. Lewis, public information officer, Boston Army Base, are seen recently in the lobby of the Metropolitan, Boston, during ceremonies for 20th-Fox's current "Fixed Bayonets."

he's looking forward to coming to Boston, and inspecting the new building as soon as his health permits.

Film District

Ralph Banghart, RKO field man, apparently did some fancy talking to WNAC-TV execs to come up with his six-minute filmed teeoff announcement regarding the "Snow White," "Prince Charming," and most popular school teacher contest. The film was spotted in premium time immediately following the network's hour-long Walt Disney TVer. The announcement featured George Clarke, The Boston Record columnist, and Marshall Duane, First National stores advertising director, with the pair outlining rules for entering the contest.

A special two-day meeting of 20th-Fox branch managers was called by district manager Ed X. Callahan. Held at the Boston exchange, those attending were: James Connolly, Boston; Sam Diamond, Philadelphia; Glenn Norris, Washington, and John Feloney, acting branch manager at New Haven.

According to RKO branch manager Hatton Taylor, more than 200 playdates are already set for showings of "Snow White and the Seven Dwarfs."

Kenneth F. Robinson has been appointed sales manager at UA, replacing Irving Mendelson, now handling Lippert distribution here. Robinson attended Syracuse University, and spent several years with Paramount in the Buffalo, New Haven, and Boston exchanges before joining UA here about four years ago.

James Connolly, 20th-Fox branch manager, was chairman for the one-day metal salvage drive which the NPA conducted in the film district. A two-ton pickup truck began the tour of the district at 20th-Fox, and collected a truck load of metal at various exchanges.

Blake McVeigh, 20th-Fox home office, was in for confabs with Phil Engel regarding the forthcoming tour of "Miss Kangaroo," scheduled to arrive in Boston on Jan. 20.

Nat Furst, Monogram district manager and short subjects sales manager, spent several days in town during the holiday period.

New Haven
Crosstown

The Lincoln closed for Christmas Week. . . . Some theatres closed on Christmas Eve.

Meadow Street

On the day before Christmas and Christmas Eve, there were many theatres

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which closed to give employees an opportunity to be home with their families. . . . Theatres were also gracious with their Christmas festivities and kiddies parties this year.

Eugene and Marjorie Jacobson, son and daughter of Morris Jacobson, Strand Amusement Company, Bridgeport, were home from college during the holidays.

Ann Lamoneau, secretary to Barney Pitkin, RKO branch head, was married to Don Berduci.

Variety Club Tent 31, New Haven

The committee in charge of the open house New Year's Eve party at the tent worked hard to make it a success, and lots of credit should also go to the new officers. Chief Barker Bob Elliano, First Assistant Chief Barker Johnny Pavone, Second Assistant Chief Barker Morris Jacobson, Dough Guy Sam Germaine, George Weber, Lou Brown, Henry Germanie, Barney Pitkin, Harry F. Shaw, Harry Feinson, and others have been active.

Connecticut Danbury

Vic Morelli, Empress, is noting his 21st year in show business.

Hartford

Ray McNamara, Allyn, tied up with the Air Force Recruiting Station for "The Wild Blue Yonder."

Bill Howard, Norwalk Drive-In, was busy with winter remodeling.

Now due home in the spring is Fred Abronzino, E. M. Loew's projectionist, currently vacationing in Italy. . . . Back on the job after a number of weeks of hospitalization and home rest is Sam Harris, house treasurer and partner, State. . . . Morris Keppner, Burnside, is hoping to move into his new West Hartford home soon.

New Britain

The Perakos Circuit's first-run Palace closed down for renovations.

Newington

Paul W. Amadeo, general manager, closed down the Pike Drive-In.

Wethersfield

Russ Ordway, manager, Webb, left on a vacation. Relief manager is Les Brown, manager, Torrington Drive-In.

Windsor

Bill Howard, Plaza, is home from a vacation.

New Hampshire Bristol

A Christmas party was held at the Bristol for the children of Bristol, Danbury Hill, Bridgewater, Alexandria, New Hampton, Groton, and Hebron.

Concord

A kiddies' Christmas show was held at the Capitol.

Dover

Six turkeys were given away free at a special Dickens Christmas show at the Strand.

Ten baskets of groceries were given away at the Uptown.

Franklin

At a public meeting for the consideration of a better motion picture program for Franklin, H. Paul Lamothe reported his findings. In speaking of a city-sponsored film program, it was noted that fireproof projection booths may be installed to meet fire regulations, and that portable chairs have proven satisfactory on the flat floor of the Opera House. Booth equipment may be rented from Boston, Lamothe pointed out. He said that the Regal is using only 200 pictures a year, and that city-sponsored movies would have 60 percent of the total output to choose from.

Hillsboro

An all-day Christmas show, being sponsored by local merchants, was given at the Capitol by Morrell Parmenter, manager.

Hillsboro merchants sponsored a free show at the Capitol called "Shop and Show Days." A ticket was given by stores to adult shoppers with each \$1 purchase. Children under 12 were admitted free if accompanied by a parent.

Laconia

One thousand tickets to the Colonial were purchased by three local merchants, and presented to the children as a mass Christmas gift.

Lancaster

A doll or Santa was given away at a Sunday matinee at the Amusu. A kiddies' free show was held. . . . A special children's program was held at the Rialto with admission by bringing some article of canned goods or other food for Weeks Memorial Hospital.

Lisbon

The Lisbon Chamber of Commerce was sponsor of a free children's Christmas party at the Lisbon Playhouse.

Newport

"Christmas Gift Night" was held at the Coniston, where 35 Christmas presents donated by merchants were given out at an evening performance. A children's gift matinee was held.

Portsmouth

A free Saturday morning children's Christmas show was held at the Civic.

Danny Morin, 13, whose leg was amputated last summer due to polio, has received a new artificial limb as a Christmas present from Abbott and Costello.

Vermont Brandon

The Brandon management permitted use of its theatre for a Christmas party



New officers of the Variety Club of Connecticut, Tent 31, were recently installed by George Hoover, Miami, Fla., Second International Chief Barker, Variety Clubs International, at ceremonies in New Haven. Seen, left to right, front row, are Hoover, Robert Elliano, Chief Barker; Morris Jacobson, Second Assistant Chief Barker; John Pavone, First Assistant Chief Barker, and, rear, Sam Germaine, Dough Guy, and George Weber, Property Man, all quite happy.



John Barrymore, Jr., and Philip Waxman are seen at a recent luncheon at the Hotel Statler while in Boston, for UA's "The Big Night," RKO Boston. Left to right are "Red" King, RKO Boston publicist; Harry Segal, branch manager, UA; Barrymore; Waxman, and Lige Brien, UA's national special events head.



RKO's "Two Tickets To Broadway" was tied in recently with the "Tony Martin Tuxedo" on display in the window of Boston's Jordan Marsh Company for the store's first film tieup in many years.

sponsored by the American Legion and its auxiliary.

Middlebury

Mid-Haven Drive-In Corporation has been formed, with Edwin J. Morin, Underhill Center, Vt., as president, to build a drive-in between this town and New Haven, Vt.

NEWS OF THE

Territory

New York City
Crosstown

Loew's Theatres, in cooperation with The Brooklyn Eagle, held a Christmas party for more than 1000 children from the various orphanages and institutions in Brooklyn and Queens at Loew's Kings.

Robert Wise, director of Aspen Productions' forthcoming film, "Tightrope," stopped over en route to Washington, and conferred with United Artists vice-presidents William J. Heineman and Max E. Youngstein on distribution and promotion plans.

Because of the grim situation facing the 116 non-sectarian health and welfare institutions affiliated with the Federation of Jewish Philanthropies of New York, the amusement industry, along with other groups in the metropolitan area, must redouble its fund-raising efforts, Emanuel Frisch announced following a special meeting of the exchange committee in Len Gruenberg's office at RKO exchange. Frisch is chairman of the industry drive in support of the Federation's \$20 million campaign. Also heading the drive are co-chairmen Barney Balaban and Si Fabian. Chairman Gruenberg, exhibitors group, urged the members of his committee that special solicitation efforts must be directed at the exchange executives and at independent theatre owners. Members of the exchange committee who are assisting Gruenberg in the double-barrelled drive are David Burkan, V. Flynn, Louis Kutinsky, Howard Levy, Charles Penser, Samuel Rifkin, Saul Trauner, Louis Allenhand, Nathan Furst, Myron E. Sattler, Philip Hodes, William P. Murphy, Tom Feeney, and George J. Waldman.

Director King Vidor was in for conferences with Joseph Bernard, prexy, Bernhard Productions, in preparation for the next Bernhard picture, to be released by 20th-Fox.



Preliminary to the recent opening of MGM's "Quo Vadis," Shea's Buffalo, leading exhibitors and critics from the area were invited to a showing, and seen, left to right, are Ham Allen, The Rochester Times-Union; Bill Martin, The Buffalo Courier Express; Lester Pollock, manager, Loew's Rochester; George David, The Rochester Democrat Chronicle; Margaret Turner, The Syracuse Herald Journal; Harold Mortin, manager, Loew's State, Syracuse, and Jack Mundstuk, MGM Buffalo branch manager.

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, is back after an eight-day trip to Cuba and Mexico.

City desk executives of 27 daily newspapers from coast to coast, participating in the annual city editors' seminar of the American Press Institute at Columbia University, attended a special preview of "Death of a Salesman"

The Orient closed its doors on Dec. 16. . . . Island Theatre Circuit is no longer doing the booking for the Inwood, Forest Hills, L. I. . . . The Kent, Newark, N. J., is now operated by David Kahn. . . . New operator of the Liberty, Bernardsville, N. J., is Reitano Theatres, Inc. . . . The City, Union City, N. J., shuttered.

A fashion highlight of the new year occurred when 20th Century-Fox and Russeks Department store, at a combined fashion show, cocktail party, and motion picture preview, unveiled to a gathering of 200 of New York's fashion press, syndicate news representatives, magazine editors, and radio and television style commentators, copies of the clothes worn

by Jeanne Crain in "The Model and the Marriage Broker," Roxy. Gathering at the film company's Little Theatre, the style leaders viewed five of the Renie adaptations worn by Russeks models. Enlarged stills from "The Model and the Marriage Broker" showing Miss Crain wearing the identical fashions served as a Hollywood backdrop to the entire proceedings.

Farley Granger, who stars in "I Want You," arrived for personal appearances in conjunction with the picture's run at the Criterion. Granger went to Philadelphia and Boston for openings in those cities.

At an election of the National Television Film Council, the following officers were elected: Melvin Gold, National Screen Service, president; Dave Savage, CBS, vice-president; Robert Paskow, WATV, secretary, and William Holland, Hyperion Films, treasurer.

Publicists at Marcus Loew Booking Agency and Loew's International, formerly represented by District 65, Distributive, Processing, and Office Workers of America, voted for the Sign-Pictorial and Display Union, Local 230, AFL, as bargaining agent in National Labor Relations Board elections.

The polio-stricken children of St. Giles Hospital, Brooklyn, were given a gala Christmas party by Harry Garfman, business representative, Local 306. Garfman, for many years, has arranged for motion pictures for the inmates of not only St. Giles but many other institutions. On Christmas Day, he once again was the host to the annual party. Toys, candy, and gifts were distributed.

Judge Vincent Leibell, of the federal court of the Southern District, ruled that Abbott and Costello must come to town to be examined before trial by Louis Nizer, attorney for Universal, and that such examinations must be held and completed before any of the officers of Universal shall be subjected to examination. The judge set Jan. 21 as the week in which Abbott and Costello must appear. The action was instituted by Abbott and Costello against Universal, claiming various accountings and damages of five million dollars. Cross motions were made for examinations of the respective parties, and, after lengthy argument by Louis Nizer, of Phillips, Nizer, Benjamin, and Krim, counsel for Universal, and Jack Kraus, attorney for Abbott and Costello, the court ruled that Universal was to have priority on examination. Judge Leibell also held that since Abbott and Costello had brought the suit in this forum, they had to come to New York to be examined. Judge



Betty Buehler is seen, at left, at a luncheon recently given in her honor when she paid a visit to her home town, Gloversville, on the occasion of the opening of Columbia's "The Mob," Schine's Glove. Seated at her right is Seymour L. Morris, Schine director of advertising and publicity, and, next to him, Mr. and Mrs. Louis W. Schine. On the right, manager Jake Weber, Liberty, Herkimer, greets Miss Buehler, who visited neighboring cities at the invitation of Schine Theatres.

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Leibell held that before counsel for the plaintiffs could examine any of the officials of Universal, the examinations of the comedians would have to be completed, and 20 days thereafter would have to elapse. He directed plaintiffs' counsel to submit a schedule of the examinations to be conducted of the defendants' officers so that convenient arrangements could be made without harassing the company, and yet meeting the requirements of plaintiff's examinations.

Home office white collar workers at Columbia received retroactive pay checks totalling more than \$12,500 in a new wage agreement between IATSE Motion Picture Home Office Employees Local H-63 and the company. The contract includes a 10 per cent wage increase, expiring on Aug. 31. . . . Joan Burian, secretary to Gael Sullivan, TOA, resigned to be married to Robert Finnegan, Boston.

U. S. Senator Estes Kefauver will be principal speaker, and Richard Rodgers and Oscar Hammerstein II will be guests of honor, at a B'nai B'rith Cinema Lodge dinner event on behalf of the Joint Defense Appeal on Jan. 10 in the Hotel Plaza's Grand Ballroom, it was announced by Harry Brandt, chairman for the event, and Kitty Carlisle, co-chairman.

The Salvation Army, Elks, and Police Athletic League were recipients of goodwill Christmas shows in three New Jersey and one New York community by Walter Reade Theatres. Canned goods shows were staged in Kingston by city manager Fred Bertholdi, and in Morristown, N. J., by city manager Ralph Lanterman for The Salvation Army; for the Elks in Freehold, N. J., by city manager John Guttridge, and for the PAL, Long Branch, N. J., by city manager Clark Jordan.

Walter Reade Circuit announced that New Year's breakfast on the house would be served at the Eatontown Drive-In, Eatontown, N. J. The drive-in, equipped with heaters for full operation in the winter, was to present a special New Year's midnight show with admission price including the breakfast to be served in the concession building.

New Jersey Hoboken

"The White Virgin" was withdrawn from the U. S. on orders of Public Safety Director M. M. Borelli, who termed the film "lewd, indecent, and unfit for public view." Harold Weidenhorn, district manager, Warner Theatres, Newark, N. J., advised manager Nicholas Caprisello to substitute another feature.

Newark

Bernie Silverman, manager, Branford, arranged an evening parade for "The Tanks Are Coming." . . . Jack Conhaim, manager, Stanley, had a unique lobby display to attract the youngsters. He built a house for Santa Claus, where the kids could go in and talk to him.



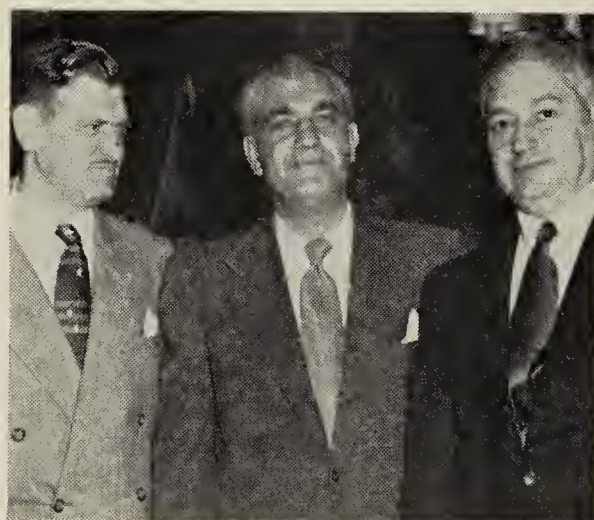
Actress Peggy O'Neill and Elliot Lawrence, band leader, recently put on a live horse stunt in front of the Trans-Lux at the New York premiere of Souvaine's British comedy, "The Galloping Major."

Albert L. Barber, Upper Montclair, N. J., former symphony orchestra concert master and former manager for Warner Brothers Jersey Circuit, died after a long illness. In 1922, Barber joined the Warner Brothers Circuit Management Corporation, and managed several New York theatres before coming to Essex County. In 1946, he was assigned to the Newark office as a statistician.

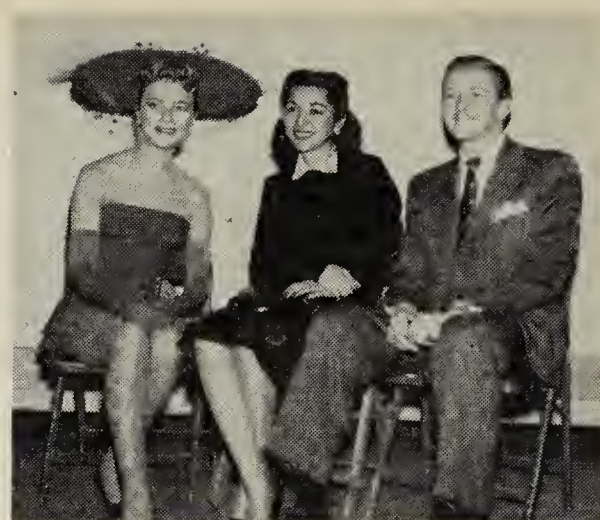
A Christmas party was held for the managers and executives of Warner Brothers' Jersey Circuit and wives at Mayfair Farms, West Orange, N. J. Frank Damis, zone manager, acted as host. The annual Christmas party for the personnel of Warner Brothers Jersey Circuit was also held at Mayfair Farms. Luncheon was served to all, followed by gifts, door prizes, and dancing.

Perth Amboy

William Lavery is the new city manager for Walter Reade Theatres. Formerly manager of the circuit's Woodbridge, N. J., Drive-In, he was promoted to the new post to succeed William Saxton, resigned. Lavery will also manage the Majestic. Other recent managerial shifts include appointment of Harvey Keator, former manager, circuit's 9W Drive-In, Kingston, N. Y., to the Park, Morristown, N. J., and Al Schleicher, former manager, Atlantic



On the recent occasion of being honored by the Associated Motion Picture Advertisers on its 25th anniversary, New York Paramount managing director Robert M. Weitman was greeted by Harry McWilliams, left, AMPA president, and Maurice Bergman, right, U-I executive.



Visiting Patrice Wymore on the coast set of Warners' "She's Working Her Way Through College" recently were Her Imperial Highness Princess Fatemeh Pahlavi of Iran and husband, V. Hillyer.

Drive-In, Pleasantville, N. J., to the Kingston, Kingston.

Plainfield

A 1952 calendar proved both a good will gesture and a source of extra revenue for John Balmer, city manager, Walter Reade Theatres. Balmer lined up 20 local merchants at \$5 and \$10 each to advertise on a 1952 calendar, which he headed "Places in Plainfield to Remember in '52." In the center was a large box listing the three Walter Reade theatres in the city, their policy, and phone numbers. The calendars were distributed to homes in the area. Cost of printing was minor, giving Balmer a tidy profit and knowledge that his theatres were prominently listed in thousands of homes in his city.

New York State Albany

Jack Goldberg, Loew's branch manager, and Mrs. Goldberg will take a three-week European trip in March. . . . Vic Bunz, former Warner Theatres' manager and recently with Fabian Theatres, is now managing Hellman's Royal, and his wife has charge of the Palace, Troy. Mrs. Bunz was associated with her husband in vaudeville, and later in the operation of the Waterford, Waterford. . . . Henry Baylis, Warner Theatres' screening room projectionist, has been elected president, musicians Local 13. . . . 20th Century-Fox celebrated its Christmas party at McCaffrey's Restaurant while Columbia held its party at the exchange. . . . Robert Randall, formerly on the staff of Schine's Eckel, Syracuse, and Smalley's Oneonta, Oneonta, is assistant to Oscar Perrin, manager, Ritz. . . . Marylou Tomanany is a new addition to the 20th Century-Fox staff, replacing Margaret White. . . . Eileen Peltz, Warner Theatres' booking department, resigned to await a blessed event.

—M. E. B.

Buffalo

Dave Leff, United Artists branch manager, and staff had a cocktail party at his home prior to their annual Christmas dinner party at Chez Ami. The staff presented him with a lounging robe, and he presented each of the office girls with

a silk umbrella and cashmere scarfs to the men. Moc Dudelson, district manager, flew in from Detroit.

Manny Brown, former city salesman for United Artists, left to become Cleveland branch manager.

Bill Twigg, former Warner Rochester sales representative, left to become sales manager at Boston for Warners. . . . Congratulations go to Arthur Krolick, Paramount district manager, whose wife presented him with her image, a baby girl, for Christmas.

The local RKO crew is going full speed ahead, expecting to do its best in the new "Ned Depinet Drive" honoring the company head.

Bill Lissner, former Syracuse-Rochester salesman, resigned from Columbia, and returned to Cleveland.

Jack Goldstein, National Screen Service branch manager, has become a grandfather for the second time, son Herb having become a father of a baby girl, Janet.

NSS had one of the most effective Christmas window displays along Film Row, and don't think Jack Goldstein isn't proud of it.

Frank Quinlivan, manager, Gammel's Columbia, is sporting a blue eye. He fell. . . . Felicitations go to Ethel Tyler, National Screen Service biller, who celebrated a birthday. . . . Margaret Crean, secretary to Dave Leff, United Artists branch manager, left to spend Christmas day with her sisters at Prattsburg.

John Osborne, Jr., operating under Seneca Glen Corporation, closed his Seneca, Watkins Glen.

Menno Dykstra, operating under Kensington Theatre Corporation, closed his Kensington.

Slotnick and Slotnick, East, East Syracuse, is closed on Wednesdays.

S. Slotnick, Globe, Syracuse, also is closed on Wednesdays.

William Rosenow and William Brett, who recently took over the Commodore, changed the corporation name to 2385 Genesee Corporation. . . . Arthur W. Copeland closes his State, Caledonia, on Wednesdays.

Murray Briskin closes his Corona, Groton, and Capitol, Homer, on Wednesdays.

Harold E. Hicks closes his Valley, Little Valley, on Tuesdays and Wednesdays.

The husband of Julie Paepke, Columbia cashier, stationed at a naval base in South Carolina, flew in. . . . Nelson Martin resigned as assistant manager, Century.

Walter Dion, former owner, Lockport Drive-In, Gasport; wife, Esther, and Mr.



Janet Leigh, star of RKO's "Two Tickets To Broadway," at the recent press reception held for her and other stars appearing at the London, England, Variety Club Midnight Matinee, is seen with American comedian Harry Green, Lieutenant Commander Michael Parker, Equerry to the Duke of Edinburgh; John Harding, and Bob Wolff, RKO executive.



Second Lieutenant Marie Diamond and Technical Sergeant Ann Peregrin recently set up a recruiting table in the lobby of Loew's State, New York City, where RKO's special short subject, "Lady Marines," had its world premiere.

and Mrs. C. Shaw, in-laws, returned in one of Buffalo's worst blizzards from Las Vegas, Hollywood, and San Francisco, after a month's motor vacation on the west coast. They also visited Joe Privateria, chief electrician, NBC Studios. He was former electrician in the Shea theatres in Buffalo, and moved to California five years ago to take a position with the Earl Carroll Restaurant.

The son of Ann Beals, booker, National Screen Service, came home from Newport, R. I., for a weekend, and presented



RKO's "Two Tickets To Broadway" recently received publicity via the "Tony Martin Tuxedo" and this window in a John David store in New York City.

mother with a wrist watch. . . . Billy West resigned at the Cinema. He is an old time showman, having been in the business more than 30 years.

Leon Herman, Republic branch manager, and his combined employees had open house and a cocktail party for exhibitors. A large Christmas tree decorated the main office, and there was an exchange of gifts. The staff presented Herman with shirts, after which the employees journeyed to the Town Casino. —M. G.

Cooperstown

Articles were filed with the office of the Secretary of State, for Fort Plain Theatre Company, changing its name to Smalley Fort Plain Theatre Corporation.

Endicott

Opening fare for the remodeled New Lyric was Hallmark's "The Prince of Peace." Frank Dittrich, manager, told listeners over WENE he couldn't think of a better picture for the opening.

Rochester

Albert Lewin, writer and producer, "Pandora and the Flying Dutchman," was in for a visit with Lester Pollock, Loew's. While in the city he was interviewed by several high school reporters.

Burglars broke into Schine's Riveria, rifled the candy machines, and helped themselves to the candy and any money that they could get their hands on.

The Murray, which recently reverted to Bill Tishkoff, is up for sale. He has been on the sick list for the past two years.

Carl L. Bovee, formerly with Smalley's, Sidney, is the new manager, Schine's Lake. . . . T. Gentry Veal, research engineer, Eastman Kodak, gave an interesting lecture to Local 253 on the different types of television projection equipment.

The Regent ran a special kids' holiday morning show. In addition to the show, each child received a free Dixie cup that manager Joseph Szell promoted from an ice cream company.

Raymond Vecchio, son of Joseph Vecchio, Loew's projectionist, and brother of Joe, Jr., Schine's West End, and Richard, Schine's Lake, was home on leave from the air force.

William Holmes, projectionist, and Cal Bornkessel, RKO Palace, were on the sick list. Holmes had an operation, and Bornkessel had a relapse from his recent operation.

A gift of \$100,000 has been made to the George Eastman House of Photography to be used for acquiring and preserving historical motion pictures for future study and for showing at the Dryden Theatre of Eastman House. Ninety percent of the films now existing from the old days of the 57-year history

(Continued on next page)

EYEING THE Exchanges

NEW YORK—At the last New York Film Board of Trade meeting of 1951, new officers were elected. Paramount's district manager, Henry Randel, is president, replacing Saul Trauner, RKO. The new first vice-president is William Murphy, branch manager, Republic. He replaces Robert Fannon. Re-elected second vice-president is Louis Allerhand, New Jersey branch manager, Loew's, Inc. Jack Safer, branch manager, Monogram, was elected treasurer, replacing Nat Furst. Abe Dickstein, branch manager, 20th-Fox, was re-elected secretary. In accordance with an old tradition, the outgoing president accepted the post of sergeant-at-arms. It was unanimously voted that outgoing President Trauner will be presented with a scroll.

MGM—A group of seven boys and girls from the office recently enjoyed an informal theatre party, "Call Me Madame." . . . Henrietta Isaacs, billing department, will be accepting birthday congratulations on Jan. 18. . . . Martin Workman, booking department, handed in his resignation prior to his entering the service. A group gave Workman a farewell celebration.

MONOGRAM—Head booker Etta Segall is still deeply touched by the way her many friends in the industry responded when they learned of the death of her mother. . . . Booker Hank Feinstein is looking forward to his birthday on Jan. 7. . . . The folks had a wonderful time at the Christmas party.

RKO — June Jacobson, switchboard operator, was off because of a heavy cold. . . . Morris Laubgross, night film inspector, was accepting birthday congratulations on Dec. 30. . . . Sadie Castanza was back after being out ill.

BONDED—Mary DiSilva, film inspectress, who was out ill, took a turn for the worse, and had to be hospitalized. . . . Beatrice Petrazino, film inspectress, was ill. . . . Jack Greenberg, shipper, was back after a leave of absence because of poor health. . . . Night film inspector Jack Luwin had to take some time off because of his bad back.



First prize in Paramount's "Samson and Delilah" national art competition was recently awarded to this painting by Harry Longo, Patterson, N. J. Judges Arthur William Brown, noted painter; Roy W. Tillotson, president, Art Director's Club, and Vincent Trotta pose in New York with the prize-winning oil.

20TH CENTURY-FOX — Harriet Coan, contract clerk, was away from her desk suffering from an infected throat. . . . Bess Allen Goldstein, secretary, spent the holidays in Atlantic City. She and her husband are looking forward to Jan. 19, when they will celebrate 22 years of wedded bliss. . . . Folks in the office were congratulating branch manager Abe Dickstein on his reelection as secretary, New York Film Board of Trade, and New York-New Jersey salesman Mike Nuzzola on being elected vice-president, Colosseum.

SALESMAN'S STORY — Mike Nuzzola, 20th-Fox New York-New Jersey salesman, can truthfully say that he learned the business from the bottom up. Nuzzola started working in the Fox film room as an examiner when he was 19. From there, he became a shipper, and then moved into the ad-sales department. The next step was a position in the cashier department. Nuzzola then handled the duties of a statistician, and, after a while at that post, went into the booking department. At this point, World War II made its appearance, and Mike Nuzzola went into the marines. While in the service, he became a platoon sergeant, and was stationed on Iwo Jima and Guam when his work as a trainer of war dogs was most needed. After



Barney Balaban, right, president, Paramount Pictures Corporation, and A. W. Schwalberg, president, Paramount Film Distributing Corporation, are seen receiving programs at the recent press preview of Paramount's "The Greatest Show On Earth" at the Bijou, New York City.

three years with the marines, Nuzzola returned as a salesman in the New Haven branch office, and was shifted to a similar post in Albany. Over two years ago, Nuzzola was transferred to the New York exchange. Training dogs is still his main avocation, and he has appeared at many veteran hospitals with his dog, Boot. Nuzzola was thrilled when he and Boot appeared on a recent Arthur Godfrey TV show.

RAMBLIN' 'ROUND — At Columbia, assistant manager of exchange operations Sidney Singerman and his wife celebrated their 25th wedding anniversary. . . . The offices at Favorite have been brightened by paint. . . . J. J. Felder, Favorite vice-president, is on the west coast for a combined business and pleasure trip. . . . Head booker Jimmy Davidson, U-I, and his wife celebrated 10 years of wedded bliss. . . . Ditto Fred Mayer, New York salesman, who marked 20 years of married life on Dec. 22. . . . Nadine Ronnie Starr, daughter of United Artists office manager Myron Starr, was five.

—ARNOLD FARBER

Rochester

(Continued from preceding page)

of motion picture industry are on early nitrate stock, and face possible destruction within the next 10 years. With the funds now available, copies can be made of many of these perishable and inflammable old films on modern acetate safety stock, which, with proper care, should last indefinitely. This care will be provided in a building to be constructed by Eastman House especially for the storage of nitrate film. Already the collection comprises more than a million feet of historical motion pictures. The gift was made by L. Corrin Strong, Washington, D. C., as a memorial to Henry Alvah Strong, who financially helped George Eastman at the beginning of his photographic enterprises. The film collection will be known as The Henry A. Strong Collection of Historical Motion Pictures, and the film vault building will be called The Henry A. Strong Archives.

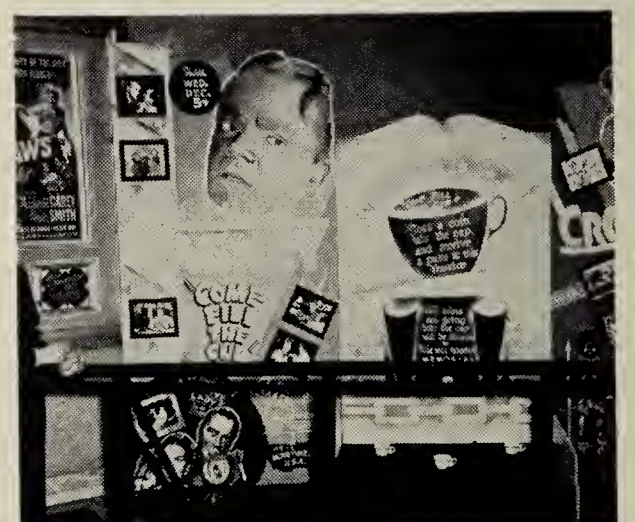
Edward Hall, projectionist, Central Drive-In, member of Local 253, died.

—WALTER A. KNOPF

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JANUARY 2-31

JANUARY

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Helen Colucousis, manager, St. James, Asbury Park, N. J., for WB's "Come Fill The Cup," recently invited patrons to toss coins into three small cups to win passes for the show. She then turned over the funds as a special contribution to the Will Rogers Memorial Hospital drive.

NEWS OF THE

Territory

Philadelphia Crosstown

William Greenfield has taken over the operation of the Carman. The house has been closed for several weeks.

The trade was sorry to learn of the death of Gus Besterman, father-in-law of Irving Blumberg, Stanley-Warner ad.-publicity head.

Ben Tolmas, former veteran film salesman, contributed 80 copies of a current book he is selling as his gift to children who were guests of the Variety Club at a holiday party.

Farley Granger came to town in the interests of "I Want You," S-W Boyd. He made a personal at the theatre.

Vine Street

Maxwell Gillis, Monogram branch head, was host to the girls of the office and the salesmen at a party at the Magic Fan. They were extremely thrilled, and were appreciative of the Gillis gesture.

Arthur W. Davis has been appointed Hargroves National Service System eastern district manager, and will be in charge of the Philadelphia, Pittsburgh, and Washington, D. C., territories. His headquarters will be at Widener building.

Max Miller, UA publicist, came in from the road after touting "The African Queen." . . . The A. M. Ellis Theatres



A. Julian Brylawski, second from left, Warners, shows Commissioners Bernard L. Robinson and John Russell Young the plaque recently won by the District of Columbia for its work in high school driver education. Brylawski is chairman, D. C.'s Information-Education Committee.

opened its new, swank quarters at 1225 Vine Street. Invited industryites were guests at the attractive offices earlier this week.

Lynn Wolf, De Luxe Premiums secretary, announced her engagement to Al Fiel, formerly with Warners.

All exchanges reported having swell times at their Christmas parties, with the New Jersey Messenger crowd so enthused that it repeated at New Year's with a shindig at Club Shaguire, Camden, N. J. Eddie Adelman, reported an expert on the rhumba, was to exhibit his talents at the New Year's affair.

New Jersey Messenger's Joe Rednaur celebrated Christmas with his grandchildren. . . . The wife of Harvey Schwartz, Columbia office manager, fell on the ice.

Elaine Bellak, Columbia secretary, was back from her Florida honeymoon. . . .



Among those invited to the recent Philadelphia luncheon and screening of Paramount's "The Greatest Show On Earth" were Sidney Samuelson and Roy Sullender, Allied Booking and Buying Service; George Reister, Buckley Amusement Company, Shamokin, Pa.; Harry Chertcoff, Chertcoff Theatres, Lancaster, Pa.; Joseph Varbalow, and Rocks Palese, Varbalow Amusement Company, Camden, N. J.; A. R. Boyd, Boyd Circuit, Philadelphia; Jay Emanuel, publisher, and Herbert M. Miller, editor, EXHIBITOR; Ted Schlanger, Ted Minsky, D. Triester, Lester Kreiger, A. J. Vanni, and P. Costello, Stanley-Warner Theatres, Philadelphia; Byron Lynn and Ted Comerford, Comerford Theatres, Scranton, Pa.; Mo Wax; Max Chasens, Atlantic City, N. J.; Harry Botwick, Paramount Theatres, Philadelphia; Sanford Gottlieb, Tri-State Booking Service, Philadelphia; Ronald Coleman, Kearse, Charleston, W. Va.; E. C. Prinsen, Palace, Youngstown, O.; Arthur Narlock, Empire, Bay City, Mich.; Reba and Murail Schwartz, Capitol, Dover, Del.; Leon Bach, Rome Circuit, Baltimore, Md.; Frank Boucher, Max Burka, and Fred Kogod, K-B Theatres, Washington, D. C.; L. Schanberger, Keith's, Baltimore, Md.; and Harley Davidson, Independent Theatre Service, Washington, D. C., all of whom were impressed by Cecil B. DeMille's show.

The Lippert crew went to Chicago for the convention.

James Coyle, U-I salesman in the Scranton-Wilkes Barre, Pa., area, was injured in an auto accident outside Carlisle, Pa., and landed in the Carlisle Hospital for Christmas. The trade wishes for his speedy recovery.

(In the story last issue concerning the death of Irwin Sweigert, prominent projectionist, the name of his wife was inadvertently omitted as a survivor.—Ed.)

Maxwell Gillis, branch manager, Monogram-Allied Artists, urged all area exhibitors to join in the celebration of "Monogram Week," during the week of Feb. 10. His aim is to have a Monogram-Allied Artists subject on every screen at that time, whether it be a regular feature, matinee feature, "Little Rascals" comedy, or a western. Since it means a great deal to everyone in the branch, Gillis asks the fullest cooperation.

Jules Lapidus, Warners eastern and Canadian division sales manager, held a two-day meet of the company's eastern, mid-Atlantic, and central district and branch managers. Attending were Norman J. Ayers, eastern district manager and branch managers, R. S. Smith, Albany; George W. Horan, Boston; Matthew Sullivan, Jr., Buffalo; Max Birnbaum, New Haven; Ben Abner, New York; Robert Smeltzer, mid-Atlantic district manager, and branch managers, William G. Mansell, Philadelphia and P. R. DeFazio, Washington; F. D. Moore, central district manager, and branch

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The Variety Club, Tent 19, Baltimore, Md., honored Rodney Collier, left, during its recent annual banquet and dance at the club's headquarters. Collier served two terms as Chief Barker, and has been a member of the board for 14 years. At right is William G. Myers, current Chief Barker, who had just presented Collier with a television set, a gift from the tent.

managers, J. S. Abrose, Cincinnati; J. M. Wechsler, Cleveland; C. W. McKean, Indianapolis, and Jack Kalmenson, Pittsburgh.

David Fishman, son of Mr. and Mrs. George Fishman, was bar mitzvah, and the event at Beth Zion was attended by many from the industry.

District of Columbia Washington

Barney Balaban, president, Paramount Pictures Corporation, was in to present to the New York Avenue Presbyterian Church the original of Abraham Lincoln's Emancipation Proclamation which he recently purchased from a private dealer.

Headed by Van Johnson, Patricia Neal, Walter Pidgeon, Sidney Blackmer, and director Robert Pirosh, MGM's "Mr. Congressman" location company arrived by plane from Hollywood for two weeks of shooting on Capitol Hill. Key personnel for the new Dore Schary production making the trip are Al Shenberg, unit manager; Jerry Thorpe, assistant director; John Alton, cinematographer; Al Lane, operator; Matt Klauznick, assistant camera; John Banse, script supervisor; Conrad Kahn, Fred Faust, and Howard Voss, sound; Byron Ellerbrock, unit auditor; Wes Shanks and Camden Rogers, electrical; Richard Borland and Richard Hagar, grips, Richard Neblett, props; John Dunning, film editor; Ben Lane, make-up, and Harry Kress and Kitty Mager, wardrobe.

MGM—Marcia Gwendolyn Murphy, daughter of Catherine Murphy, celebrated her 13th birthday. . . . Vernon Nolte, Baltimore, Md., dropped in.

20TH-FOX—Eileen Olivier was vacationing in New Orleans. . . . More than 100 people attended the Christmas party. . . . Jack Kohler and family were visiting Mrs. Kohler's family in New Jersey. . . . Glenn Norris gave the office a hot plate for morning snacks.

RKO—Madeline Beard went to Cumberland, Md., for the Christmas holidays. . . . Mrs. Mabel Smith, inspectress, spent the holidays in New Orleans and points

south with her husband. . . . The girls had their own private party.

MONOGRAM—Barbara Workman went to West Virginia over the holidays. . . . Over 125 people attended the Christmas party.

UNITED ARTISTS—Open house was held at the Christmas party.

PARAMOUNT—The big party saw 50 attending. . . . Ida Green and Jean Dixon celebrated birthdays. . . . Henry Hornstein, Baltimore Md., dropped in.

NATIONAL SCREEN SERVICE—Everybody received bonuses at the Christmas party.

REPUBLIC—The office exchanged gifts. . . . Ida Lenick went to Philadelphia to visit her folks. . . . Joyce Kriso also went to Pennsylvania.

EQUITY—Just twelve people attended the Christmas party at Myron Mill's apartment. . . . Charles Mendelson went to New York for the holidays. . . . Nate Shor also went to New York over the holidays.

U-I—Fifty people attended the Christmas party. . . . Joe Gins is back from his Florida vacation.

WARNERS—Charles Groff celebrated his birthday. . . . Fifty people attended the Christmas luncheon.

COLUMBIA—Thirty-five people attended the Christmas party. . . . The new telephone operator is Anna Wolczak.

SANDY—Sylvester and Fred Sandy were back from a trip to New Orleans.

PEERLESS—Mrs. Ted Shull left for Montreal for the holidays.

—RICK LAFALCE

Delaware Wilmington

Nicholas A. Caruso, former assistant manager, S-W Queen, now in the army, was slated for leadership school at the infantry training center in Camp Breckenridge, Ky. . . . Frances Givens, joined the S-W Queen. . . . Mrs. Florence Sutton, Crest, Woodcrest, Del., resigned, succeeded by Mrs. Eva Wilson. . . . Edgar J. Doob, manager, Loew's Aldine, and Robert E. Diem, assistant manager, were mapping a big promotion campaign for "Quo Vadis." Tom Wood Baldrige, MGM exploiter, Washington, was due in. . . . Mr. and Mrs. John Koczak, Earle, New Castle, Del., had a full house for the holiday kiddie matinee. . . . William Leute, manager, Edge Moor, scheduled the kiddie show for Dec. 29. . . . A. Joseph DeFiore reopened the Park. . . . The Pike, Claymont, Del., remained shuttered.

George R. Camper, onetime manager, S-W Arcadia, now a resident of Easton, Md., was in.

Harry Dunbar, Jr., former assistant projectionist, S-W Ritz, went in business for himself, and took over Concord Cleaners.

—HENRY L. SHOLLY

Maryland Baltimore

Sydney R. Traub, chairman, Maryland Board of Motion Picture Censors, wanted to know why "Dante's Inferno" was shown at the Fine Arts for four days without the "seal and perforation" of the board. When the film finally was re-censored, two or three lines of dialogue were restored. A predecessor board had eliminated them in 1935.

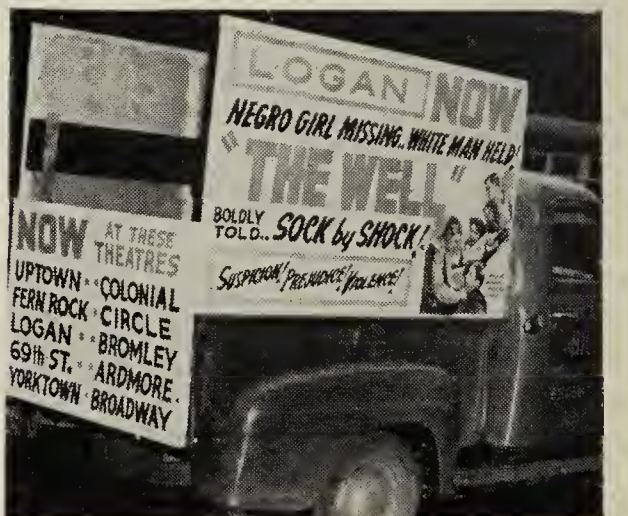
William Reddish, for over 30 years with the Durkee Enterprises, died at the age of 46. He was office manager at the time of his death. . . . Thomas P. Finn, Sr., financial secretary, Local 181, was confined to his home because of a stomach ailment. . . . John Russum, Valencia projectionist, was a patient at Marine Hospital.

William Whitmore, Plaza projectionist, was at home with virus X. . . . Morris Mechanic, owner, New, flew to Florida for a visit with his brother, Bill. . . . Frank Hornig, Jr., owner, Horn, went to Washington for Monogram's Christmas party. . . . The Variety Club held a special New Year's Eve celebration. Sam Tabor was in charge. . . . Frank Porter, movie critic, The Evening Sun, was elected president, The Press Club.

Jack Levin was having his Irvington redecorated and renovated. . . . The Motion Picture Theatre Owners of Maryland, Inc., gave William Baskerville, editor and publisher, The News-Post, a



When Gigi Perrau was in recently to plug U-I's "Week-End With Father," RKO Keith, she helped out the Washington, D. C., Tuberculosis Association in its annual Christmas seal drive.



Ten neighborhood houses of the Stanley-Warner Circuit, Philadelphia, were tied in recently with this street ballyhoo for UA's "The Well." The stunt paid off well.

plaque for his excellent cooperation in behalf of movies and for his help with "It's Movietime in Maryland, U. S. A." The occasion was during a dinner at the Emerson Hotel. Jack Sydney, publicist, Loew's, received a check for directing publicity during Maryland's "Movietime" campaign. Among exhibitors attending were Oscar Coblentz, Jr., Leon Back, Jack Whittle, Isador M. Rappaport, Mike Leventhal, Lauritz Garman, and Jack Levin.

Julius Levin decided to close his York, and reopen it as a colored theatre. . . . The Lord Baltimore was being redecorated. . . . John Grauling, projectionist, New Glen, was in Union Memorial as a result of an auto accident. . . . The Little, Alan Holdcraft, manager, closed to permit installation of new seats and some painting and redecorating.

Alex Sherman, Washington, closed his Cameo for remodeling. It opened again Christmas Day as a neighborhood art house. Herman Tabor is manager. . . . Stanley aides, are wearing new uniforms. . . . Charles McLeary, Parkway manager, a patient at St. Joseph's Hospital, underwent an operation for stomach ulcers. . . . Izzy Rappaport's Hippodrome resumed stage shows.

The Variety Club, Tent 19 is planning an oyster roast to be held at the Alcazar on Jan. 5. William G. Myers is chairman, assisted by Robert Gruver, New Glen, and William Schnader, The News-Post. . . . Mrs. Elsa Soltz, owner, Howard, suffered a heart attack while attending the Crest. She's expected to return home from the Church Home and Infirmary. . . . Adam Goelz, Hippodrome manager, won third prize in Columbia's "Sirocco" contest.

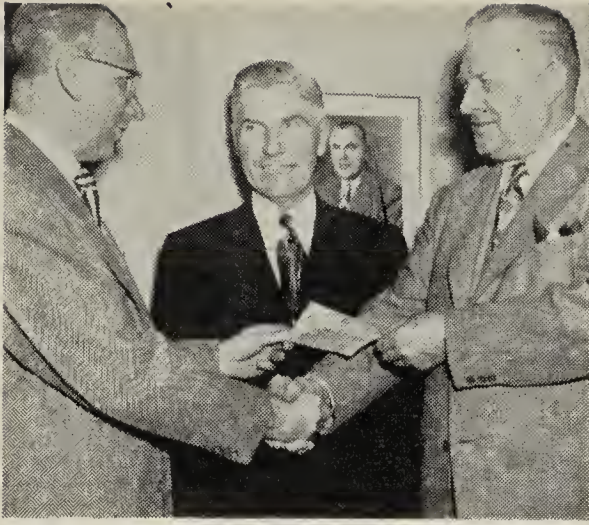
Walter Gettinger, Fine Arts, owner, and Mrs. Gettinger are on Sir Stork's visiting list for May. . . . Mrs. Joe Smart, wife of Loew's city manager, was a patient at St. Agnes Hospital. . . . Milton Schwaber, Playhouse and Linden owner, is relaxing in Florida. . . . John Kildoff is the new artist for the Century, Valencia, and Parkway. His predecessor was drafted.

Max Weinberg, former Baltimorean and now MGM eastern shorts representative in New York, was in. . . . The Variety Club's Christmas party won the stamp of success through efforts of Fred Sapperstein, Columbia booker, and Joe Walderman, Park. . . . Florenz Heinz, Warner, Washington, was over for last-minute Christmas shopping.

—G. B.

Leonardtwn

The New staff was pleased with the Christmas bonus. . . . Local theatres and those in Lexington Park, Solomon's Island, Marlboro, Waldorf, Hughesville, all in Maryland, all made merry with special Christmas parties for the children. . . . The Waldorf, Waldorf, Md., was closed on Christmas Eve to give employees time to spend with their families. . . . George Morgan Knight, Jr., EXHIBITOR area correspondent, is recovering from an attack of lumbago,



Frank Schaffer, left, manager, Dixie, Staunton, Va., recently received a check as national first prize in Warner theatres' "Best Summer Showmanship Drive" in which every Warner theatre in the country participated. Presenting the check is George A. Crouch, right, WB theatres' zone manager, as Charles Grimes, district manager, Virginia and Maryland, looks on at the presentation.

New Jersey Atlantic City

The Palace, operated by S. Tannenbaum, is now known as the Surf.

Hywood, Inc., discontinued operation of the Hollywood on Dec. 27, and Shore Theatre, Inc., took over its operation. George Hamid continues head of the operations. . . . When George Schwartz opens the Shore on Jan. 15, its name will be changed to the Beach.

Camden

Varbalow Circuit's Broadway, completely refurbished and with new seats installed, changed its status and name, becoming the first-run Midway. Opening attraction was Republic's "Wild Blue Yonder."

The Tower recently discontinued its weekend vaude-film policy, and is now a straight film house.

Pennsylvania Kutztown

The Lions Club and Lawrence Fenstermaker, manager, Strand, cooperated in a big community Christmas party.

Laureldale

David Stocker, graduate of Muhlenberg High School, was recently named

assistant manager, Loew's Valencia, Baltimore, Md.

Lebanon

Corporal Earl J. Small, son of Mr. and Mrs. Earl E. Small, has been awarded the Bronze Star Medal with letter "V" device for heroic achievement in connection with military operations in Korea. His father is the projectionist at the State, where he has been employed for 11 years. G. W. Eckerd, 3rd, manager, State, says, "We are all mighty proud of Corporal Small's record."

Lewistown

The new Temple opened last weekend. House seats about 1200, and bowed in with a stage-screen policy. Opening attraction on screen was "It's A Big Country."

Pottsville

The will of J. V. Schreck, Ashland, Pa., theatre operator, was filed in the court house, with Register of Wills John E. Beddow. The widow, Mae B. Schreck, and son, John C. Schreck, are executors. Schreck's rights to a lease on the Majestic, Tamaqua, Pa., this county, go to the son, with bank stock, jewelry, and government bonds valued at \$10,000. The balance of the estate goes to the widow. Value of the estate was not estimated at the probating.

Reading

Thomas A. Harford, Warner projectionist here, who died on Dec. 24, left an estate of \$22,500, according to a preliminary appraisal.

Employees of Loew's, Larry R. Levy, manager, had an all-day party in the theatre offices, with turkey and trimmings as features of the menu. . . . Manager Harry Friedland, Majestic, Mount Penn, Pa.; the Mount Penn Fire Company, and the Mount Penn Civic Association held a Christmas party in the theatre for 326 children.

The Lions Club, Birdsboro, Pa., and Nat Silver, manager, Diamond, were hosts to nearly 400 children at a Christmas Day morning party.



RKO Washington, D. C., exchange personnel look over January-June product release schedule at a recent meeting called to discuss releases and the "Ned Depinet Drive." Seated, left to right, are: J. B. Brecheen, branch manager; R. J. Folliard, district manager, and, standing, Albert Folliard, sales manager; Charles Hurley, Olmstead Knox, J. Kusher, G. Sullivan, H. Doherty, D. Bransfield, J. Smith, and E. W. Grover.

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 N. 13th) Jan. 9, 2,30, "Room For One More" (Cary Grant, Betsy Drake, Iris Mann).

MGM—(1233 Summer) Jan. 14, 11, "The Wild North" (Stewart Granger, Wendell Corey, Cyd Charisse) (Anscolor); 16, 11, "Just This Once" (Janet Leigh, Peter Lawford, Lewis Stone); 21, 11, "Invitation" (Van Johnson, Dorothy McGuire, Ruth Roman, Louis Calhern).

Manager Emanuel Rosenberg, Park, made a series of commercial tieups for a series of six Saturday afternoon children's parties, with numerous gift presentations.

Birk Binnard, manager, Penn, West Reading, Pa., and the West Reading Fire Company were hosts to more than 400 children at a Christmas party in the theatre.

Schuylkill Haven

The Veterans of Foreign Wars Post sponsored a largely attended Christmas community party for children in the Rio.

Virginia Richmond

Deepest sympathy is extended to the family of the late Herman Rubin, who passed away on Dec. 21. Rubin was a partner in Neighborhood houses in Petersburg, and well-known among exhibitors throughout the State as a very active member of the board of directors of the Virginia Motion Picture Theatre Association. His son, Howard, is general manager, Petersburg district, Neighborhood Theatre, Inc.

Four local theatres were closed on Christmas Eve to enable their staffs to spend the time with their families. The houses were the Westhampton, Bellevue, Westover, and Bellevue, all members of Neighborhood Theatre, Inc. . . . Mrs. Minnie Lichtman, wife of Pete Lichtman, District Theatres official, has been named president, Grandmothers Club. . . . The Christmas party of District Theatres was held this week. In addition to staffs of local District houses, guests included home office officials from Washington.

Two local managers spent Christmas in the hospital. Ober Boyd, Capitol, was confined to a bed at Stuart Circle recuperating from an appendectomy, and Layton Ives, Fabian's Park, was at the Medical College Hospital. . . . The East Gate Lions Club sponsored a film for underprivileged children at Jimmy Ritchie's East End. Tickets were distributed through churches and welfare organizations. The program included cartoons and a western, with candy provided for each child.

The Christmas party of the home office of Neighborhood Theatre, Inc., was held at the home of Mr. and Mrs. Sam Bendheim, Jr. In addition to the home office staff and their friends, Richmond managers and their wives attended.

PHILADELPHIA EXCHANGE LISTING

(On this page will be found a complete listing of film exchanges serving the Philadelphia area. Additions or corrections are invited to keep this as accurate as possible. All companies listed may be addressed at Philadelphia 7, Pa.)

AMERICAN
1329 Vine—WA 2-1800
Manager—Ben Harris

HARRY AND BEN BLUMBERG
1305-07 Vine—LO 3-7240
Operators—Harry and Ben Blumberg

BOXOFFICE
1321 Vine—LO 3-6848
President—Nelson Wax
Sales manager—John Schaeffer

CAPITAL
309 North 13th—SP 4-2698
Manager—Edward J. Gabriel

CLARK
1225 Vine—LO 4-3450
Manager—T. H. Lark
Supervisor—David Rosen

COLUMBIA
302 North 13th—MA 7-5825
Division manager—Harry E. Weiner
Branch manager—Lester Wurtele
Office manager—Harvey Schwartz
Sales manager—Dave Korson
Salesmen—Ben Felcher, Philadelphia and suburbs; Sydney Heldon, New Jersey, Delaware, Allentown; Keith Godfrey, Harrisburg, Scranton, Wilkes-Barre; Sieg Horowitz.
Bookers—Joe Flood, circuits; Ben Rosenthal, city, suburban; Norman Gaskill, New Jersey, Delaware; Jerry Levy, upstate

HIGHWAY EXPRESS LINES
236 North 23rd—LO 7-4311
President—James P. Clark

INDEPENDENT POSTER EXCHANGE
1323 Vine—WA 2-3233
Mitchell Pantzer

JASLOW
1225 Vine—RI 6-5895
Distributor—Jack Jaslow

MGM
1233 Summer—SP 4-5150
District manager—Robert Lynch
Branch manager—Lou Formato
Office manager—H. Bache
Salesmen—C. C. Pippin, Philadelphia, suburban; William Hopkins, eastern Pennsylvania, southern New Jersey; F. Jelenko, Harrisburg; Frank Sculli, Scranton, Wilkes-Barre
Bookers—Dave Titleman, Philadelphia, suburban, New Jersey; Charles Baines, northern Pennsylvania, Harrisburg; Charles Kaselman, circuits; Sam Scully

LIPPERT
1315 Vine—LO 3-9020
Franchise holder—Jack Engel
Branch manager—Joe Engel
Salesmen—Harry Brillman, Eli Ginsberg, Arthur Heyman
Booker—Rose Kaplan

MONOGRAM
1241 Vine—RI 6-8342
Branch manager—Maxwell Gillis
Salesmen—Jack Harris, city, New Jersey; Mike Katz, Scranton, New Jersey
Booker—Florence Weiner

NATIONAL SCREEN SERVICE
1201 Vine—RI 6-9580
Branch manager—Stanley Goldberg
Office manager—Moe Koppelman
Salesmen—Maurice "Horp" Levin, Ben Stern, Louis Blaustein

NATIONAL THEATRE SUPPLY
1225 Vine—SP 4-6156
Manager—William Hutchins

Winchester

A new color and sound moving picture produced by Shenandoah Valley, Inc., at a cost of approximately \$20,000 to promote the 13 Virginia counties and two West Virginia counties in the Valley, was given a preview showing before local members of the association. An imaginary Indian, Princess Shenandoah, narrates the film, which opens with shots of the 1951 Apple Blossom Festival. It will run 24 minutes in its finished form, covering the four seasons in the Shenandoah Valley. Special emphasis is placed on the schools, colleges, and historic buildings in the area. An estimated 25 prints will be available next year for distribution through the film library of the State Conservation Commission.

NEW JERSEY MESSENGER
250 North Juniper—LO 7-4822
President—Meyer Adleman

PARAMOUNT
248 North 12th—LO 7-3672
Midwestern division manager—Howard Minsky
Branch manager—Ulrik F. Smith
Sales manager—Herbert Gillis
Office manager—Ralph Garman
Salesmen—Herman Rubin, Philadelphia, vicinity; Robert Shissler, Scranton, Wilkes-Barre; Harry Dressler, Harrisburg, upstate
Bookers—Ralph Garman, booking manager; Matthew Judge, Philadelphia, New Jersey; Robert Shissler, miscellaneous; Lou Fortunate, Harrisburg, upstate

RKO
250 North 13th—LO 7-3555
District manager—R. J. Folliard
Branch manager—Charles Zagrans
Sales manager—Ely Epstein
Office manager—Joseph Farrow
Salesmen—Patrick Beck, New Jersey; A. G. Gottschalk, city; J. J. McFadden, Harrisburg, upstate Pennsylvania.
Bookers—John Phelan, city; Martha Clark, circuits; Charles Donohue, Comerford Circuit, New Jersey; Ed Fisher, upstate Pennsylvania, Delaware; William Quinlivan, upstate, non-theatrical, 16mm.

REPUBLIC
1225 Vine—LO 7-4712
Branch manager—Norman Silverman
Salesmen—Joseph Schaeffer, Philadelphia; Simon Perlweig, Scranton, Wilkes-Barre; William Doyle, Harrisburg, Delaware
Bookers—Pete Hilman, Philadelphia, New Jersey, Delaware; James A. Flynn, Harrisburg, Scranton, Wilkes-Barre

VINCENT M. TATE
1618-20 Wyoming Avenue
Forty Fort, Pa.

20th CENTURY-FOX
302 North 13th—WA-2-2828
Branch manager—Sam Diamond
Sales Manager—Herman Hirschorn
Office manager—R. M. Doherty
Salesmen—Shep Bloom, city; Horace Wright, Scranton; Alan Strulson, New Jersey, Delaware; Dennis Cohalen, Harrisburg
Bookers—Francis X. Kelly, Lillie Rosentoor, Jack Forscher, Mae Greenus, Esther Rudnick

UNITED ARTISTS
302 North 13th—WA 2-1102
Branch manager—John Turner
Office manager—Elizabeth V. Ziegler
Salesmen—Mort Magill, Philadelphia, suburbs; Stanley Kositsky, part of Pennsylvania, New Jersey, Delaware; John Bergin, Scranton; Harry Tyson, Harrisburg, Wilkes-Barre
Bookers—Elizabeth V. Ziegler, Elizabeth Marrandino

U-INTERNATIONAL
251 North 13th—LO 4-3980
District manager—John J. Scully, Sr.
Branch manager—Harry J. Martin
Sales manager—Joseph G. Leon
Office manager—Edward Potash
Salesmen—Harold Saltz, New Jersey, Delaware; Norman Weitman, city; Richard Melvin, Philadelphia, suburbs; James Coyne, Scranton-Wilkes-Barre
Bookers—Ferd Fortunate, Philadelphia, suburbs; George Evans, New Jersey, Delaware; Pete Cicotta, Wilkes-Barre, Scranton; Harold Colton, Reading, Harrisburg

WARNERS
230 North 13th—RI 6-9530
District manager—Robert Smeltzer
Branch manager—William G. Mansell
Assistant branch manager—Charles Beilan
Office manager—Ed O'Donnell
Salesmen—Ben Bache, Philadelphia, suburbs; T. N. Noble, Harrisburg; Dave Cooper, Wilkes-Barre; Scranton; George Hutcheon, New Jersey, Delaware, Pennsylvania borderline towns
Bookers—L. J. Hannon, Philadelphia; Anthony Blase, New Jersey, Delaware; E. Carlin, Wilkes-Barre, Scranton; Virginia O'Brien, Stanley-Warner Circuit; Joseph Quinlivan

Variety Club

Tent 13, Philadelphia

The awards in the recent charity campaign for the benefit of the tent's camp for underprivileged, crippled children will be held on Jan. 7.

The tent's New Year's Eve party looked like a big success. An added feature was the broadcasting by WDAS of Eddie Newman's zany all-night show for four hours.

Plans were completed for the testimonial dinner in honor of Ted Schlanger, retiring Chief Barker, and welcoming newly-elected Chief Barker Victor H. Blanc and his crew for 1952, to be held on Jan. 7.

COLUMBIA

Indian Uprising OUTDOOR ACTION
(417) 75M.

(Supercinecolor)

ESTIMATE: Okeh for the duallers.

CAST: George Montgomery, Audrey Long, Carl Benton Reid, Eugene Iglesias, John Baer, Joe Sawyer, Robert Dover, Eddy Waller, Douglas Kennedy, Robert Shayne, Miguel Inclan, Hugh Sanders, John Call. Produced by Bernard Small; directed by Ray Nazarro. An Edward Small Production.

STORY: By 1885, all of the Arizona Indians have agreed to live peaceably except Miguel "Geronimo" Inclan, who is captured by a cavalry troop led by Captain George Montgomery, who respects the Indians as they do him. Inclan signs a treaty which guarantees that the territory assigned will be free of white invasion. However, when gold is discovered on the territory, Montgomery finds it difficult to keep out greedy whites, and is even denied promotion because he tries to live up to the treaty. Major Robert Shayne is sent to relieve him of the command, and the whites are permitted to enter the area. The Indians go on the warpath after the whites send a posse out after the alleged Indian murderers of a miner, and kill several Apaches. Montgomery orders his men to fire on the whites, and is placed under arrest on the fort, and relieved of his command. Shayne, attempting to wipe out Inclan, is trapped with his men, and Montgomery leaves the fort, persuades Inclan to consider a truce, and promises that the Indians won't be molested. Orders from Washington result in Inclan being jailed, and Montgomery offers his resignation. A talk with Inclan, who persuades Montgomery to remain in the army, straightens things out, and peace reigns. Montgomery plans to marry school teacher Audrey Long, and is promoted.

X-RAY: Containing action, an interesting yarn, adequate performances, suitable direction, and vivid color, this should fare well as an addition to the duallers. The screen play is by Kenneth Gamet and Richard Schayer, based on a story by Schayer.

TIP ON BIDDING: Low bracket.

AD LINES: "Geronimo Rides The War Path"; "Cavalry vs. Geronimo In A Blood Curdling Adventure Yarn"; "When Geronimo's Apaches Ride The War Path, Terror Hits The West."

Storm Over Tibet ADVENTURE DRAMA
(416) 87M.

(Partially photographed in the Himalayas)

ESTIMATE: Interesting adventure show for the duallers.

CAST: Rex Reason, Diana Douglas, Myron Healey, Robert Karnes, Strother Martin, Harold Fong, Harold Dyrenforth, Jarmila Marton, William Schallert, John Dodsworth, M. Conception. Produced by Ivan Tors and Laslo Benedek; directed by Andrew Marton.

STORY: World War II sees the Air Transport Command doing a thorough job flying over the Himalayas. Pilot Rex Reason and his co-pilot, Myron Healey, have a falling out when Reason decides to go home with a mask stolen from a Tibetan temple, and, in the scuffle, Reason's wrist is cut. This wound cancels out a flight for Reason, and Healey is ordered to take over, with Reason's stolen mask still aboard. The plane crashes high in the Tibetan mountains, and Reason feels it is his fault. When

EXHIBITOR SERVISECTION

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The original *Pink Section* Evaluation of features, short subjects.

SECTION TWO
Vol. 47, No. 9

JANUARY 2, 1952

he is mustered out, he visits Healey's widow, Diana Douglas, in Los Angeles, and eventually a romance develops despite his confession to her about Healey and the mask. They get married, after which a parcel arrives bearing the mask that was on the plane. Thinking Healey may be alive, they decide to visit the actual scene of the crash. In India, they manage to join a UNESCO expedition bound for Tibet. Overcoming blizzards, attempted sabotage, the resistance of priests, etc., they manage to get close to the plane only to have a storm bury it forever, and while Reason's companions die in the landslide, he survives. He reawakens in a temple to find the priest handing him Healey's dog tags taken when he was buried, and Reason no longer feels responsible for his friend's death.

X-RAY: This has a number of suspenseful scenes taken in the Himalayas expertly fitted to the balance of the footage, and the whole winds up as an interesting entry for the duallers. The story is adequate, and the performances good, as are the direction, production, and the dubbing. The photography, too, is well worth mentioning. The screen play is by Ivan Tors and Sam Meyer.

TIP ON BIDDING: Low bracket.

AD LINES: "Adventure In The Mysterious, Deadly Himalaya Mountains"; "Who Sent The Mysterious Tibetan Temple Mask? . . . Don't Miss The Thrill-Packed Answer"; "Thrills And Adventure."

LIPPERT

The Great Adventure MELODRAMA
(5021) 77½M.

(South African-made)

ESTIMATE: Import will fit into the lower half.

CAST: Jack Hawkins, Peter Hammond, Dennis Price, Gregoire Aslan, Charles Paton, Siobhan McKenna, Bernard Lee, Ronald Adam, Martin Boddey, Phillip Ray, Walter Horsbrough, Cyril Chamberlain. Produced by Aubrey Baring; directed by David MacDonald.

STORY: At the end of the South African Boer War, Jack Hawkins finds some diamonds on a corpse, and hides them before returning to his home, where he learns the conflict is over. Siobhan McKenna, his sweetheart, is married to Englishman Dennis Price. Later, Hawkins, Price, Peter Hammond, a war buddy, and Gregoire Aslan, an inn keeper, finance a trek to regain the diamonds. They reach their destination, but Price disappears, and suspicion is directed against Aslan. Eventually, it is revealed that Hawkins, jealous of Price, had killed him. Hawkins loses his life in a mine disaster, and his guilt with him.

X-RAY: A slow moving import, made in South Africa, this may have some attraction for the art spots but otherwise it is for the lower half. Locales are interesting but the film's slow pace proves a handicap. The English dialogue is generally understandable. Performances are routine. Both Hawkins and Price have appeared in several pictures on this side. The story was written by Robert Westerbly.

AD LINES: "Filmed In The Heart Of Savage Africa"; "Only Africa Could Breed Such Treachery"; "His Trap Was Set For A Woman's Love."

MGM

Lone Star (222) OUTDOOR MELODRAMA
94M.

ESTIMATE: Star draw will help this ride into the better money.

CAST: Clark Gable, Ava Gardner, Broderick Crawford, Lionel Barrymore, Beulah Bondi, Ed Begley, James Burke, William Farnum, Lowell Gilmore, Moroni Olsen, Russell Simpson, William Conrad, Lucious Cook, Ralph Reed, Ric Roman, Victor Sutherland, Jonathan Cott, Charles Cane, Nacho Galindo, Harry Woods, Trevor Bardette, Dudley Sadler, Emmett

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Lynn. Produced by Z. Wayne Griffin; directed by Vincent Sherman.

STORY: One hundred years ago, when Texas had to decide whether to become a state or remain an independent nation, adventurer-cattleman Clark Gable is hired by Lionel "Andrew Jackson" Barrymore, now retired, to go to Austin, Tex., to enlist the support of Moroni "Sam Houston" Olsen in getting Texas to join the union. Opposed to the move are forces of Broderick Crawford, who has personal ambitions. Gable saves Crawford's life, but later is forced to take sides against him and against newspaper owner Ava Gardner, who, although Crawford's girl friend, has fallen for Gable. Gable gets to Olsen, and receives a message urging that the Texas Congress avoid signing a treaty with Mexico, and, instead, enter the Union. After various complications, the showdown comes when Crawford leads his band against the outnumbered Gable cohorts defending the Congress. When things look bad, Olsen rides in with a group of Indians to save the day and Texas' entrance into the Union. After Gable beats Crawford in combat, they all ride off to defend Texas against the Mexicans, who are expected to attack.

X-RAY: With a three-star name draw, Gable, Gardner, and Crawford, and with Barrymore and other lesser lights, plenty of action, a punch finish, and romantic moments, this should ride into the better money. It is not a western in the strict sense, but a rugged outdoor melodrama that combines a dash of history with standard elements that generally pay off. Gable seems closer to his old time self than in recent films, Crawford will be an asset, and Gardner, as always, is pleasing to see. The angles are there, and the results should be okeh. The story was written by Borden Chase. There is one song, by Gardner.

TIP ON BIDDING: Higher bracket.

AD LINES: "The Fate Of Texas And The Nation Hung On A Woman's Kiss"; "She Belonged To Another Until The Adventurer Came Along"; "His Kiss Was Stronger Than Her Hatred . . . In The Year's Biggest Thrill, 'Lone Star'."

MONOGRAM

Northwest Territory OUTDOOR DRAMA
(5124) 61M.

ESTIMATE: Okeh for the lower half.

CAST: Kirby Grant, Chinook, Gloria Saunders, Warren Douglas, Pat Mitchell, Tristram Coffin, John Crawford, Duke York, Don Harvey, Sam Flint. A Lindsley Parsons production, associate producer, William F. Broidy; directed by Frank McDonald.

STORY: Old prospector Sam Flint locates oil, and maps its location, but is killed by John Crawford and Duke York, seeking his secret oil claim. Flint's orphaned grandson, Pat Mitchell, arrives at the fort accompanied by Canadian Mountie Kirby Grant, and, when the death of Flint is learned, he turns the lad over to Gloria Saunders, who runs the trading post for Warren Douglas. Grant searches for Flint's claim, but before he gets to it is attacked by Crawford and York. Chinook, Grant's dog, attacks Crawford, who falls to death over a cliff. Later, Kirby and Saunders link Douglas and mineralogist Tristram Coffin to the gang. During a fight with York, Chinook comes to the rescue. Grant and Saunders subdue Douglas and Coffin. Flint's claim is entrusted to Saunders until Mitchell comes of age.

X-RAY: Another James Oliver Curwood yarn of the Canadian Northwest Mounted Police, this holds interest. The dog, Chinook, has boxoffice value, and the action and suspense are well handled by a competent cast. It is okeh for the twin bills.

AD LINES: "Gun Thunder In The Wild North"; "Fighting Mountie In Wild North Manhunt"; "A Thrill-Packed Story Of A Fighting Dog And A Daring Mountie."

PARAMOUNT

The Greatest Show On Earth DRAMA
151M.

(Color by Technicolor)

ESTIMATE: High rating.

CAST: Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, Gloria Grahame, James Stewart, Henry Wilcoxon, Lyle Bettger, Lawrence Tierney, Emmett Kelly, Cucciola, Antoinette Concetto, John Ringling North, John Kellogg, John Ridgely, Frank Wilcox, Bob Carson, Lillian Albertson, Julia Faye. Produced and directed by Cecil B. DeMille.

STORY: Charlton Heston is general manager of the Ringling Brothers-Barnum and Bailey Circus, with Betty Hutton as the champion aerialist, Dorothy Lamour as a star, Gloria Grahame as an elephant girl, Lyle Bettger as an elephant trainer, and James Stewart as a somewhat mysterious clown. When top name Cornel Wilde comes from abroad to occupy the center ring as aerialist, Hutton is peeved, and the two start a competition of daring which ends when Wilde falls, and is badly injured. When he returns, his arm is crippled. Although Hutton loves Heston, who thinks only of the circus, she tells Wilde she loves him. Meanwhile, Bettger, irked because Grahame makes a play for Heston, is fired, and arranges with crooks to hold up the train. Heston learns that Wilde can move his crippled arm, and angers him until Wilde realizes that there is hope he may recover. At that moment, the holdup results in a wreck, everything being smashed, and the animals escaping. But the show must go on tradition holds true, and the battered performers come through on schedule. However, Stewart, who becomes a hero following the wreck when he administers aid to the injured, is taken by detective Henry Wilcoxon, who has been riding the train searching for a murderer, who turns out to be Stewart. The show goes on. Hutton unites with Heston, and Wilde clinches with Grahame, an old flame. The circus continues in its tradition.

X-RAY: There is no question but that this will be a solid grosser. Everybody loves the circus, and there is no reason to doubt that the picture won't get the same reaction. Not only does it contain a star-studded roster in the cast but it has a variety to interest old and young, including actual filmed performances of the circus in action. It's colorful, gay, and sad in turn, exciting, thrilling, and entertaining. Although the entry is rather lengthy, it moves at a good pace, and audiences should welcome the two-and-a-half hours of screen goings-on. The story and its sidelights are interesting, and, at times, absorbing, the cast is good and the production and direction in the usual Cecil B. DeMille class, which is high rating. The screen play is by Frederic M. Frank, Barre Lyndon, and Theodore St. John. The story is by Frank, St. John, and Frank Cavett. The music includes: "The Greatest Show On Earth", "Be A Jumping Jack", "Lovely Luawana Lady", "Popcorn And Lemonsade", "A Picnic In The Park", and "Sing A Happy Song."

TIP ON BIDDING: Higher bracket.

AD LINES: "Everybody Loves A Circus"; "Don't Miss The Greatest Show On Earth"; "All The Action And Thrills Of The Circus With An All-Star Hollywood Cast"; "Truly 'The Greatest Show On Earth'."

RKO

Cat People MELODRAMA
73M.

(Re-release)

ESTIMATE: Reissue thriller has exploitation values.

CAST: Simone Simon, Kent Smith, Tom Conway, Jane Randolph, Jack Holt, Alan Napier, Elizabeth Dunne, Elizabeth Russell. Directed by Jacques Tourneur.

STORY: Simone Simon, descendant of a people who have had a curse put upon them, marries Kent Smith. The curse says that their women shall turn into panthers if they either kiss or become jealous of any one, and that they will go around as destructive beasts. Smith humors her but it becomes too much for him, and he confides in one of the girls in his office, Jane Randolph. She suggests a psychiatrist, Tom Conway, but Simon becomes infuriated. Twice Randolph is followed by a strange beast but when she looks around it is only Simon. Randolph tells the story to Conway, who goes to Simon's apartment, where he makes love to her. Randolph and Smith come in, and find him alone, horribly mangled. They go in search of Simon, and find her outside the panther's cage in the zoo, cut to ribbons.

X-RAY: When first reviewed in THE SERVICESECTION of November, 1942, it was said: "For the houses which cater to the thrill followers, this is raw meat. For the others it emerges as a better than average horror story, okeh for the duallers, or in single spots where selling can be put behind it. The screen play is by DeWitt Bodeen."

TIP ON BIDDING: Reissue price.

AD LINES: "Weird, Terrifying . . . Are There 'Cat People'?" "Brought Back For Your Reenjoyment"; "The Hates Of The Wild Brought To Modern America."

A Girl In Every Port FARCE
86M.

ESTIMATE: Name draw should help uneven farce.

CAST: Groucho Marx, William Bendix, Marie Wilson, Don DeFore, Dee Hartford, Gene Lockhart, George E. Stone, Rodney Wooten, Percy Helton, Hanley Stafford, Teddy Hart. Produced by Irwin Allen and Irving Cummings, Jr.; directed by Chester Erskine.

STORY: Seamen Groucho Marx and William Bendix, in the navy 20 years, are always in trouble, and their misfortune increases when Bendix buys a weak kneed race horse from Don DeFore, whose fiancée, Dee Hartford, wants him to leave the racing business and work for her father. Marx discovers that Bendix' horse had a twin which is as good as Bendix' is bad, and that the good horse is owned by car hop Marie Wilson. From then on, the crossing and double crossing begin with the windup a big race with both Marx and Bendix as jockies. The two horses win in a dead heat, but the riders are disqualified. Marx and Bendix are taken back to the ship, where, to their surprise, they are decorated for having captured a couple of saboteurs. DeFore clinches with Wilson.

X-RAY: Uneven, but with laughs throughout, this has saleable elements, the Marx, Bendix, and Wilson names; the navy background, horse racing, and a confused, but laughable, story. The title, while not particularly applicable to the story, lends itself to the selling, and a capable cast of featured players helps. The story, by Frederick Hazlitt Brennan, is no strain on the intelligence, but serves as a skeleton for Marx' comments and Bendix' and Wilson's moronic observations. All in all, this doesn't shape up as a world beater, but in some sectors it may surprise.

TIP ON BIDDING: Fair program price.

AD LINES: "They Had 'A Girl In Every Port' . . . But Marie Wilson Had Everything"; "Do Horses and Sailors Mix . . . See For Yourself"; "Can Sailors Be Sold Elephants . . . See For Yourself."

The Hunchback Of Notre Dame

DRAMA
117M.

(Re-release)

ESTIMATE: Reissue has the angles.

CAST: Charles Laughton, Sir Cedric Hardwicke, Thomas Mitchell, Maureen O'Hara, Edmond O'Brien, Alan Marshall, Walter Hampden, Henry Davenport, Katherine Alexander, George Zucco, Fritz Lieber, Etienne Giradot, Helene Whitney, Mina Gambell, Arthur Hohl, Curt Bois, George Tobias, Rod La Roque, Spencer Charters, Kathryn Adams. Directed by William Dieterle.

STORY: Charles "Quasimodo" Laughton, the hunchback, befriended, and later deserted, by Sir Cedric Hardwicke, the high judge, falls in with Thomas Mitchell, king of the thieves, in whose band are Edmond O'Brien, poet, and persecuted gypsy Maureen O'Hara. Her momentary kindness to the hunchback wins her his slave-like devotion that later saves her from death. Walter Hampden plays the role of the archbishop of Notre Dame and Henry Davenport is King of France. In an exciting climax, the cathedral is stormed as Laughton hurls beams, blocks of stone, and molten lead down upon the heads of the mob. He finally repulses their attack, and hurls the villainous Hardwicke from the bell tower atop Notre Dame, saving O'Hara from not only death, but a fate worse than death.

X-RAY: This re-release was first reviewed in *THE SERVISSECTION* of December, 1939, at which time it was said: "This famous story of Victor Hugo has been given a tremendous production. What the effect of this terrifying subject will be on the average audience is difficult to predict. Laughton's makeup as Quasimodo is a horrible phantasmagoria of deformity and ugliness, and may be repulsive to many. However, as one of the characters in the picture observes, people are afraid of ugliness, yet crowd to get closer to see it, which may be the key to much of this picture's boxoffice value. The cast is studded with business-drawing names. The story is the same as the silent version back in 1923, with the exception of the ending, that has been altered to permit the hunchback to live, instead of falling to his death from the cathedral."

TIP ON BIDDING: Reissue price.

AD LINES: "Victor Hugo's Immortal Classic"; "Brought Back For Your Re-entertainment"; "One Of The Greatest Pictures Of All Time."

Rasho-Mon

DRAMA
87M.

(English titles) (Japanese dialogue)

(Japanese-made)

ESTIMATE: Import is strictly for the art and specialty spots.

CAST: Toshiro Mifune, Machiko Kyo, Masayuki Mori, Takashi Shimura, Minoru Chiaki, Kichijiro Ueda, Fumiko Homma, Daisuke Kato. Produced by Jingo Minoura; directed by Akira Kurosawa.

STORY: About 1200 years ago in ancient Japan, at the main gate or Rashomon to the city of Kyoto, three men seek shelter from the heavy rain. One, a firewood dealer, Takashi Shimura, tells to the other two his story of how he came to find a murdered man, and how, later, at the police station, a captured bandit, Toshiro Mifune, admitted that he killed the man, Masayuki Mori, wanting to have his wife, Machiko Kyo, for himself. First, he lured him into the woods, tied him up, and then attacked the wife, after which she urged the two men to fight to the death saying that she would belong to the victor. After a hard fight, the bandit killed the man only to find that the woman had fled. Later, the woman is brought to the station, and is given a chance to tell her story, which intimates that she may have killed her husband herself. The murdered man, speaking through a medium, tells a different story, that after the attack, the bandit asked the wife to marry him, but that she bade him kill her husband, whereupon he threw her from him. She flees, and the bandit follows after freeing the husband, who stabs himself with a dagger. The firewood dealer retorts that this is false, and admits that he was an eye witness to what actually happened. The bandit did ask the woman to marry him after the attack, and promised to reform, but she preferred to leave her destiny to the two men who fought with swords, the bandit winning out. The other two do not know which story to believe. Suddenly, an abandoned baby starts to cry. At the scene, the infant is found bundled in warm clothing. The firewood dealer decides that he will take the infant home to be brought up with his other six. The rain stops.

X-RAY: This will probably be a novelty and have curiosity value in the art and specialty spots. Other houses won't be able to play this but those with intellectual-type audiences or those seeking the different in film entertainment could probably build this. The story has a certain amount of suspense, the acting is convincing, and the camerawork dwells mostly on closeups, with sets being decidedly limited. The screen play, by Akira Kurosawa and Shinobu Hashimoto, is based on the novel, "In The Forest", by Ryunosuke Akutagawa.

TIP ON BIDDING: Low bracket.

AD LINES: "The Story Of A Man, His Wife, And Her Lover . . . All With Different Ideas And Ideals"; "A Thrillingly Different Film"; "Winner Of International Prizes."

Tembo

DOCUMENTARY
80M.

(Made in Africa) (AnSCO color)

ESTIMATE: Good entry has angles for the action and exploitation houses.

CAST: Archery expert Howard Hill and the members of his safari into the heart of Africa. Produced and directed by Howard Hill.

STORY: Howard Hill hears many stories about a tribe of natives called the leopard men, and organizes a safari to look for the tribe. Armed with his bow and arrow, Hill goes deep into the African jungle. Included among his exploits are a battle with a crocodile, an 18-foot python, an hyena, and a panther. The safari meets various tribes along the way, including a tribe of pygmies who take them along on a hunt. After traveling by truck and foot, the party finally reaches the tribe for which it has been searching.

However, the chief is hostile because a bull elephant has turned killer, and he blames it on Hill's party. Hill agrees to kill the elephant, Tembo, with his bow and arrow. After careful tracking, Hill brings down the huge animal. The pleased natives allow Hill to witness a secret tribal victory dance.

X-RAY: Although much of the footage is similar to other efforts of this type, Hill's amazing deeds with the bow and arrow supply that extra feature. There are some good shots of rare African animals and closeups of fierce, but more familiar, jungle beasts. The overall photography is good, although there are sequences where the pictures are out of focus. As for the color, it ranges from excellent to mediocre. Loaded with exploitation angles, this should do business in houses that sell this type of product.

TIP ON BIDDING: Program price.

AD LINES: "See The Actual Killing Of A Mad Bull Elephant With Only A Bow And Arrow"; "The Dreaded Leopard Men Of Africa Seen On Film For The First Time"; "Join Howard Hill On His Trek Into Africa Armed Only With A Bow And Arrow."

REPUBLIC

Pals of the Golden West (5152)

MUSICAL
WESTERN
67M.

ESTIMATE: One of the better Rogers.

CAST: Roy Rogers, Dale Evans, Estelita Rodriguez, Pinky Lee, Anthony Caruso, Roy Barcroft, Edwardo Jimenez, Ken Terrell, Emmett Vogan, Maurice Jara, Roy Rogers' Riders, Trigger. Associate producer, Edward J. White; directed by William Witney.

STORY: Roy Rogers, border patrol trouble-shooter, assigned the job of stopping hoof and mouth disease, requests the transfer of Maurice Jara, Mexican officer, to his patrol. Cattle smugglers Anthony Caruso and Roy Barcroft kill Jara, and Caruso gets henchman Ken Terrell to bury the dead man in a hidden grave. Rogers captures Terrell, and jails him on suspicion. Jara's young son, Edwardo Jimenez, worried over his father's absence, takes Rogers' dog, Bullet, and runs into Caruso, who forces the lad to go with him to Barcroft's ranch, where they decide to deal with the sheriff, and try to swap Jimenez for Terrell. To save the lad's life, reporter Dale Evans and Estelita Rodriguez, owner of the local paper, let Terrell go during Rogers' absence. Photographer Pinky Lee leads Rogers to Barcroft's ranch, where they find Jimenez unharmed. The boy tells them the bad 'uns are on their way to rustle more cattle. Rogers sends for more men, and is off to stop them. During a sandstorm, the rustlers are subdued. Jimenez is adopted by Rodriguez.

X-RAY: Based on a story by Sloan Nibley, this rates with the better Rogers. There is enough action for all, and it is well produced, directed, and enacted. Musical numbers heard are "Pals Of The Golden West", "You Never Know When Love May Come Along", "Slumber Trail", and "Beyond The Great Divide."

AD LINES: "Danger On The Mexican Border"; "Top Action Adventure With The Border Patrol"; "The Border Trail Blazes As Uncle Sam's Star Trouble Shooter Heads Into Danger."

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UNITED ARTISTS

The African Queen

ADVENTURE
DRAMA
104M.

(Eagle)

(Color by Technicolor)

(Filmed in Africa)

ESTIMATE: High rating.

CAST: Humphrey Bogart, Katharine Hepburn, Robert Morley, Peter Bull, Theodore Bikel, Walter Corell, Gerald Onn, Peter Swanick, Richard Marnier. Produced by S. P. Eagle; directed by John Huston.

STORY: At the outbreak of World War I, German troops fire a Congo village, and drive off the natives. The shock kills Robert Morley, British missionary, leaving his sister, Katharine Hepburn, alone. She is taken off on the 30-foot river steamer, "The African Queen", by its dissolute captain, Humphrey Bogart, a Canadian, who proposes sitting out the war in the many backwaters of the country since getting out on the boat would be an almost impossible task. Hepburn, however, proposes taking the boat through uncharted waters to a lake, and destroy a 100-foot German gunboat that commands the only invasion route open. She overcomes his protests, and he agrees. They continue on, and find that they love one another. Battling malaria and swift cataracts that damage the boat, they finally reach the lake. Bogart fashions two crude torpedoes from oxygen tanks, and puts them in place, intending to ram a bigger boat, but the vessel is swamped in a gale. The pair is captured, and sentenced to hang. As they are about to die, Bogart asks the captain to marry them, and, as the ceremony ends, the ship runs in the submerged "African Queen", and blows up. Thrown into the water together, Bogart and Hepburn make for the shore.

X-RAY: A delightful, entertaining film providing much in the way of suspense, adventure, and comedy, coupled with the names of Bogart and Hepburn and the obvious advantages of Technicolor and on-the-spot-location shooting, this should show better boxoffice returns. The roles assigned Hepburn and Bogart are switches of pace, and they come off well. The story is an absorbing one, well-told, and brought to the screen in distinguished fashion by director John Huston. The photography is also in the better class. All in all, this is a high rating film all around. The picture is based on the novel, "The African Queen", by C. S. Forester, and was adapted by James Agee and Huston.

TIP ON BIDDING: Higher bracket.

AD LINES: "Follow 'The African Queen' Into Adventure"; "Action And Adventure Deep In Africa"; "'The African Queen' Swings Into Action, Adventure, And Romance with Katharine Hepburn And Humphrey Bogart."

Another Man's Poison

DRAMA
89M.

(Fairbanks-Angel)

(Made in England)

ESTIMATE: Star draw will make the difference.

CAST: Bette Davis, Gary Merrill, Emyln Williams, Anthony Steel, Barbara Murray, Reginald Beckwith, Edna Morris. Produced by Daniel M. Angel; directed by Irving Rapper.

STORY: English mystery writer Bette Davis loves Anthony Steel, engaged to her secretary, Barbara Murray. Davis kills her husband, who had been blackmailing her for years, and who returns

after being away for years. Also on the scene comes criminal Gary Merrill, seeking her husband, his former partner in crime. Merrill learns of the murder, and decides to impersonate the husband, whom no one in the area had ever met. Davis, against her will, agrees. Steel and Murray arrive, and the masquerade continues, with Emyln Williams, a prying veterinarian, thinking something is wrong. Davis attempts to kill Merrill, but her plan misfires. The body of her husband is found in a nearby lake, and, then, through a trick of fate, Merrill takes poison, and dies, leaving Davis to her fate.

X-RAY: Adult throughout, and probably most attractive to the class spots, this will depend on the Davis-Merrill draw for its returns. Davis has a typical role that fits her well, but the nature of the film is such that it may have restricted appeal in some areas. While it was made in England, accents and dialogue are understandable. Selling this as a saga of a ruthless woman should help the grosses. It is not a film for younger folks. The play on which it was based was written by Leslie Sands.

TIP ON BIDDING: Fair program price.

AD LINES: "A Woman Scorned . . . A Woman To Fear"; "She Belonged To Another . . . Until The Wrong Man Came Along"; "Bette Davis . . . As A Woman To Fear . . . In 'Another Man's Poison'."

WARNERS

Captain Blood (110)

COSTUME
MELODRAMA
98M.

(Re-release)

ESTIMATE: Names will help good re-issue.

CAST: Errol Flynn, Olivia deHavilland, Lionel Atwill, Basil Rathbone, Ross Alexander, Guy Kibbee, Henry Stephenson, Robert Barrat, Hobart Cavanaugh, Donald Meek, Jessie Ralph, Forrester Harvey, Frank McGlynn, Sr., Holmes Herbert, David Torrence, J. Carroll Naish, Pedro deCordoba, George Hassell, Harry Cording, Leonard Muddle, Ivan Simpson, Stuart Casey, Dennis D. Auburn, Mary Forbes, E. E. Clive, Colin Kenny, Maude Leslie, Gardner James, Vernon Steele. Produced by Harry Joe Brown; directed by Michael Curtiz.

STORY: For giving aid to the leader of a rebellion against Britain's King James II, physician Errol Flynn is sentenced to slavery in the West Indies. Olivia deHavilland, niece of a cruel plantation owner, is impressed by Flynn's fiery spirit when the slave ship lands at Jamaica, and buys him. During a Spanish raid on the island, Flynn and his friends escape on a Spanish warship they capture, and become pirates. In a moment of abandon, Flynn agrees to join forces with notorious French pirate Basil Rathbone, but severs the alliance in a sword duel with Rathbone over the disposition of deHavilland, who has been captured from a British vessel, and whom Flynn returns to Jamaica with deHavilland in time to thwart a French attack on the port. Impressed with the courage of Flynn and his men, royal emissary Henry Stephenson offers them commissions in the British navy, but Flynn prefers to accept the governorship of Jamaica and deHavilland as his bride.

X-RAY: Originally released in 1935, this has retained much of its swash-buckling flavor. It is generally fast-moving, and has many well filmed sea battle scenes to lend it plenty of action. Flynn cuts a handsome figure as the pirate chief, and deHavilland is fittingly demure as

the heroine. Technical values, while not on a par with those of the present day, are more than adequate. This should make a solid dual bill offering. The screen play was written by Casey Robinson, from the novel by Raphael Sabatini.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Slave Turned Pirate To Fight The King's Armada, And Win A Woman's Kiss!"; "No Man His Equal With A Sword, No Man His Match With A Woman!"; "Thrilling As The Ring Of Steel On Steel—Tremendous As The Battle For The Seven Seas!"

MISCELLANEOUS

Adventure In Art

EDUCATIONAL FEATURE
82M.

(Pictura)

ESTIMATE: Unusual fare for the art houses.

CAST: Vincent Price, narration by Gregory Peck, Lilli Palmer, Martin Gabel, Henry Fonda. Planned and produced by Leonid Kipnis and Herman Starr.

STORY: This is an episodic treatment of the lives and works of famed artists Heironymous Bosch, Vittore Carpaccio, Francisco Goya, Henri de Toulouse Lautrec, Paul Guaguin, and Grant Wood. With the celebrated canvases of these painters as background, Vincent Price and the voices of Gregory Peck, Henry Fonda, Lilli Palmer, and Martin Gabel relate the personal inspirations and beliefs behind the creation of each of the art treasures.

X-RAY: From the fantastic works of Bosch to the tranquil grandeur of Grant Wood's rural American scenes, hundreds of fine paintings pass before the camera in a spectacular new story telling technique. Properly exploited, this should enjoy a fair measure of success in the art houses. While only the voices of the narrators are heard, with Price the only one pictured, the sincerity and authority of the commentaries lend added lustre to the production. The painters selected for glorification are diversified enough to lend changes of pace. While editing is consistently good, photography of the paintings runs from excellent to fair.

AD LINES: "The Story Behind The World's Great Art Treasures"; "Hear The Story Behind The Great Works Of Art As Told By Gregory Peck, Henry Fonda, Vincent Price, And Lilli Palmer"; "Hundreds Of The Great Masterworks Of Painting, And The Dramatic Stories Behind Them."

The Bushwhackers

OUTDOOR
MELODRAMA
72M.

(Realart)

ESTIMATE: Okeh offering for the dual-ers.

CAST: John Ireland, Wayne Morris, Lawrence Tierney, Dorothy Malone, Lon Chaney, Myrna Dell, Frank Marlowe, Bill Holmes, Jack Elam, Bob Wood, Charles Towbridge, Stuart Randall. Produced by Larry Finley; directed by Rod Amateau.

STORY: With the end of the Civil War, ex-confederate soldier John Ireland heads west. In Missouri, he sees a gang led by Lawrence Tierney murder and burn out a family. Ireland meets, and becomes the friend of, Frank Marlowe, newspaper owner, and his daughter, Dorothy Malone, and soon learns that the town is run by powerful rancher Lon Chaney and his ruthless daughter, Myrna Dell. Town marshal Wayne Morris is in Chaney's employ. Having sworn to stay out of trouble, Ireland decides to leave town, but crosses Chaney's land, and Dell brings him to the ranch a prisoner. There he learns that a

railroad is coming through, and Chaney is trying to drive out all the small ranchers. One of the gang takes Ireland out to be shot, but Dell sends Tierney to make sure, and, in a gun fight, Tierney and the cowboy are killed, and Ireland is wounded. Ireland tells the ranchers what he learned, but Morris arrests him. When Marlowe writes a bold editorial, Chaney's gang wrecks the paper, and kills him. Ireland and the ranchers plan a surprise attack that wipes out the gang, and brings about the death of Chaney and Dell.

X-RAY: With quite a bit of action, a script with interesting situations, and an experienced cast, this entry had the ingredients for a good outdoor show, but something went wrong somewhere, and the result is a routine film. Ireland and Malone turn in the best jobs, but the others, particularly Dell, overplay their parts. This is still an okeh offering for the lower half.

AD LINES: "Why Did This Man Head West Swearing Never To Touch A Gun?"; "They Tried To Carve A Western Empire With The Blood Of Settlers"; "John Ireland As A Man Who Had To Face Death Before He Could Learn To Live Again."

FOREIGN

Angel With The Trumpet

DRAMA
98M.

(Snader)
(English-made)

ESTIMATE: Routine art house offering.

CAST: Eileen Herlie, Basil Sydney, Norman Wooland, Anthony Bushell, Maria Schell, John Justin, Oscar Werner, Andrew Cruickshank, Campbell Cotts. Produced by Karl Hartl; directed by Anthony Bushell.

STORY: In Austria in the late 19th century, Basil Sydney, head of a famous family of piano makers, is going to marry Eileen Herlie. The family objects because Herlie's father was Jewish, and her name has been linked with the Crown Prince. Herlie goes to the prince's hunting lodge, has supper with him and Baron Anthony Bushell, and tells the prince they must never see each other again. At her wedding, Herlie learns of the prince's suicide. Sydney and Herlie settle down, and raise three children. One day, she meets Bushell, and later almost runs away with him. Sydney kills Bushell. The children grow up, and the eldest, John Justin, is an eager, hard worker. The youngest, Oscar Werner, is lazy. The first World War comes, and Herlie watches all her men go off. Sydney returns, a cripple. Their daughter runs off to America, and Werner forces Herlie to sell her jewels to pay his gambling debts. Still loyal, Justin brings his bride to the old home, and remains. Finally, Sydney dies, and soon Hitler comes to power in Austria. When the Nazis learn she is part Jewish, they come to arrest her. Herlie, however, decides to kill herself, and leaps from the balcony. After World War II, Justin and his wife carry on amid the ruins, determined to make music and serve God.

X-RAY: An attempt to capsule the major events in Europe over the past 60 years by following the experiences of a single family, this import is overly wordy and lacking in dramatic impact. The cast is capable but can't overcome the faults of the script. Herlie, in particular, does a good job with a difficult role. The screen play is by Karl Hartl and Franz Tassie.

AD LINES: "The Major Events Of The Last 60 Years Seen Through The Eyes

Of A Beautiful Woman"; "A Love Story That Was As Strange As It Was Beautiful"; "The Story Of A Family Who Saw History Pass In Front Of The Window."

Days Of Our Years

COMPILATION
82M.

(Souvaine Selective)

(French-made)

(English commentary and titles)

ESTIMATE: Good offering for the art and class houses.

CAST: Catherine Erard, Serge Lafaurie, Florence Verdier, Alain Quercy. Narration by Pierre Fresnay and Romney Brent. Produced and directed by Denise and Roland Tual.

STORY: Starting in 1900, the great, and not so great, events and personalities of the past half century are seen through old films and young lovers. The Paris Exposition of 1900 is presented, and a thorough history of the growth of aviation is offered. The next pair of lovers in 1925 reflect the jazz age and new freedom of women, a period of exploration, military maneuvers, the rise of movies, and scientific and social experiments. There come the rise of Mussolini and Hitler, the civil war in Spain, and Munich. The third pair of lovers marries in 1938 when the world is ready to plunge into the second great war. Then comes the rise of Hitler, his early victories, Pearl Harbor, Stalingrad, the invasion of Europe, and the atomic bomb. The last set of lovers in 1950 is looking forward with confidence and optimism.

X-RAY: An interesting glance into the last 50 years, this entry differs from others of this type in that it follows events up to the present time, and then goes back to pick up the thread of another major invention or happening. Although the footage given to the four pairs of lovers is small, they give insight into the period of history they represent. Much of the film has a strong French flavor. This was written by Jean Masson, with special material by Jean Cocteau, Marcel Achard, Andre Roussin, and Françoise Giroud.

AD LINES: "Four Love Affairs Highlighting The Incredibly Thrilling Story Of Our Times"; "A Gigantic Cavalcade Of History With The Greatest Cast Ever Filmed"; "Pierre Fresnay And Romney Brent Narrate A Stunning Drama."

Diamond City

ACTION DRAMA
74M.

(Favorite)

(English-made)

ESTIMATE: Okeh for the lower half.

CAST: David Farrar, Honor Blackman, Diana Dors, Niall MacGinnis, Andrew Crawford, Mervyn Johns, Phyllis Monkman, Hal Osmond, Bill Owen, Philox Hauser, John Blythe. Produced by A. Frank Bundy; directed by David MacDonald.

STORY: In South Africa's diamond fields in the 1870's, David Farrar learns of a new discovery on the land of a native chief. Farrar's arch rival, Niall MacGinnis, attempts to get the concession, but Farrar beats him to it. The settlement moves to the new diamond fields with Farrar in complete charge. Diana Dors, who runs the local saloon with her mother, comes to the new town to be near Farrar. Arriving in the settlement also are evangelist Mervyn Johns and daughter Honor Blackman, and Farrar finds himself attracted to her. Meanwhile, MacGinnis has been buying diamonds from the natives, which is forbidden. Farrar organizes a court, and brings MacGinnis to trial, which ends in a bloody riot and MacGinnis' escape. A republic is formed, with Farrar as president. He feels free to tell Blackman of his love, and she accepts his proposal. MacGinnis then organizes a small army and prepares

to attack the new nation, but Farrar is warned in time, and defeats MacGinnis. England is soon to take over. Realizing that Dors is more his type, she and Farrar head for new fields.

X-RAY: This import about the diamond fields in South Africa has an interesting locale and enough action to please most action fans. Except for Farrar, the rest of the cast is unfamiliar. The direction is aimed at stressing action, and, although it allows things to get out of hand a bit, it is adequate. This will fit into the lower half. The screen play is by Roland Pertwee.

AD LINES: "Mighty Men With Mighty Hands Reopen The Trail To 'Diamond City'"; "They Fought Like Titans For Their Diamonds And Women"; "Raw-Rough-Rugged David Farrar Builds An Empire With Diamonds."

It's Forever Springtime

COMEDY
DRAMA
89M.

(AFE)

(Italian-made) (English titles)

ESTIMATE: Routine entry for the art and Italian houses.

CAST: Mario Angelotti, Elena Varzi, Donate Donati, Ettore Yannetti, Grazia Jeonea, Gianni Santo, Irene Gemma, Ugo Giglianelli. Produced by Sandro Ghensie; directed by Renato Castellani.

STORY: Although he works in a bakery, young Mario Angelotti's main interest is in making girls happy. When he is drafted, the rigors of army life don't agree with Angelotti. His best friend, Donate Donati, is engaged to marry Elena Varzi, servant of a lawyer. Angelotti sees Varzi, and falls in love with her, and, when Donati is sent to jail, Angelotti and Varzi marry. During the honeymoon, Angelotti is ordered to another post. When he feigns illness in order to remain, he is sent to an army prison in Milan. Released on Christmas Eve, he wanders around the city, and walks into a shop to buy a card for Varzi. He meets pretty Irene Gemma. Meanwhile, Varzi, in Sicily, waits for her husband, who appears suddenly in civilian clothes, and explains that he is a travelling salesman. When he returns to Milan, Varzi follows, and soon discovers that Angelotti had married Gemma. He is arrested for bigamy, and, in a wild courtroom scene, Angelotti attempts to defend himself. It is discovered that his marriage to Varzi was never recorded, and therefore not valid. However, Varzi is pregnant, and, in the eyes of the church, truly married. To add to the confusion, Donati appears. After some wild goings-on, Angelotti winds up with Varzi and Gemma with Donati.

X-RAY: This light import has a plot illogical enough for one of Mozart's comic operas. Angelotti gives a good performance as the boy girls could not resist, and Varzi is okeh but displays too much heavy emotion for a comedy. This will be best received in Italian houses. The screen play is by Renato Castellani, Suso Cecchi D'Amico, and Cesare Zavattini.

AD LINES: "When A Boy Can't Say No To A Girl, Things Start To Happen"; "A Gay Delightful Comedy Of Romantic Adventures In Italy"; "Take Two Wives And One Husband, And That Adds Up To Trouble."

Ski Champs

DOCUMENTARY
76M.

(Lewis)

(Color by Technicolor)

ESTIMATE: Ski show has limited appeal.

CAST: Many of the world's greatest skiers, including Zeno Colo, Dagmar Rom, Steve Knolton, Stein Erickson, and others. Produced by William H. Brown; directed by Dick Durrance.

STORY: Photographed in the mountains of Italy, Austria, and Aspen, Colo., noted Italian skier, Zeno Colo, is seen working out in the snow. Lovely Dagmar Rom, a woman skier of Austria, is also shown demonstrating her form. These two, along with other stars, are readying themselves for the Federation Internationale de Ski Championships to be held for the first time in the United States. The site selected is Aspen, Colo., and the town works to prepare the course for the FIS meets. Skiers from all over the world assemble, and the rest of the film is devoted to the various men's and women's events of the FIS championship runs.

X-RAY: One of the most exhaustive studies of an athletic event, this should be a must for skiing enthusiasts. The camera captures all the grace and precision of many famous skiers, and provides valuable pointers. There are also some interesting shots of European and American scenery, which is greatly aided by the color. Lowell Thomas does his usual good job with the narration, and Tor Toland handles the race commentary. Although there is much of interest here, those who are not really regular skiing fans will find 76 minutes just a bit too much.

AD LINES: "See The First Full Length Skiing Feature"; "The World's Greatest Skiers Seen In FIS Competition"; "If You Ski, This Is Something You Must See."

The White Hell Of Pitz-Palu

DRAMA
98M.

(Lux)

(Swiss-made)

(English dubbing and titles)

ESTIMATE: Routine art house presentation.

CAST: Hans Albers, Ellen Widmann, Liselotte Pulver, Heinrich Grettler, Antje Weisgerber, Adrian Hoven, Lucius Versell. Produced by H. R. Sokal and F. A. Mainz, directed by Rolf Hansen.

STORY: Two Americans, Hans Albers and Ellen Widmann, come to the Swiss Alps to climb the Pitz-Palu. They see an American doctor, Heinrich Grettler, and learn that 20 years ago he and his young wife had climbed the mountain, and his wife was never heard from again. Now every year, Grettler returns. When the guide is delayed for a few days, the youngsters decide to start out, and wait at a rest hut. Albers surprises Widmann with a birthday cake and presents. As they are settling down, Grettler tells them his story, and advises them not to go on. Albers resents the intrusion, and decides to climb it alone. However, the doctor and Widmann hear him, and follow. As the ascent gets more difficult, Albers attempts to lead the way, and gets hurt. Unable to go on, the doctor and Widmann sit with the wounded Albers. A storm breaks, and another party of climbers is killed. The village learns of the accident, and goes out with a searching party. Meanwhile, the trio of climbers grows weaker, and supplies dwindle. A plane spots them, but Widmann prepares to die with Albers. The doctor covers them with his clothes, and goes off. The searching party finds the two youngsters still alive with the doctor's note telling them not to look for him.

X-RAY: A remake of an old silent, this has a few tense moments and some fine photography but lacks much dramatic impact. From a technical point of view, this film has one of the finest jobs of dubbing seen in quite some time. However, the English voices are flat, and fail to portray much emotion. With a cast that doesn't mean anything at the boxoffice, this is a fairly interesting, but routine, art house offering. The screen play is by Eran Fentsch.

AD LINES: "See Why Men Face Death To Conquer A Mountain"; "A Boy And Girl In Love Struggle With Emotions As Powerful As The Mountain They Try To Climb"; "A Powerful And Demanding Drama."

Wonder Boy

DRAMA
86M.

(Snader)

(English-made)

ESTIMATE: Good art house entry.

CAST: Bobby Henrey, Robert Shackleton, Christa Winter, Muriel Aked, Elwyn Brook-Jonas, Paul Hardmuth, Oscar Werner, Sebastian Cabot, Klaus Hirsch, June Elvin. Produced and directed by Karl Hartl.

STORY: Bobby Henrey, famed child pianist, is being exploited by his manager, Elwyn Brook-Jonas. Henrey's elderly governess, Muriel Aked, learns that Jonas is going to become Henrey's legal guardian, and decides to take matters into her own hands. Aked meets taxi driver Oscar Werner, and asks him to take the boy until she sends for Henrey. Henrey is spirited away, and handed over to Werner and his friends, including an American, Robert Shackleton, and an Italian, Klaus Hirsch. They go to Werner's old home in the mountains, where they find Werner's sister, Christa Winter. An ardent crime comic book fan, Henrey is enjoying himself, and reveals his real identity. Werner now is aware that he can get a fortune in ransom. Shackleton takes a liking to the boy, as does Winter, and the two teach him how to have fun. Winter and Shackleton fall in love, but when she learns why Henrey is being held, she decides to run away with the boy. Shackleton follows, and convinces Winter he wants to help. Meanwhile, Werner and the rest of the gang discover their loss, and give chase. After an exciting chase, the gang is rounded up, and Henrey returned home. However, Henrey now refuses to obey Jonas, and insists upon a number of changes which Jonas is forced to make. Henrey goes back to his piano.

X-RAY: A lightweight drama, this has much charm and many pleasant moments through the efforts of Henrey. Shackleton is okeh as the American, but his supposedly typical American manners of speech are slightly overdone. The screen play is by Gene Markey.

AD LINES: "See Brilliant Young Star Bobby Henrey"; "There Are Some Strange Results When The 'Wonder Boy' Starts To Wonder"; "When A Genius On The Piano Wants To Hit A Pitch Rather Than The Right Note, Things Get Hectic."

The Shorts Parade

THREE REEL

Topical

IT CAN HAPPEN HERE. Astor. 30m. Produced and directed by Myron C. Fagan. In Bulgaria, behind The Iron Curtain, the underground fights Communist domination. Lyle Talbot, a Bulgarian who sold out to the Commies and who has a political job, has married Gertrude Michael, once the sweetheart of Michael Whalen, Talbot's brother who is believed to be dead. Whalen returns to work with the underground. The Russians capture an old friend, who heads the local underground, and try to make her reveal her co-workers, but she refuses, preferring to go to her death. As she is led away, Michael indicates she will carry on with the underground. This has a message, and it can be tied up with patriotic groups, and especially Bulgarian-American bodies. **FAIR.**

TWO REEL

Comedy

'FRAIDY CAT. Columbia—Assorted And All Star Comedies. 16m. Joe Besser and his pal, Hawthorne, private detectives, are assigned to guard an antique shop. A trained gorilla has been looting shops in the area. Besser and Hawthorne soon get themselves involved with dummies, guillotines, and masks, and finally track the gorilla to the two crooks who have been training the animal. With a standard brand of low comedy, this entry gets its share of laughs. **GOOD.** (4423).

OLAF LAUGHS LAST. Columbia—Comedy Favorite Re-releases. 17m. When first reviewed in *THE SERVICISION* of June, 1942, it was said: "The father thinks El Brendel is okeh, but the daughter doesn't. She has her own boy friend, and she goes out with Brendel. He gets drunk, a kidnapping follows, and, when it is all over, Brendel is a hero, while the boy friend isn't. **FAIR.**" (4433).

PEST MAN WINS. Columbia—Three Stooges Comedies. 16m. The Three Stooges' exterminating business is slow, so when they pass a huge mansion, and see that it is being prepared for a party, they let loose a stream of mice, ants, moths, and other pests. The startled hostess hires the zany trio to clean the house. After some typical stunts, this ends with a long and extensive pie-throwing sequence. **FAIR.** (4403).

TOO MANY WIVES. RKO—Leon Errol Comedies. 16m. Leon Errol, tiffing with his own wife, hires the wife of a man living across the way to pose as his spouse to appease a client. When Errol's wife shows up and the jealous husband of the other woman arrives, things happen. As always, Errol is on the short end. **FAIR.** (23702).

Music

DICK STABILE AND HIS ORCHESTRA. U-International—Name Band Musicals. 15m. Using a routine night club set, the Dick Stabile orchestra opens with "How Am I To Know." A vocal group called the Pepperettes then offer "Git Along Home, Cindy", and the Romano brothers do an interesting stint of acrobatics, followed by an instrumental version of "I'll Remember April" by the orchestra. The next spot is filled by the Irving Fields Trio with a whirlwind rendition of "Oye Negra." A male quartet, the Sportsmen, offers a novelty, "Sippin' Cider," and the short closes with Stabile leading the orchestra in "You're A Sweetheart." **GOOD.** (7304).

NAT "KING" COLE AND JOE ADAMS' ORCHESTRA. U-International—Name Band Musicals. 15m. A brassy number, "Hollywood Freeway", opens the festivities, and band vocalist Mauri Lynn does a nice job on a blues tune, "Couldn't Love, Couldn't Cry." Dancer Clarence Metcalfe spices his act with some amazing chair and table lifting with his teeth while the orchestra plays "Makin' A Million", "My Love", "It Happened Again", and "Juke Box." "King" Cole then takes over the stage to sing and play "Destination Moon", "Too Young", and "That's My Girl." **GOOD.** (7303).

Novelty

A LAUGH A DAY. Warners—Featterettes. 20m. Art Gilmore narrates as stars of early Mack Sennett silent comedies are shown in several scenes from their silent films. Among those noted are Charlie Murray, Mabel Normand, Louise Fazenda,

Bobby Vernon, Heinie Conklin, Billy Bevan, Jimmy Finlayson, Ben Turpin, and others. This is an interesting compilation of hilarious slapstick humor in the best tradition of the early days. Old timers are apt to make the nostalgic observation that they don't make 'em like this any more, and the youngsters should find the obvious, violent humor of yesterday a novel switch from today's subtle brand. GOOD. (8102).

PARIS, CITY OF FASHION. Stratford. 15m. In Technicolor, this is devoted to showing off the fashions of famous French designers and filming them near famous sites around Paris, thus giving the viewer a tour of the city. The commentator has a decided French accent, and the color by Technicolor helps out generally. This is only suited to the art of specialty houses. GOOD.

Travel

DESERT NOMADS. U-International—The Earth And Its People. 22m. A typical tribe of desert nomads is under the critical eye of the camera, shown in tents preparing meals of goat and camel meat and milk and a bread made from a barley mixture. The chief decides to move on to a better location for water and pasture. Camels are raised to be sold in the city, and the money from the sales is used to buy supplies. Despite the hot, dry, barren desert, these people are content with their freedom and way of life. GOOD. (7364).

ONE REEL

Color Cartoons

BATHING BUDDIES. Universal-International—Walter Lantz Cartunes Reissues. 7m. When first reviewed in THE SERVICESECTION of August, 1946, it was said: "Woody Woodpecker finds his tub dry. The dime he puts in the water meter rolls down the drain pipe, and starts trouble. On the floor below, Wally Walrus is trying to take his bath, and Woody's operations lead to a mess of trouble, ending with his dynamiting the house and finding his dime on Wally's head. GOOD." (7324).

THE FIRST ROBIN. 20th Century-Fox—Terrytoons Reissues. 7m. When first reviewed in THE SERVICESECTION of December, 1939, it was said: "Despite the efforts of the cat to trick the three little robins, they are too smart for him, and, with the aid of their parents, manage to outwit him every time. FAIR." (5229).

GRIZZLY GOLFER. Columbia—Mr. Magoo. 7m. The near-sighted Mr. Magoo goes off golfing with his nephew, Waldo. Magoo soon mistakes a bear for Waldo, and has it acting as his caddy. Waldo rushes to the car to get a shotgun, and scares off the bear. The shots get some nearby feuding mountaineers to shoot, and Magoo rides off with Waldo and the confused bear. GOOD. (4702).

HARVEST TIME. 20th Century-Fox—Terrytoons Reissues. 7m. When first reviewed in THE SERVICESECTION of February, 1940, it was said: "The bugs go to work at harvest time, putting in supplies for the winter, but after their work is done, and they frolic, the spider captures the fairy-bug, and takes her to his lair. However, the grasshopper, who, up to this time, wasn't much of a character, saves her, and falls, once again, into a vat of wine, for an intoxicating ending. FAIR." (5227).

OF THEE I STING. Warners—Blue Ribbon Hit Parade. 7m. When first reviewed in THE SERVICESECTION of Aug. 21, 1946, it was said: "A community of mosquitoes

prepares to attack the man as he sits ready to do battle. The stingers go through their maneuvers, the big day arrives, and they are victorious, although some of their bombers don't make out so well on the return trip. FAIR." (8305).

PAPA'S LITTLE HELPERS. 20th Century-Fox—Terrytoons. 7m. Papa Bear stops in front of a shop to look at a TV set when he is yanked in, and soon walks out with the set and instructions how to install it himself. Taking the aerial, Papa goes up on the roof, falls off, gets a severe shock, and is finally carried away by a windstorm. Papa and the cubs bring the wrecked set back, and go to the movies. GOOD. (5201).

PLANE GOOFY. 20th Century-Fox—Terrytoons Reissues. 7m. When first reviewed in THE SERVICESECTION of November, 1940, it was said: "Farmer Alfalfa is aggravated by the manner in which his farm animals take to the air. He becomes involved with a foolproof car, and winds up convinced he is safer in the air than on the ground. FAIR." (5228).

PREHISTORIC PERILS. 20th Century-Fox—Terrytoons. 7m. After capturing Mighty Mouse, Oil Can Harry takes Pearl Pureheart to his laboratory. Her attempts to escape fail, but when Mighty Mouse appears, Harry attempts to escape with Pearl in his time machine. However, Mighty Mouse follows, and after a battle with prehistoric monsters, frees his sweetheart. GOOD. (5206).

PRIZE PEST. Warners—Merrie Melodies. 7m. Porky Pig wins Daffy Duck as a prize in a radio quiz contest. Daffy warns Porky to treat him kindly because he has a split personality, and is a monster when aroused. When Daffy gets out of hand, Porky tries to get rid of him, and Daffy reverts to his monster instincts. Porky succeeds in getting rid of the duck by donning a grotesque masquerade costume and frightening him, but scares the wits out of himself as he passes a mirror. FAIR. (8707).

PUSH BUTTON KITTY. MGM—Tom and Jerry Cartoons. 6½m. The maid throws Tom out of the house when she purchases a mechanical cat, which gets rid of Jerry without any trouble. When Jerry brings in some mechanical mice, the latter goes berserk, and wrecks the place, bringing in the call for Tom, who proceeds to swallow the mechanical cat's mechanism, thereby putting him in the same spot as the mechanical cat. GOOD.

SLIPHORN KING OF POLAROO. Universal-International—Walter Lantz Cartunes Reissues. 7m. When first reviewed in THE SERVICESECTION of February, 1945, it was said: "A trombone player is shipwrecked in the Arctic, and things get pretty hot as seals, penguins, and polar bears get hep to his jive. Jack Teagarden is credited with playing for the sound track. FAIR." (7325).

Novelty

BROOKLYN GOES SOUTH. U-International—Variety Views. 9m. With Andre Baruch acting as the commentator from Brooklyn, this illustrates the virtues of a Florida vacation and also gently spoofs some drawbacks. The Brooklyn guest finds beautiful hotels and girls just as well built. However, he also runs into a hurricane and a cold spell. A true tourist, he visits the fishing fleets, the beaches, and shopping centers, and a quick trip to the track sends him back to Brooklyn in a barrel. GOOD.

CANDID CAMERA No. 2. Columbia—Candid Camera. 11m. Allen Funt takes his hidden camera and microphone to a cleaning store, acts as a department store advertising man who wants a female Santa Claus, and then confuses an unwary handbag salesman. FAIR. (4552).

CHALLENGE THE WILDERNESS. MGM. 10m. This subject, given free to MGM accounts in advance of "Westward The Women", is an institutional film that any house could play for it gives audiences a sidelight on what goes into the making of a film. Only MGM accounts will probably show it, however, and for them it becomes more than a 10-minute trailer, covering the scenes behind the scenes. GOOD.

RIDERS OF THE ANDES. RKO—Screenliners—8m. This is dedicated to the mounted national police force of Chile. The finest riders are selected to become part of the world famous Green Squadron, and complete masters of riding, these men put on a truly amazing demonstration of trick and precision horsemanship. EXCELLENT. (24204).

RHYTHM ON THE REEF. U-International—Variety Views. 9m. Something different, this presents some wonderful underseas photography revealing the world of fish, the eel, ray, turtle, and even the shark. The commentary by Louis Van Rooten is in verse, and the musical background, made up of modern blues and jazz selections, follows the movements of the denizens of the deep. Creating a strange, charming mood, this offering is ideal for art and class houses. EXCELLENT.

SAIL HO. U-International—Variety Views. 9m. Most people think of sailing as something restricted to water but this opens with shots of small sailing craft cutting through the brine, and shifts to the breakneck speed of ice sailing. After a visit with the thrills and spills of this form of wind-driven transportation, the camera moves to Florida, and catches the excitement of skimming over the sand on sailcraft fitted with wheels. The closing sequences watch the wonders of being on a large sea-going sailboat while it plows its way through heavy weather. EXCELLENT.

Sports

ACCENT ON BALANCE. 20th Century-Fox—Mel Allen's Sport Shows. 9m. At Cypress Gardens, Fla., a bevy of beautiful bathing beauties is organized into a corps de ballet on water skis. With an amazing degree of balance, the girls execute many graceful movements while hurtling over the water on their thin wooden platforms. A group of water clowns rounds out the short. GOOD. (3105).

Color Travel

WATER JOCKEY HI-JINKS. Paramount—Grantland Rice Sportlights. 10m. Bruce Parker, Amityville, L. I., water ski champion, teaches the sport to old and young alike. Some of his students put on a show for the benefit of the camera with Evelyn Ford, title holder, going through some antics with Parker. GOOD. (R11-4).

GLIMPSES OF ARGENTINA. MGM—Fitzpatrick Traveltalk. 8m. The camera covers Argentina, its principal cities, resorts, fancy clubs, cattle industry, etc., in a routine subject. FAIR. (T-311).

ALPHABETICAL GUIDE To 223 Features Reviewed Since The Aug. 29 Issue

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Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

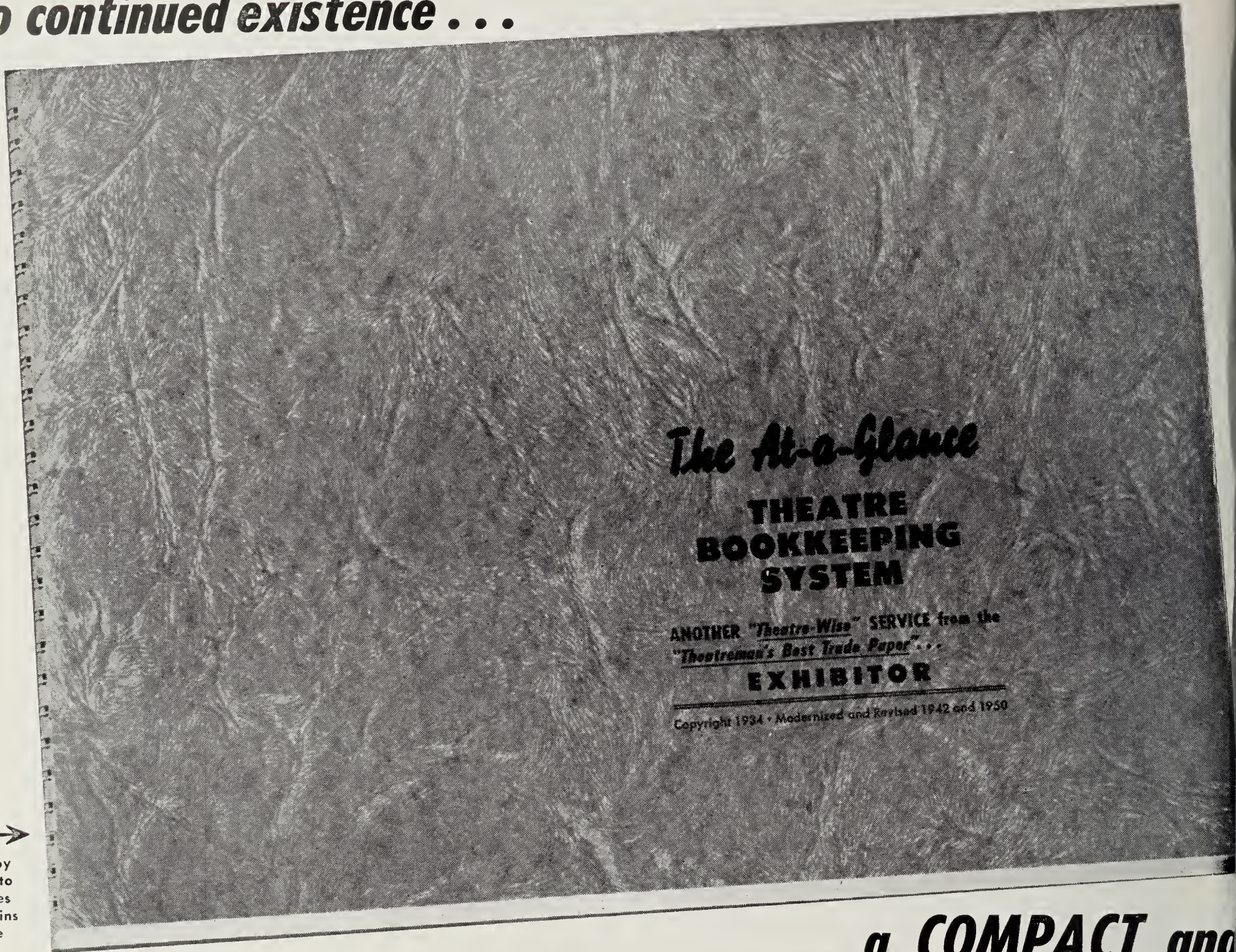
COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS	
DECEMBER Ten Tall Men B. Lancaster, J. Lawrence, G. Roland (Technicolor) The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holdren, T. Romano Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W C. Starrett, S. Burnette	DECEMBER Tales Of Robin Hood R. Clarke, M. Hatcher, B. Weldon The Great Adventure D. Price, J. Hawkins (English-made)	DECEMBER The Light Touch S. Granger, P. Angeli, G. Sanders (Made in Italy) Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	DECEMBER Texas Lawmen, W J. M. Brown Northwest Territory K. Grant, G. Saunders, Chinook Stage To Blue River, W W. Wilson	DECEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor)	DECEMBER Double Dynamite J. Russell, F. Sinatra, G. Marx Overland Telegraph, W T. Holt, R. Martin, G. Davis	DECEMBER The Wild Blue Yonder W. Corey, V. Ralston, F. Tucker Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez Storm Bound C. Dowling, A. Checcki (Italian-made)	DECEMBER The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Bayonets R. Basehart, M. O'Shea, G. Evans Elopement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	DECEMBER The Big Night P. Foster, J. Barrymore, Jr. (Waxman-Losey) Week-End With Father V. Heflin, P. Neal, R. Denning Pool Of London B. Colleano, S. Shaw, R. Asherson (English-made) The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)	DECEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)	DECEMBER Starlift D. Day, G. MacRae, R. Roman, G. Nelson, J. Rule, and guest stars Captain Blood (Re-release) E. Flynn, O. DeHavilland, B. Rathbone Distant Drums G. Cooper M. Aldon (Technicolor)	
JANUARY Boots Malone W. Holden, J. Stewart, S. Clements Indian Uprising G. Montgomery, A. Long (Supercinacolor) Storm Over Tibet R. Reason, D. Douglas The Old West G. Auitry, G. Davis, P. Buttram Smoky Canyon, W C. Starrett, S. Burnette, J. Mahoney	JANUARY For Men Only P. Henreid, M. Field Man Bait G. Brent, M. Chapman (English-made)	JANUARY Westward The Women R. Taylor, D. Darcel, J. McIntire It's A Big Country All-Star Cast Pandora And The Flying Dutchman J. Mason, A. Gardner, N. Patrick (Made in Europe) (Technicolor)	JANUARY Aladdin And His Lamp J. Sands, P. Medina, D. Erdman (Cinacolor) The Steel Fist R. McDowall, K. Miller Texas City, W. J. M. Brown, J. Ellison, L. Hall	JANUARY Hong Kong R. Reagan, R. Fleming (Technicolor) On Dangerous Ground R. Ryan, I. Lupino, W. Bond Tembo Howard Hill Documentary (Anscocolor) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn) The Hunchback Of Notre Dame C. Laughton, M. O'Hara (Re-release) Cat People S. Simon, K. Smith (Re-release)	JANUARY Captive Of Billy, The Kid, W A. Lane, P. Edwards, C. Bevans Woman In The Dark R. Elliott, P. Edwards, R. Vailin A Lady Possessed J. Mason, J. Havoc, P. Kellino	JANUARY The Model And The Marriage Broker J. Crain, S. Brady, T. Ritter Decision Before Dawn R. Basehart, G. Merrill, H. Neff (Made in Germany) Japanese War Bride S. Yamaguchi D. Taylor, C. Mitchell, M. Windsor,	JANUARY The Lady Says No D. Niven, J. Caulfield, (Ross-Stillman) Chicago Calling D. Duryea, M. Anderson (Berneis) Another Man's Poison B. Davis, G. Merrill, E. Williams (Angel) (Made in England)	JANUARY Flame Of Araby M. O'Hara, J. Chandler, M. Reed (Technicolor) Bright Victory A. Kennedy, P. Dow, J. Edwards Finders Keepers T. Ewell, J. Adams, E. Varden The Cimarron Kid A. Murphy, B. Tyler, J. Best (Technicolor)	JANUARY I'll See You In My Dreams D. Day, D. Thomas, F. Lovejoy, P. Wymore Room For One More C. Grant, B. Drake, I. Mann	JANUARY Meet Danny Wilson F. Sinatra, S. Winters, A. Nicol Here Come The Nelsons Ozzie Nelson and family Bend Of The River J. Stewart, A. Kennedy, J. Adams (Technicolor)	FEBRUARY This Woman Is Dangerous J. Crawford, D. Morgan, D. Brian
FEBRUARY Death Of A Salesman F. March, M. Dunnock, K. McCarthy The Dark Page B. Crawford, J. Derek, D. Reed The Harem Girl J. Davis, A. Blake, P. Casle The Hawk Cf Wild River, W. C. Starrett, S. Burnette Konga, The Wild Stallion F. Stone, R. Hudson, R. Fiske (Re-release)	FEBRUARY The Denver And The Rio Grande E. O'Brien, S. Hayden, L. Elliott (Technicolor) Waco, W. P. Blake, S. Jolley	FEBRUARY The Sellout W. Pidgeon, J. Hodiak, A. Totter Invitation V. Johnson, D. McGuire, R. Roman, L. Colhern Shadow In The Sky R. Meeker, N. Davis, J. Whitmore Lone Star C. Gable, A. Gardner, B. Crawford, L. Barrymore	FEBRUARY Night Raiders, W. W. Wilson, L. Hall, F. Knight Fort Osage R. Cameron, J. Nigh (Cinacolor) Waco, W. P. Blake, S. Jolley	FEBRUARY Sailor Beware D. Martin, J. Lewis, C. Calvet The Las Vegas Story J. Russell, V. Mature, V. Price A Girl In Eve-y Port G. Marx, W. Bendix, M. Wilson At Sword's Point C. Wilde, M. O'Hara, R. Douglas (Technicolor) Snow White And The Seven Dwarfs Walt Disney Feature Cartoon (Technicolor) (Re-release)	FEBRUARY Colorado Sundown, W. R. Allen, M. E. Kay, S. Pickens Hoodlum Empire B. Donlevy, F. Tucker, C. Trevor	FEBRUARY David And Bathsheba G. Peck, S. Hayward, R. Massey (Regular release) (Technicolor) Phone Call From A Stranger G. Merrill, B. Davis, S. Winters Red Skies Of Montana R. Widmark, C. Smith, R. Boone (Technicolor)	FEBRUARY David And Bathsheba G. Peck, S. Hayward, R. Massey (Regular release) (Technicolor) Phone Call From A Stranger G. Merrill, B. Davis, S. Winters Red Skies Of Montana R. Widmark, C. Smith, R. Boone (Technicolor)	FEBRUARY Meet Danny Wilson F. Sinatra, S. Winters, A. Nicol Here Come The Nelsons Ozzie Nelson and family Bend Of The River J. Stewart, A. Kennedy, J. Adams (Technicolor)	FEBRUARY This Woman Is Dangerous J. Crawford, D. Morgan, D. Brian		

OBSERVANCES
Feb. 12—Lincoln's Birthday
Feb. 22—Washington's Birthday
Feb. 27—Ash Wednesday

REALART
Dec.—The Bushwhackers—W. Morris, L. Tierney, M. Dell (Broder)
Jan.—The Thundering Trail—L. LaRue, A. St. John, S. Anglim

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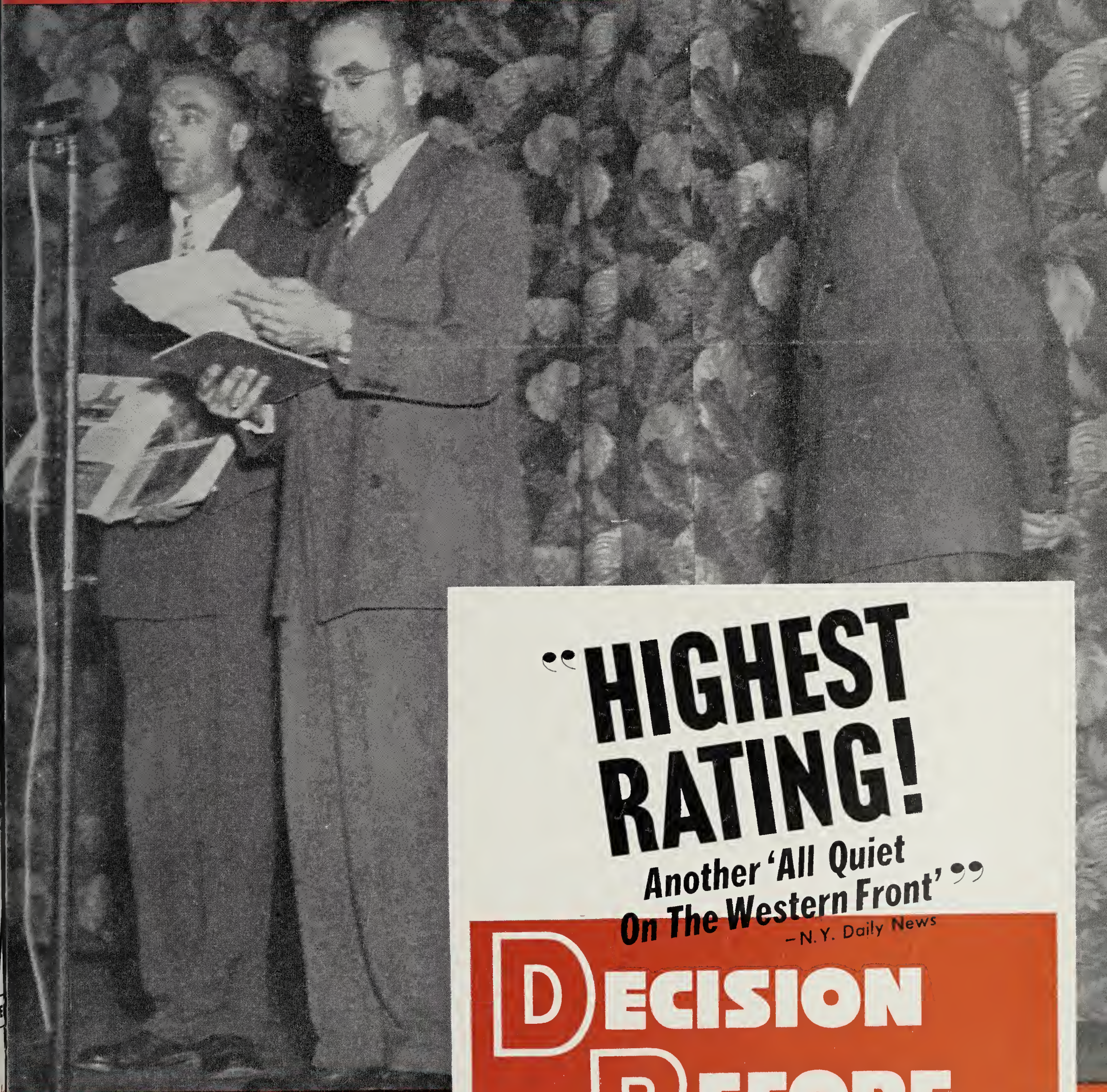
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RATING!**

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On The Western Front’”**
—N.Y. Daily News

DECISION
BEFORE
DAWN

**The Critics
Raved!...**
(SEE PAGES 4-5)

Number 10
Two Sections: Section One
JANUARY 9, 1952

REGISTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

Featuring **PHYSICAL THEATRE**



KEEP YOUR EAR TO THE GROUND!

Here's what you'll hear...

**"THE WILD NORTH
is The King
Mines of 1952
from M.G.M!"**

TRADE SHOWS

JAN. 14th

You'll be WILD about "THE WILD NORTH"



WHEN the tone of the voice of a cashier at a neighboring theatre changed while she was talking to another cashier on the phone, the latter sensed something was wrong, and phoned police, who later captured a bandit who tried to hold up the first cashier when she was in conversation.



A NEW note was added to the Christmas spirit when a theatremen in the midwest arranged for the merchants of the town to give movie tickets to husbands while their wives shopped in peace in the stores.



EXHIBITORS who like to worry well in advance had best start to figure out what they will do about their programming for the period when the two national political conventions will be on the air waves and TV lanes in early summer.



WHEN BREAKFAST was served free at an eastern drive-in on New Year's Eve, the management wisely omitted ice cream.



"MOVIETIME" ties are now being distributed throughout the world, with the Movietime Tie Company of North Little Rock, Ark., manufacturing the product.



THE WEATHER has been so bad in one large city that exhibitors are now blaming it for the drop in business instead of TV.

—H. M. M.

I N D E X

VOL. 47, No. 10 JANUARY 9, 1952

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THE COVER PHOTO

One of four roofed theatres in Canada whose excellence in construction and design rated an EXHIBITOR-THEATRE CATALOG Merit Award plaque for the best in recently-built theatres is the Paramount, Lethbridge, Alberta. Seen above at the presentation of the award on the stage of the Paramount are, from left, Douglas A. Shackelford, son of Majestic Theatres President A. W. Shackelford, center, and Lethbridge's Mayor Turcotte, who participated in the event.

EXHIBITOR

VOL. 47, No. 10



JANUARY 9, 1952

Someone Always Has To Pay

JUST how many millions would have to be paid by the distributors if exhibitors were to win all the damage suits which have been instituted against the former is anyone's guess, but everyone will agree that if this ever came to pass, few companies would be able to stay in business.

It is no secret that regardless of how many suits have been won by theatremen, the exhibitor has to pay for them, one way or another.

WHY, THEN, are so many suits necessary? The answer to that is easy. Even a theatremen who has conscientiously avoided litigation reaches the point where there is no alternative, and sometimes he is motivated by the fact that others who have less of a case than he, but who shout louder, get relief much faster than he can by peaceful methods.

UNFORTUNATELY, there are some within the industry who take the legal route with only one aim, to add to the confusion. A large part of the millions being sought by litigants is for nuisance value alone, and the plaintiffs never have a sincere belief that they can gain their ends. On the other hand, the constructive exhibitor does everything possible to solve his difficulties without the long legal route, but eventually many have to fall in line and also sue when they see what shouting and threatening accomplish.

IT IS ABOUT time that the lawyers let the exhibitors and distributors solve their problems in their own way.

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**THE CRITICS CAME...
THEY SAW...**

**THEY
RAVED!**

***The Decision is in on
20th Century-Fox's
Sensational Production***

**DECISION
BEFORE
DAWN**



THE NEWSPAPERS

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American • "Spurs suspense to unbearable heights." — *World Telegram*

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"Truly magnificent." — *Saturday Review of Literature*

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"One of the outstanding films of this or any year." — *Louella O. Parsons*



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The New York Film Critics Awards:

**THE BEST PICTURE
OF THE YEAR**



**“A
Streetcar
Named
Desire”**

**THE BEST ACTRESS
OF THE YEAR**



**Vivien
Leigh
in “A
Streetcar
Named
Desire”**

**THE BEST DIRECTOR
OF THE YEAR**



**Elia
Kazan
for “A
Streetcar
Named
Desire”**



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“A Streetcar Named Desire”

AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

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BASED UPON THE ORIGINAL PLAY “A STREETCAR NAMED DESIRE” BY TENNESSEE WILLIAMS
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

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EXHIBITOR

Vol. 47, No. 10

January 9, 1952



A PARADE BRIGHTENED PRESENTATION FESTIVITIES WHEN THE WATTS, OSAGE, IA., RECEIVED ITS EXHIBITOR-THEATRE CATALOG MERIT AWARD.

The Physical Theatre Receives Recognition

EXHIBITOR-THEATRE CATALOG Merit Awards Again Make Headlines

SIFTING through reams of photographs, blueprints, and specification schedules to find the best in new theatre construction during the year is an annual task of the technical editors of EXHIBITOR and THEATRE CATALOG. When all photographs and data are carefully evaluated on the bases of each new theatre's eye appeal, comfort, functional efficiency, and other considerations, those theatres selected to be the best in every regard are accorded what has become the "industry seal of approval", the bronze Merit Award plaque.

The first Merit Awards were made for theatres built during 1949, after the editors of THEATRE CATALOG decided that some sort of distinctive medal of achievement should be conferred upon those theatres which had merited pictorial treatment in the volume. While good looks and functional plan were main considerations in picking out the winners, the relationship of those factors to the patronage each

particular theatre was designed to serve was an important part of the judging.

Of the 450 conventional houses and 1,000 outdoor theatres built during 1949, some 37 roofed theatres in the United States, four in Canada, and seven drive-ins in the United States were chosen as the cream of the crop. Winners represented 13 states.

In 1951, Merit Awards were presented to 37 first-class theatres (30 in 22 states, one in the District of Columbia, one in Canada, and five foreign) built during 1950. Of the 950 outdoor theatres built during that year, 20 were singled out for top honors.

Certain gratifying trends were noticeable in 1950's theatre construction, among them greater regard for patron comfort and enjoyment. For example, many of the houses built during that year incorporated television lounges where theatregoers could watch their favorite TV programs while waiting for the screen show to



Presentation of the Merit Award at Walter Reade's Atlantic Drive-In, Pleasantville, N. J., was announced on the attraction board of the theatre.

break. An increasing consciousness of the parking problem was reflected in increased parking space at the new theatres, with parking facilities especially emphasized at theatres which are integrated with community shopping centers. Many of the new showplaces provided such extra services as art galleries, checking facilities, hearing aids, cry rooms, and community rooms for civic functions. The trend seemed to point toward smaller theatres, as noted by the fact that the houses selected for Merit Awards averaged only about 900 or 1,000 seats in size. Accounting for this is the greater space allotted to extra services, more sharply curtailed operating budgets, and the wider spacing between aisles that has been necessitated by raised standards of seating comfort.

While the Merit Awards have served as a means of the industry's acknowledgment of quality, they have also offered the recipients an opportunity to exhibit their newly-won prestige to their patrons through the promotional possibilities inherent in award presentation ceremonies. The award presentations pictured on these two pages represent a few of the theatres

which took advantage of the exploitation potentialities in the Merit Award. Almost all of the theatres honored arranged ceremonies on their stages, cocktail parties, special dinners, and appearances on radio and television programs. Often the award presentation drew elaborate picture layouts in community newspapers, and the presence of local government officials and other dignitaries at the festivities warranted extra coverage in the news columns.

This year there are but a comparative handful of theatres to be considered for Merit Awards because of the government restrictions on theatre construction imposed in October, 1950. While the issuance of the National Production Authority's Order M-4 at that time did not put an immediate end to the construction of new theatres, the number of new projects dwindled to practically nothing a year later, when supplies of critical materials on hand when the order was issued were exhausted. Even though the number of new theatres to be considered for Merit Awards is somewhat less than in previous years, the generally high standards of

former years have been maintained, and, in many cases, excelled.

Looking back through all notable theatre construction in the past decade, it becomes apparent that the motion picture theatre is undergoing a gradual but nonetheless constant evolution. One has only to compare the rococo ostentation that was in fashion during the crystal chandelier and gilded cupid period, just a few decades back, with the sleek, more functional products that are coming off the drawing boards today to realize the vast difference in these two extremes of the evolutionary scale.

Certain to be considerations in Merit Award judging in the future will be developments which would have been considered fantastic at the start of the industry's relatively brief history. Theatre television equipment, stereoscopic projection methods, panoramic screens, greatly improved sound systems, along with the many revolutionary developments designed to further the patron's comfort and convenience will all play an important part in the never ending endeavor to make better theatres.



Donald B. Fiske, left, owner, Fiske, Oak Grove, La., is shown as he received a Merit Award from W. O. James, Lions Club head and civic notable.



The Merit Award for the Paramount, Lethbridge, Canada, was viewed by thousands of patrons when it was exhibited with THEATRE CATALOG.



Ray Brown, manager, State, Cuyahoga Falls, O., received his Merit Award from Mayor G. Anderson. The State is owned by Washington Circuit.



Hunt Circuit President William C. Hunt, third from left, accepted a plaque for his Beach, Cape May, N. J., from Mayor Samuel Eldredge, Cape May. Looking on were manager Kenneth Love, Halsey Love, associated with Hunt Theatres, Mrs. Kendell Ewere, and Harry Witte, who built the Beach.



Pictured in the lobby of the Guyan, Logan, W. Va., shortly after the Merit Award presentation were, from left, State Senator Glenn Jackson; Fred Haislip, president, Logan Chamber of Commerce; Mayor Litz McGuire; manager William Becker, and Jack Johnson, a member of City Council.

Mel Konecoff's NEW YORK

AGENTS of the Paramount publicity department are responsible for the following nuggets of wisdom, to wit: Cecil B. DeMille, producer and director of "The Greatest Show On Earth", has a favorite elephant story, which he related while directing a scene with the ponderous pachyderms (this means actors??).



KONECOFF

"This yarn," he said, "concerns a jungle hunter, who removed a big thorn stuck in the foot of an elephant he found in the jungle. Five years later, when the hunter was attending the Ringling Brothers circus, sitting in one of the cheaper seats, an elephant act came into the arena. Suddenly, one of the elephants came rumbling over to the hunter, reached in with his trunk, picked him up gently, and deposited him in a private box. Such was an elephant's gratitude."

(This leaves some unanswered questions open. For instance, why was he sitting in the cheaper seats? Couldn't he get any better tickets or couldn't he afford them? Maybe the hunting line is all shot. . . . Alright, doctor, we'll go quietly after we finish what else the Paramount press agents had to say.)

If you should ever have occasion to film a train wreck, why not let C. B. tell you how it's done since it's one of the climactic moments in "TGSOE". First, buy a string of railroad cars that have already been smashed in wrecks around the country. Then buy additional cars, and "soften" them by smashing huge steel balls into their sides. These are then assembled into two trains, which also include 20 "healthy" circus cars rented from the circus, and let 'em go. (What fun.)

(If this proves too much trouble, our own method might be less involved. This means stealing your son's electric trains, setting up the proper surroundings, and let 'em crash like crazy while the camera is recording some 10 feet away. Of course, your son will probably murder you, but the possibilities sound interesting.)

ARTICLE: A recent issue of *Printers' Ink* magazine carries a three-page article titled, "Will A Movie Tiein Be Good For You?", and the tiein operation is gone into in great detail with the result making for interesting reading. Central theme is the means and methods used in putting across "Here Comes The Groom" via jewelry shops and ring promotions. Credit is given to Bernard Maxwell, director, Nationwide Merchandising Service division, Franklin and Gladney, Inc., 23 West 47th Street, New York, and to Fred Goldberg, Paramount ace publicist. Both of these boys did a fine job when the results were tabulated. Incidentally, reprints of the article are available to interested parties.

"Sailor Beware" Record Breaker In Pre-release

NEW YORK— Reports from the special New Year's Eve showings of "Sailor Beware", Paramount's Martin and Lewis release, last week showed broken records all along the way. The film, pre-released in advance of its regular February release, smashed house records, and was even hotter than "At War With The Army", which was pre-released for the New Year's Eve showings a year ago.

More than \$1,000,000 was taken in by the representative theatres throughout the country from six to midnight.

The move also aided in the penetration, advance publicity, etc., for the film.

Warner Selling Changing Under Decree

NEW YORK—It became known last week that on Jan. 4 section nine of the Warner decree had become operative.

The section reads:

"Nothing in this judgment shall be construed to limit, in any way whatsoever, the right of the Warner defendants, during the period of 12 months from the date thereof (Jan. 4, 1950), or until the reorganization provided in Section VI hereof shall have been completed, whichever shall be earlier, to license or in any way to provide for the exhibition of any or all of the motion pictures which it may distribute, in such manner, and upon such terms, and subject to such conditions as may be satisfactory to it, in any theatre in which Warner Brothers Pictures, Inc., has or may acquire a proprietary interest of 95 per cent or more either directly or through subsidiaries.

"After 12 months from the date hereof, or until the reorganization provided in Section 6 hereof shall have been completed, whichever shall be earlier, the provision of the preceding paragraph shall terminate and be of no effect; and from and after such date, the licenses of motion pictures distributed by the New Picture Company or Warner Brothers Pictures, Inc., for exhibition in any theatre, regardless of its owner or operator, shall be in all respects subject to the terms of this judgment."

This has been interpreted to mean that effective on Jan. 4 Warners could sell its pictures away from Warner houses.

Just what other interpretations may be placed on the clause may be finally decided by court review, if necessary, some legalites believe.

THE METROPOLITAN SCENE: A Walt Disney party was held for the children of members of the trade press in the Johnny Victor Theatre recently, and the youngsters as well as the oldsters saw "Lambert, The Sheepish Lion", "The Olympic Elk", and "Snow White And The Seven Dwarfs." Children and adults tossed for the refreshments, and the children won, only because there were more of 'em. . . . More season's greetings are in from Ernie Emerling, Mort Blumenstock, Brenon and Morgan Associates, etc.

Holdovers Highlight Broadway Grosses

NEW YORK—Grosses in the Broadway first-runs tapered off somewhat after the holidays, but most spots were still doing satisfactorily with holdover attractions last week end. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"DISTANT DRUMS" (WB). Warner reported \$35,000 for the second week.

"DOUBLE DYNAMITE" (RKO). Paramount, with stage show, claimed \$75,000 for the second week.

"DECISION BEFORE DAWN" (20th-Fox). Rivoli did \$30,000 on the third week.

"ELOPEMENT" (20th-Fox). Roxy, with stage show, hit \$112,000 on the second week, and announced \$52,000 for the last eight days, including the third week.

"I'LL SEE YOU IN MY DREAMS" (WB). Radio City Music Hall, with Christmas stage show, rang up \$83,000 for Thursday through Friday, with the fifth, and last week bound to tally \$126,000.

"I WANT YOU" (Goldwyn-RKO). Criterion claimed \$20,000 for the third week.

"MY FAVORITE SPY" (Para.). Globe reported a \$25,500 second week.

"DETECTIVE STORY" (Para.). Mayfair did \$28,000 on the ninth week.

"QUO VADIS" (MGM). Astor, with reserved seat policy, had a \$15,000 ninth week.

"WESTWARD THE WOMEN" (MGM). Capitol opened to a \$35,000 week.

"THE WILD BLUE YONDER" (Rep.). Loew's State opened to a \$20,000 week.

"DEATH OF A SALESMAN" (Col.). Victoria expected the third week to tally \$30,000.

Samuelson Reports In Philly

PHILADELPHIA—All independent exhibitors of the area were invited to attend a mass meeting today (Jan. 9) at the Broadwood Hotel, at which time a full and complete report of conferences held by Sidney E. Samuelson, president and general manager, Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., with representatives of all major companies on the problem of double features and discrimination in film rental prices is to be given.

William Freedman Mourned

NEW YORK—William Freedman, purchasing agent, 20th-Fox, died last week in his 54th year.

Freedman first joined the company in December, 1915, in the poster department of the New York exchange. He was transferred to the purchasing department in 1919, becoming head of the department in April, 1932.

Surviving are his wife, two daughters, two grandchildren, and three sisters.

. . . Cinema Lodge is honoring Richard Rodgers and Oscar Hammerstein, II, on Jan. 10 in the Hotel Plaza. Senator Estes Kefauver will be the principal speaker. . . . 20th Century-Fox is out with a deluxe 28-page pressbook on "Decision Before Dawn", and exhibits are offered multiple selling points in advertising the film with 66 different ad mats. Individual exhibits are able to slant their ads as best suits their needs.

THE INTERNATIONAL SCENE

Canadian Comment

In Toronto, J. J. Fitzgibbons announced that the first communion breakfast for Catholic members of the Canadian industry will be held on Jan. 20 at St. Michael's Cathedral. Breakfast will be served after the services in the Roof Garden of the Royal York Hotel.

U-I Foreign Men Shifted

NEW YORK—Several shifts were announced last week in the Latin American personnel of Universal International Films, foreign distribution subsidiary of Universal Pictures Company, by Alfred E. Daff, director of world sales, and Americo Aboaf, foreign sales manager. Cecil Marks, formerly managing director in Indonesia and more recently on a special assignment in England, has been named manager in Trinidad. Robert Ferber, who had been manager in Trinidad, has been shifted to the post of representative in Venezuela. James Alexander, who had been New York representative for Central America, will assume a similar post in Uruguay, with headquarters in Montevideo.

Colombian Deal Worked Out

WASHINGTON—It was learned last week that a remittance problem in Colombia had been worked out to the satisfaction of American distributors. Colombia had been insisting that blocked remittances be sent out at a new, depreciated exchange rate, rather than the older rate, which is more favorable to the distributors. An agreement has been worked out under which the new rate will be used, but the remittances will be made promptly in three monthly installments.

Michael Moodabe Honored

NEW YORK—Michael Moodabe, governing director, Amalgamated Theatres, Ltd., New Zealand, was last week elevated to the Order of the British Empire by King George VI of England.

Amalgamated Theatres, Ltd., New Zealand's largest theatre circuit, is affiliated with 20th Century-Fox.

British Grosses Up

LONDON—The Customs and Excise Department reported last fortnight an increase in theatre business in Britain for November, 1951. In that month, the tax on theatres yielded 3,482,000 pounds, compared with 3,290,000 pounds.

English Actresses Honored

LONDON—Anna Neagle and Flora Robson, actresses, and T. E. B. Clarke, script writer, were made Commanders of the Order of the British Empire in last fortnight's Royal Honors List.



The facade of the Teatro Payret, Havana, Cuba, one of the swankiest theatres in the western hemisphere, shows the striking beauty of the edifice. Constructed by Augustin Batista, president, Trust Company of Cuba, this was planned by Arellano Y Batista, whose general manager is Eugenio Batista, brother of the banker-owner. The supply dealer was National Supply S. A., Almendares 166, Havana, which is the distributing agency for National Theatre Supply Export Company, New York.

UA Shifts Foreign Men

NEW YORK—Continuing his program of revitalizing and strengthening United Artists' foreign operations in the field, Arnold M. Picker, vice-president in charge of foreign distribution, last week realigned the managerial staff in the Caribbean area.

Topping the list of new appointees is Alfred Katz, now manager in Puerto Rico, promoted to Caribbean area supervisor covering Panama, Cuba, Colombia, Trinidad, and Puerto Rico. He will headquarter in Havana.

Alfred V. Steinhardt, who headed the Trinidad office, has been upped to succeed Katz in Puerto Rico. Leonard Pearlman, formerly on Warners' domestic sales staff, has been named to fill the manager's post in Trinidad.

RKO Sets Aussie 16mm.

SYDNEY, AUSTRALIA—A 16mm. department was established last fortnight to handle distribution of RKO product in New South Wales, New Zealand, and the Pacific Islands, it was announced by Ralph Doyle, RKO managing director for Australia.

Rebate In Argentina

BUENOS AIRES—It was learned last fortnight that taxes aggregating 738,590 pesos (\$52,439) will be rebated to five American film companies under an Argentine court ruling. Distributors had paid a tax of five per cent on their Argentine gross income, but the court held they should have paid on only half the gross. Rebates will be made to Warners, U-I, RKO, and UA, among others.

Private Theatre To Royalty

LONDON—The British film industry last fortnight presented to Princess Elizabeth and the Duke of Edinburgh as a wedding gift a fully equipped private theatre seating approximately 20 persons at Clarence House. G-B-Kalee furnished the equipment. A course in projection was given one of the household's servants by J. Arthur Rank's theatre engineers.

Belgian Situation Discussed

NEW YORK—Fayette Allport, MPAA representative in Great Britain, reported personally on the Belgian situation last fortnight to the MPEA board at a meeting presided over by John G. McCarthy.



RKO executives of the new Japanese office, which officially opened recently, are seen above, left to right, seated: T. Yshikawa, general sales manager; L. D. Britton, RKO Far East supervisor; W. Schwartz, general manager, and, standing, left to right: Y. Nakatsuka, chief accountant; A. Iga, Kyushu branch manager; S. Ueda, Nagoya branch manager; H. Nakanishi, Osaka branch manager; M. Morita, publicity chief; K. Shima, Nagoya sales; M. Tamiwa, Tokyo sales, and K. Murai, Tokyo chief booker.

1912

1952

Universal-International

Proudly Announces its

**40th ANNIVERSARY
YEAR**

and its Inaugural Event

NATE BLUMBERG



DRIVE

Celebrating
his 40 Years in Show Business

NATE BLUMBERG



DRIVE

WEEK-END WITH FATHER

BEND OF THE RIVER

Color by **TECHNICOLOR**

FLAME OF ARABY

Color by **TECHNICOLOR**

BRIGHT VICTORY

TO CELEBRATE Nate Blumberg's 40 years in show business in a manner which will long be happily remembered by our thousands of exhibitor friends, we have carefully assembled a schedule of releases that, we are confident, will bring extra profits to theatres during the period of the Nate Blumberg Drive.

The CIMARRON KID

Color by **TECHNICOLOR**

HERE COME THE NELSONS

OUR RELEASES from January through April are big in every sense—particularly in the sense that...

FINDERS KEEPERS

The BATTLE AT APACHE PASS

Color by **TECHNICOLOR**

MEET DANNY WILSON

"A big picture is one that makes big profits"

The TREASURE OF LOST CANYON

Color by **TECHNICOLOR**

STEEL TOWN

Color by **TECHNICOLOR**

HEAR NO EVIL

MA and PA KETTLE AT THE FAIR



HAS ANYBODY SEEN MY GAL

Color by **TECHNICOLOR**

This Was The Week When . . .

U-I revealed that it has a backlog of 22 features slated for release during the remainder of the fiscal year ending on Oct. 31. . . . RKO announced that it is installing RCA TV in the RKO Albee, Cincinnati. . . . The New York exchange was ahead in the first week of the RKO "Ned Depinet Drive." . . . Cecil B. DeMille arrived for the goings-on in connection with the New York world premiere of "The Greatest Show On Earth" at the Radio City Music Hall, later visiting Atlanta, New Orleans, and Dallas.

20th-Fox Holding Sales Convention

NEW YORK—Home office executives and the sales force of 20th-Fox are meeting this week in the company's annual sales convention, continuing through Jan. 11.

Heading the large contingent, which joined forces with home office executives during the five-day meet, are division managers Martin Moskowitz, Empire State; Ed Callahan, Atlantic; Ray Moon, central; Peter Myers, Canadian; Moe Levy, midwest; Harry Ballance, southern, and Herman Wobber, western. Paul Wilson and Buck Stoner, assistant division managers, south and west, respectively, also are attending.

Branch managers attending include:

Abe Dickstein, New York; Nat Rosen, Albany; Charles Kosco, Buffalo; Jim Connolly, Boston; Ben Simon, New Haven; Sam Diamond, Philadelphia; Glenn Norris, Washington; Tom Gilliam, Chicago; Joe Rosen, Cincinnati; I. J. Schmertz, Cleveland; Joe Lee, Detroit; Tom McCleaster, Indianapolis; Al Levy, Pittsburgh; Bob Conn, Des Moines; Joe Neger, Kansas City; Jack Lorentz, Milwaukee; Ralph Pielow, Jr., Minneapolis; Joe Scott, Omaha; Gordon Halloran, St. Louis; Fred Dodson, Atlanta; John Holston, Charlotte; Mark Sheridan, Dallas; Tom Young, Memphis; Bill Briant, New Orleans; Marion Osborne, Oklahoma City; Marion Doris, Jacksonville; Jimmy Dugan, Denver; Alex Harrison, Los Angeles; Charles Powers, Portland; Kenneth Lloyd, Salt Lake City; Jack Erickson, San Francisco; Jack Burk, Seattle; Gerald Chernoff, Montreal, and Phil Sherman, Toronto.

Also at the meet are John Feloney, assistant to Callahan in the Atlantic division, and Bob McNab, office manager, Cincinnati.

U-I Files Denial

NEW YORK—A general denial of charges made by Bud Abbott and Lou Costello in their suit against the company was filed in U. S. District Court last fortnight by U-I. The company also moved for dismissal of the litigation.

U-I's denial included the claim that an agreement had been made with the plaintiffs for payment to them of 50 per cent of the sale price for the short subjects in full settlement.



Howard Dietz, MGM vice-president and director of advertising, publicity, and exploitation, in New York recently received a plaque honoring MGM's "Quo Vadis" as "Picture of the Month" for January from Rev. Daniel A. Poling, editor, The Christian Herald and a distinguished clergyman.

Rembusch Raps Academy TV Policy

FRANKLIN, IND.—In a strongly worded letter to Charles Brackett, president, Academy of Motion Picture Arts and Sciences, Trueman T. Rembusch, president, Allied States Association, last week rapped the policy of the Academy in refusing the granting of clearance for the televising of the Academy Awards in the theatres equipped for theatre TV.

His letter reads, in part:

"Frankly, I cannot conceive of any sound reason or reasons for the Academy to refuse the granting of clearance for the televising of the Awards in the some hundred odd theatres equipped for theatre television. If there were no retail theatre outlets exhibiting Hollywood's creations, there would be no Academy of Motion Picture Arts and Sciences. There would be no actors, actresses, producers, technicians, etc., to receive awards. The theatres that are pioneering theatre television are opening up a whole new field for every segment of the industry. Theatre television may well become the training ground for new faces, and give substantial employment to the older Hollywood faces and technicians. The Academy by depriving these theatres of the opportunity of carrying the Awards are doing a disservice to the entire industry. I can tell you that the several thousand exhibitor members of Allied States Association will seriously resent the Academy's decision in this matter unless there are sound reasons behind their decision.

"In the interest of good intra-industry relations, I am writing requesting that you convey to the industry your reasons for refusing to grant theatre television clearance of this important industry event."

Jesse Clark Passes

JACKSONVILLE, FLA.—Jesse L. Clark, general manager, Florida State Theatres since 1947, died last week in Boston. With Florida State since its formation in 1914, he is survived by his widow, a brother, and a sister.

Warners Given Extension

WASHINGTON—The Justice Department last week extended the deadline for Warner Brothers divestiture from Jan. 4 to July 5.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

20TH-FOX

"Japanese War Bride"—For the duallers.

German Eastman Distributor

ROCHESTER, N. Y.—William J. German has been appointed distributor for Eastman professional motion picture films, Edward P. Curtis, Eastman Kodak Company vice-president, announced last week.

German's new company will succeed to the business previously operated by J. E. Brulatour, Inc. The new company will continue to operate with substantially the same personnel in Fort Lee, N. J., Hollywood, and Chicago.

Curtis pointed out that for many years the late Jules Brulatour acted as distributor for Eastman film, and that during much of that period German was closely associated with him as vice-president-general manager, Brulatour company. The distribution arrangement between Eastman Kodak Company and J. E. Brulatour, Inc., was continued for a number of years after Brulatour's death, and came to an end on Dec. 31, 1951.

Merger Hearings Jan. 15

WASHINGTON—Federal Communications Commission Hearing Examiner Leo Resnick announced last fortnight that the ABC-UPT merger hearings, together with the license renewal proceedings involving radio and television stations in which Paramount and the Allen B. DuMont Laboratories have interests, will begin on Jan. 15.

Paramount and the chief of the FCC Broadcast Bureau filed opposition to the motion of the Partmar Corporation and others for reconsideration of the Commission's denial to Partmar et al to intervene.

Frank L. McNamee Named Phila. Fire Commissioner

PHILADELPHIA—Frank L. McNamee was last week appointed Fire Commissioner of the City of Philadelphia.

More than a year ago president of United Artists for a brief period, McNamee is associated with Jay Emanuel, EXHIBITOR publisher, in the operation of theatres throughout eastern Pennsylvania, and had extensive experience in distribution before that time.

He also has been identified with many industry movements and civic endeavors. Several years ago, he served as Chief Barker, Variety Club, and also held high government positions during World War II.

McNamee also for years has been a prime figure in the local chapter, National Foundation for Infantile Paralysis, guiding the theatre phases of the annual campaign.

He enters into his new post with the good wishes of his friends within the business.

PEOPLE

NEW YORK—Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, last week announced the appointment of Sidney Lieb as foreign service manager. Lieb will handle the processing of prints and accessories going to the company's worldwide network of exchanges under the overall supervision of Robert Hilton, manager, UA's prints and accessories department.

HOLLYWOOD—Robert Goodfriend, former advertising-publicity director, Eagle Lion Studios, and for the past two years associated with Sherrill Corwin's Metropolitan Theatre Circuit, last week joined Paramount's studio publicity department, and was assigned to George Pal Productions.

HOLLYWOOD—The executive board of the Screen Writers Guild last week retained the firm of Cleary-Strauss and Irwin as public relations counsellors for the Guild.

"Sirocco" Prizes Awarded

NEW YORK—The first three prizes in Columbia's showmanship contest for "Sirocco" were awarded last week. In addition, the judges, officers of the Associated Motion Picture Advertisers, felt that two additional campaigns for the Humphrey Bogart starrer were of a quality not to be ignored, and awarded honorable mentions. Consequently, Columbia added two prizes to its list.

First prize, an all-expense-paid week in New York for two, went to Robert Whelan, RKO Orpheum, Minneapolis. Second prize, a radio-phonograph console, went to Sonny Shepard, Miami Beach, Fla., Carib. Adam Goelz, Hippodrome, Baltimore, Md., will receive the third prize, a portable radio.

The unscheduled honorable mentions were awarded George Hunter, Fox, Springfield, Mo., and Frank K. Shaffer, Dixie, Staunton, Va.

20th-Fox Sets 12

NEW YORK—Twelve pictures to be released during the first four months of 1952 are the basis of discussion at the 20th Century-Fox annual sales convention this week.

The schedule is as follows:

January—"Decision Before Dawn", "Japanese War Bride", and "The Model And The Marriage Broker".

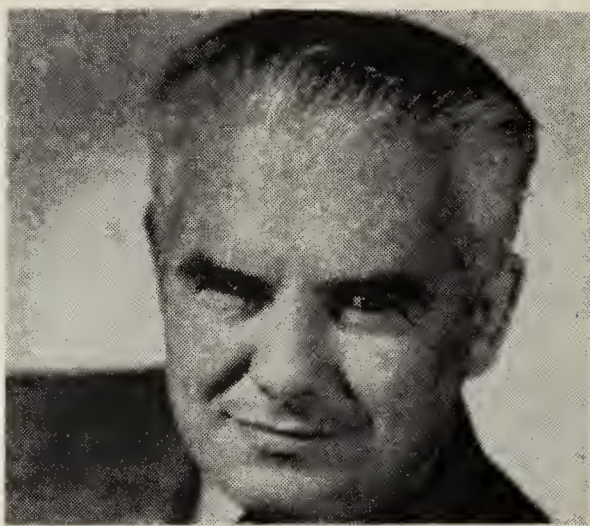
February—"David And Bathsheba", "Phone Call From A Stranger", and "Red Skies Of Montana."

March—"5 Fingers", "Return Of The Texan", and "Viva Zapata!"

April—"With A Song In My Heart", "Pride Of St. Louis", and "Rose Of Cimarron."

Chicago Suit Filed

CHICAGO—Devon Amusement Company and the Lasker brothers, former operators, Ridge, filed a treble damage suit of \$360,000 in an anti-trust action in U. S. District Court last fortnight. Named are eight major distributors, B and K, and Warner Theatres. The complaint charges the Ridge was forced to play 66 days after Loop runs, with damages claimed for the period from 1935 to 1942.



Nate J. Blumberg, president, U-I, is being currently honored by the 40th anniversary celebration in form of 17-week world-wide sales drive.

Warner Profit Shows Slight Decrease

NEW YORK—Warner Brothers Pictures, Inc., and subsidiary companies last week reported for the year ending on Aug. 31 a net profit of \$9,427,000 after provision of \$9,100,000 for federal income taxes and after a provision of \$700,000 for contingent liabilities.

For the preceding year, the net profit amounted to \$10,271,000 after provision of \$6,300,000 for federal income taxes and after a provision of \$850,000 for contingent liabilities.

The net profit for the year ending on Aug. 31 is equivalent to \$1.67 per share on the 5,619,785 shares of common stock outstanding on Aug. 31, after deducting shares acquired by the company.

As a result of examinations by representatives of the Internal Revenue Bureau, the company has adjusted its fixed asset accounts and related depreciation reserves at Sept. 1, 1950. Accordingly, the sum of \$3,768,000 has been restored to the asset account and an additional \$1,000,000 has been provided for federal income taxes for prior years.

TV Committee Asks Aid In Preparing FCC Brief

(EXHIBITOR has been asked to help the National Exhibitors Theatre Television Committee (NETTC) in preparing its brief for the hearing before the Federal Communications Commission, requesting that TV channels be allotted to the motion picture industry.

Part of the brief will describe the public service record of motion picture exhibitors, and Si Fabian, chairman of the committee, wishes to incorporate examples of individual activity by exhibitors.

If anyone has an exceptional story of civic or patriotic service in his community, either in war or peace, any time in his experience as a showman, please forward this immediately, addressed to Si Fabian, c/o EXHIBITOR, 246 North Clarion Street, Philadelphia 7, Pa.)

"A" Pictures Top Lippert Schedule

CHICAGO—An all-out campaign directed at point-of-sale merchandising of its product was the keynote of Lippert's first national convention in Chicago at the Blackstone Hotel on Dec. 27, 28, and 29.

Twenty-two "A" pictures were announced by President Robert L. Lippert. There will be a complete concentration on the distribution of pictures produced by top writers, directors, and stars who will have ownership in their films. This will be the policy of the company from now on. This plan was discussed in detail by Lippert and the 160 executives, division managers, branch managers, salesmen, and the bookers present at the conclave.

The list includes "The Tall Texan", two untitled George Raft productions, an untitled Carl Foreman production, "Tales Of Robinson Crusoe", "Dorothy In The Land Of Oz", in color; "Flanagan's Boy", "Night Train To Paris", "Lady In The Fog", "Galveston", "Pompeii, City Of Sin", in color; "Massacre", in color; "Wild Girls," and "Pirate's Gold."

It was also announced that Phil Yordan was signed as a producer.

Delegates attended the screenings of "Navajo", "For Men Only", "Man Bait", and "Stronghold." General sales manager Arthur Greenblatt, described the sales plans for the coming year. Greenblatt promised a total of 25 new salesmen will be added to the sales force nationally.

During the meeting all division, branch, and sales managers present took part in round table discussions with Lippert, Greenblatt, vice-president Pizor, and advertising-publicity head Marty Weiser leading the sessions.

Winners of the "Third Anniversary Collection Drive" were announced. Prizes were as follows: Group 1, first, Los Angeles, \$1250; second place, Atlanta, \$750; third place, Dallas, \$500; fourth place, San Francisco, \$375, and New York, special award \$250; Group 2, first, Salt Lake City, \$1250; second, Seattle, \$750; third, Memphis, \$500, and fourth, Buffalo, \$375.

Nat. Board Readies Campaign

NEW YORK—Henry Hart, executive director and treasurer, National Board of Review of Motion Pictures, Inc., announced last week that the board, faced with a financial crisis, is planning a campaign to promote increased membership and periodical circulation toward complete financial independence. The organization is a non-profit, self-governing body reviewing films for religious and educational groups throughout America since 1909.

Its chief financial support came from its charge to film companies for evaluating product screened, and relaying the data to 150 community groups through a regular weekly film guide bulletin and a monthly magazine, Film In Review.

RKO, Mills In Deal

NEW YORK—A long-term agreement was signed last week by RKO Radio Pictures and Mills Music, Inc., granting Mills exclusive publishing rights to all background music used in RKO films. The contract is retroactive to 1950, but does not include the Walt Disney films released by RKO.



THE
**GREATEST
SHOW ON
EARTH**

from

THE
**GREATEST
SHOWMAN
ON EARTH**





BETTY
HUTTON
as Holly, Queen of the Flyers



CHARLTON
HESTON
as Brad, The Boss-man



GLORIA
GRAHAME
as Angel, the Elephant Girl

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ENGAGEMENT

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Nation's Greatest Showplace
RADIO CITY
MUSIC HALL

Cecil B. De Mille's

**THE
GREATEST
SHOW
ON EARTH**

Color by
TECHNICOLOR



CORNEL
WILDE
as The Great Sebastian



DOROTHY
LAMOUR
as Phyllis, the "Hula" Girl

with
HENRY WILCOXON
LYLE BETTGER
LAWRENCE TIERNEY
EMMETT KELLY
CUCCIOLA
ANTOINETTE CONCELLO
and

PRODUCED AND DIRECTED BY CECIL B. DEMILLE

Produced with the cooperation of Ringling Bros.-Barnum & Bailey Circus

Screenplay by FREDRIC M. FRANK, BARRÉ LYNDON and THEODORE ST. JOHN

Story by FREDRIC M. FRANK, THEODORE ST. JOHN and FRANK CAVETT

"If It's a Paramount Picture, It's The Best Show in Town"

— and *this* Paramount Picture is

THE GREATEST BOXOFFICE SHOW ON EARTH!



JAMES
STEWART
as Buttons—a Clown

MISCELLANEOUS

NEWSREELS

MOVIETONE NEWS (Vol. 35, No. 1) Korea: Fighting goes on, but GI's observe Christmas. Astoria, Ore.: Fire sweeps ship in Columbia River. West Frankfort, Ill.: One hundred nineteen lose lives in mine blast. Off Korea: Sub cheats Pacific of three victims. Japan: Store clerks strike in Tokyo. Edgemar Beach, Cal.: Mine drifts ashore. Norfolk, Va.: Big battlewagon home from war. France: Paris styles in ski wear. Hollywood, Cal.: Premiere of "Decision Before Dawn."

NEWS OF THE DAY (Vol. XXIII, No. 235) Korea: Fighting goes on. Astoria, Ore.: Fire sweeps ship in Columbia River. West Coast: Film stars fly to entertain GI's. Japan: Store clerks strike in Tokyo. New York: Debutante Cotillion. Los Angeles: Rams win pro-football championship.

PARAMOUNT NEWS (No. 38) Outstanding news stories of 1951.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 521) Korea: Fighting goes on. Korea: Cardinal Spellman at the front. West Frankfort, Ill.: One hundred nineteen lose lives in mine blast. Chicago: Blizzard. Astoria, Ore.: Fire sweeps ship in Columbia River. France: Churchill visits Paris. France: French ski aces. Los Angeles: Rams win pro-football championship.

WARNER PATHE NEWS (Vol. 23, No. 40) France: Churchill visits Paris. Washington, D. C.: Eisenhower headquarters opened. Korea: Fighting goes on. Astoria, Ore.: Fire sweeps ship in Columbia River. Switzerland: Swiss backdrop for American fashions. Los Angeles: Rams win pro-football championship. St. Augustine, Fla.: Premiere of "Distant Drums."

TELENEWS DIGEST (Vol. V, No. 52-B) Korea: Battleship New Jersey's farewell with mighty blast against Communist shore installations. Korea: Red POW's on island of Koje. Japan: Cardinal Spellman in Tokyo. West Frankfort, Ill.: One hundred nineteen lose lives in mine blast. Africa: Libya founded in Near East. Washington: Eisenhower headquarters opened. New York: Rudolph Halley gets marriage license. Los Angeles: Rams win pro-football championship.

MOVIETONE NEWS (Vol. 35, No. 2) Sports review of 1951.

NEWS OF THE DAY (Vol. XXIII, No. 236) 1952 Presidential sweepstakes. England: Circus cheer for London kids. Korea: Cardinal Spellman visits front. Canada: Buffalo round-up. France: Canine football in Paris. Chicago: Skating de luxe.

PARAMOUNT NEWS (No. 39) Philadelphia: Harold E. Stassen in running for Presidency. Washington: George F. Kennan, new ambassador to Moscow. Korea: Cardinal Spellman visits front. France: Paris fashions with the touch of India. Chicago: Skating de luxe. England: Featherweight slugfest.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 522) Year in Sports.

WARNER PATHE NEWS (Vol. 23, No. 41) Year in sports.

TELENEWS DIGEST (Vol. V, No. 53-A) Korea: UN has new job, playing nursemaid to North Korean girl soldiers and



Jerry Pickman, Paramount ad-publicity director, recently was elected vice-president and member of the board, Paramount Film Distributing Corporation. He has been in the industry since 1944.

their babies. Israel: Floods. Italy: Fire-fighting gymnasts. New York: Making a mink coat. New York: New test for tipsy. New York: Fashions for 1952.

NATIONAL LEGION OF DECENCY

Jan. 3, 1952

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Lawless Cowboys" (Mono.); "Lone Star" (MGM); "My Brother, The Outlaw" (UA); "Northwest Territory" (Mono.); "Pals Of The Golden West" (Rep.); "Sailor Beware" (Para.); "Wonder Boy" (English-made) (Snader); UNOBJECTIONABLE FOR ADULTS: "For Men Only" (Lippert); "Japanese War Bride" (20th-Fox); "Passion For Life" (French-made) (Brandon); OBJECTIONABLE IN PART: "Aladdin And His Lamp" (Mono.); "The Model And The Marriage Broker" (20th-Fox); "Native Son" (Classic); "Storm Over Tibet" (Col.); "The Wild North" (MGM); CONDEMNED: "It's Forever Springtime" (Italian-made) (AFE).

NATIONAL BOARD OF REVIEW

Dec. 29, 1951

SELECTED FEATURES: "It's A Big Country" (MGM); "Another Man's Poison" (UA); "Cry The Beloved Country" (Lopert).

Illinois Action Settled

SPRINGFIELD, ILL.—Upon the filing of a stipulation that the "defendants, having accounted to the plaintiff and having paid in full to plaintiff the amount found to be due on account of the matter set forth in the complaint", six percentage actions brought by distributors against Paul E. Horn, Frederick Ballard, Joseph Ballard, and Clyde S. Metcalf, doing business as Ballard, Horn and Metcalf, were concluded last fortnight. The actions were by 20th-Fox, Columbia, Paramount, RKO, Loew's, and United Artists. The theatres involved in each action were the Lux, Edwardsville, Ill.; the Jersey, Jerseyville, Ill., and the Girard, Girard, Ill.

Brown, Hay and Stephens, Springfield, and Lashly, Lashly and Miller, St. Louis, represented the distributors, with Sargoy and Stein, New York, of counsel.

Pathe Industries Refinances

NEW YORK—William C. MacMillen, Jr., president, Pathe Industries, announced last fortnight that the company has arranged for a \$4,300,000 loan due on Jan. 31, 1955, with four banks for the purpose of refinancing its outstanding debt.

Montague Appoints Rogers Committees

NEW YORK—Abe Montague, newly elected president, Will Rogers Memorial Hospital, last week announced the appointment of five important committees:

Executive: Charles E. Lewis, chairman; Harry Brandt, Max A. Cohen, Tom Connors, Maurice Goldstein, John H. Harris, William Heineman, J. Robert Hoff, Al Lichtman, Murray Weiss, Marc Wolf, and Herbert Yates, Sr.

Finance: Fred J. Schwartz, chairman; Gus Eyssell, Charles Feldman, Leonard Goldenson, Harry Kalmine, Robert Mochrie, Samuel Rinzler, Herman Robbins, Samuel Rosen, Arthur Schwartz, Sam Switow, Morton Thalhimer, Joseph Vogel, and Richard Walsh.

Public Relations: Maurice Bergman and Paul Lazarus, Jr., co-chairmen; George Dembow, William F. Rodgers, and William White.

Sales Managers: Charles Reagan, chairman; Feldman, Maurice Goldstein, James Grainger, Heineman, Ben Kalmenson, Al Lichtman, Robert Mochrie, Montague, Rodgers, and Alfred Schwalberg.

Fund Raising Advisory: Montague, chairman; William German, Lewis, Mochrie, and Rosen.

A special committee to refine the rules of eligibility for admission to the hospital was appointed. Walsh is chairman, with Robbins, Arthur Schwartz, and Joseph Vogel.

Officers not named to specific committees will serve as ex-officio on all committees.

Dipson Move Fought

WASHINGTON—The U. S. Supreme Court was urged last fortnight by the defendants in the Dipson anti-trust case to refuse the request of the Justice Department to appear as "friend of the court" in support of the appeal by Dipson Theatres, Inc.

Dipson sued Buffalo Theatres and five distributors, but lost, and then appealed to the U. S. Supreme Court. The Department of Justice has urged the high court to take the case.



LETTERS

Dear Editor:

I am enclosing a letter that I wrote to the Walt Disney organization. I should think that the exhibitors all over the country would complain along these lines because there is no question as to the vast free audience he had on TV, and it hurt our theatres on Christmas Day.

To Walt Disney:

I am writing you at this time to see if you couldn't arrange to have your future Christmas Day Disney television shows put on at an hour whereas it would not conflict with the kiddie matinees that we usually run on Christmas Day. For the past two Christmases, you have shown Disney's hour television show between 3 and 4 p. m. This definitely conflicts, and hurts our grosses for the Christmas Day kiddie shows due to the fact that after a child watches your television show until 4, he cannot get to the theatre any earlier than 4:30 or 4:45, and, there are in many states, laws refusing to allow children to stay in theatres after 6.

Therefore, the independent theatres that I buy motion picture film for have asked me to write to you requesting your co-operation in putting on your Walt Disney Christmas Day shows some time Christmas morning. For example, even between 11 and 12 a. m., you would get exactly the same amount of children in your audience. The children would then be able to have their lunch, and still have plenty of time to attend the matinee on Christmas Day.

I know that you do not want to hurt our theatres, and, by calling this serious matter to your attention, I am in hopes that you will cooperate with us independent theatres, and arrange your future television shows so that they will not conflict with our kiddie matinees.

Very truly yours,

Amalgamated Buying Service, Inc.
BERNARD W. LEVY.

New Haven.

Leo Seligman Dies

NEW YORK—Leo Seligman, 60, head, Mayfair Pictures, died last fortnight. He is survived by his wife, a brother, Max, of Columbia, a daughter, a son, and a sister.



More profit with **LIPPERT!**

Justice Department Replies In Hughes Case

WASHINGTON—The anti-trust division of the Department of Justice last week filed a brief in reply to the appeal of Howard Hughes to the U. S. Supreme Court from a New York Federal District Court decree ordering him to dispose of his RKO Theatres Company stock.

The Justice Department claims that Hughes is in error in his contention that the lower court was "without authority or jurisdiction" in ordering him to sell, with the lower court basing its opinion on the consent decree.

More Chicago Suits Filed

CHICAGO—Just at the close of the year, four anti-trust suits seeking an aggregate of \$1,938,000 in trebled damages were filed in U. S. District Court. The Roxy, Berwyn, Ill., seeks \$330,000 for the period from 1935 to 1941; Berwyn Amusement Company, operating the Ritz, asks \$450,000 covering 1935 through 1944; Villas, Cicero, Ill., claims \$408,000 damages from 1935 to 1943, and Herb Ellisburg, former operator, Studio, asks \$750,000 from July 1, 1940 through July 15, 1950.

Eight major distributors are defendants in the first three actions. In the Ellisburg suit, the distributors, RKO Theatres, B and K, Warner Theatres, and the Grand are named.

Exhibs Settled 103 Suits

NEW YORK—A representative of Sargoy and Stein, counsel for most of the majors, stated last fortnight that a total of 98 individual percentage actions were filed against exhibitors during 1951, and that during the year 103 such suits were settled.

Balaban-Israel

NEW YORK—Leonard Balaban, son of Barney Balaban, president, Paramount Pictures, and Mrs. Balaban, was married over the weekend to "Micky" Israel, Providence, R. I., at Park Avenue Synagogue. A reception was held at Sherry's.

First Foundation Gift

NEW YORK—The first memorial contribution was received last fortnight by The Foundation of the Motion Picture Pioneers in the nature of an anonymous donation of the late B. S. Moss.

"Streetcar" Wins NY Critics' Voting

NEW YORK—At the 17th annual meeting of the New York Film Critics last fortnight, Warners' "A Streetcar Named Desire" garnered most of the awards for the outstanding film achievement in 1951.

It not only won the best picture citation, but Elia Kazan, its director, was named the year's best in his field, and Vivien Leigh, one of its stars, was voted best actress.

Arthur Kennedy's performance in U-I's "Bright Victory" was voted the top portrayal by an actor.

The best foreign-language film award went to the Italian-made "Miracle In Milan", directed by Vittorio De Sica.

Fifteen critics representing the metropolitan press participated.

Plans for the formal presentation of parchment scroll awards to the winners will be announced shortly, according to Bosley Crowley, chairman, New York Film Critics and critic, The New York Times.

Max Kravetz Passes

HOLLYWOOD—Max M. Kravetz, 57, former secretary, United Artists, died last fortnight following a stroke. A native of Chicago, Kravetz operated theatres in the Rocky Mountain states, and joined Fox West Coast in 1929 as real estate manager.

In 1950, he was a key man in the moves which brought Paul V. McNutt and Frank L. McNamee into UA management. Subsequent to the Chaplin-Pickford deal with Arthur Krim, Robert Benjamin, and Matthew Fox, Kravetz sought \$737,000 damages as a counter claim in answer to Mary Pickford's suit to recover monies loaned.

Harry Britwar Mourned

NEW YORK—Funeral services were held last week at Riverside Memorial Chapel for Harry Britwar, 63, vice-president, Prudential Theatres, who died on the coast from a heart attack. He joined Prudential 25 years ago at its inception. Surviving is a son, Jack, a Prudential district manager.

November Collections Down

WASHINGTON—The Bureau of Internal Revenue reported last week that admission tax receipts for November, 1951, were \$31,084,965, compared with \$34,370,182 the year previous.



Seen on the dais at the recent Lippert convention in Chicago were, left to right, Marty Weiser, director, advertising and publicity; Al Grubstick, assistant general sales manager; Arthur Greenblatt, general sales manager; Elmer Balaban; Robert L. Lippert, president; William F. Pizor, vice-president; Robert Lippert, Jr., and Anthony Honds, producer, Exclusive Films, whose product will be released by Lippert.

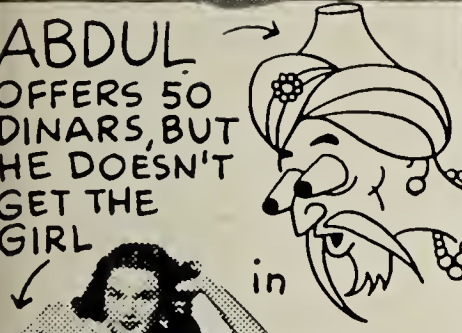
THE BIG TEASE of 52!

1ST DAY

2ND DAY

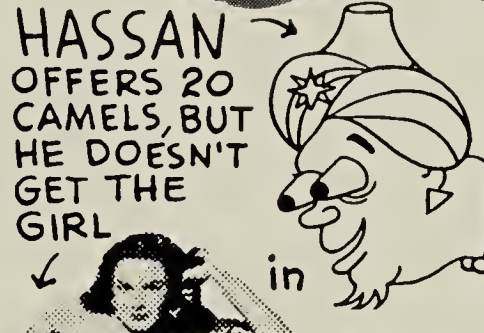
3RD DAY

ABDUL OFFERS 50 DINARS, BUT HE DOESN'T GET THE GIRL




in **Aladdin**

HASSAN OFFERS 20 CAMELS, BUT HE DOESN'T GET THE GIRL




in **Aladdin**

YOU SAY SHE APPEARED OUT OF SMOKE, HASSAN?



YEA, ABDUL, FROM THE MAGIC LAMP OF




Aladdin


4TH DAY

and then

YOU SAY THERE'S MORE LIKE THAT ONE, ABDUL?



VERILY, HASSAN, THERE'S A SCORE IN THE HAREM OF



Aladdin

That Luscious Profit-making Opening with **Monogram's Spectacle** in COLOR BY **Cinecolor!**



Aladdin

AND HIS LAMP

starring PATRICIA MEDINA JOHN SANDS with RICHARD ERDMAN

A WALTER WANGER PRODUCTION

A MONOGRAM PICTURE

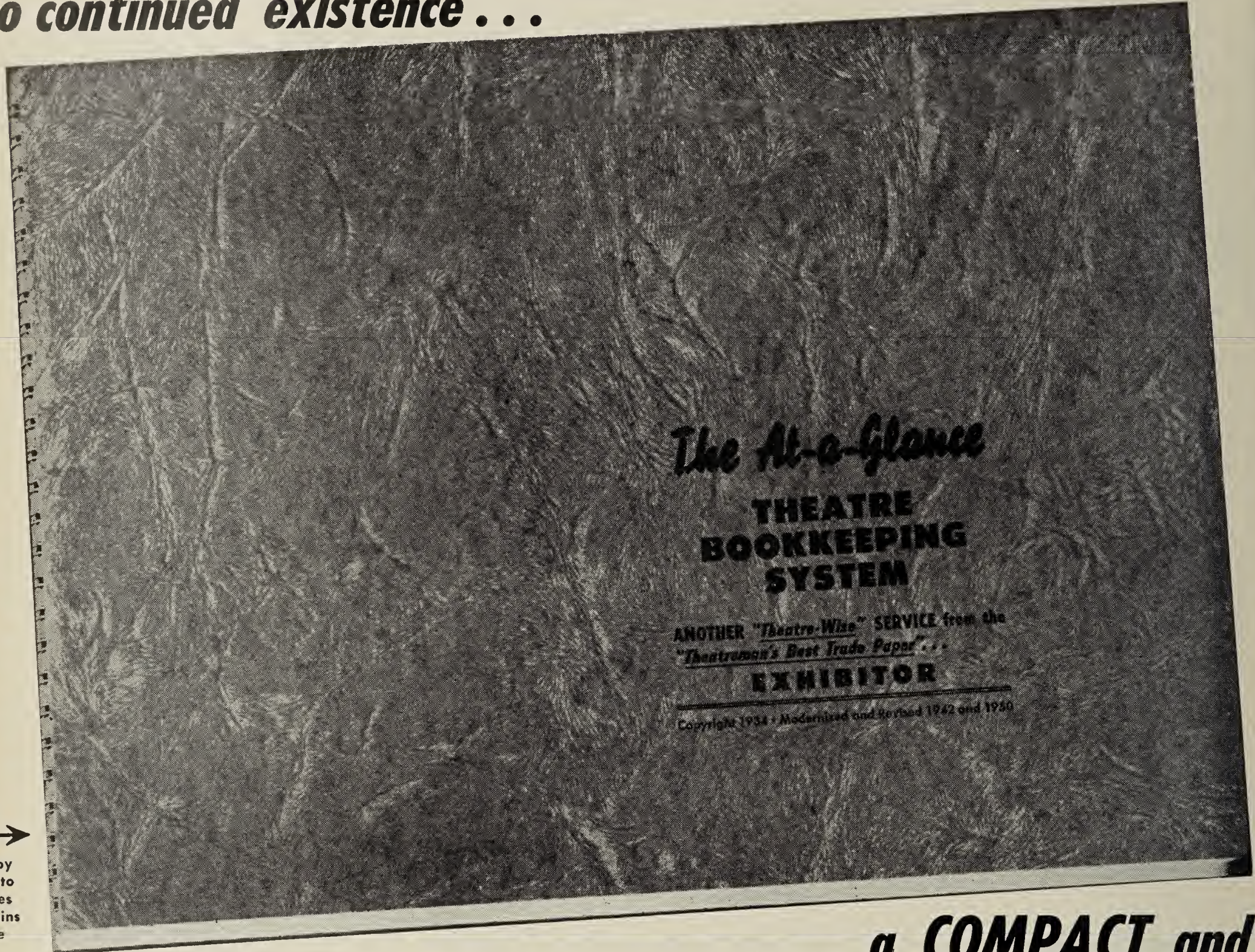
ALL THE DAZZLING THRILLS AND FORBIDDEN TEMPTATIONS OF THE FABULOUS ARABIAN NIGHTS!

COLOR BY CINECOLOR

Produced by WALTER WANGER • Directed by Lew Landers
Screenplay by Howard Dimsdale and Millard Kaufman

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PHYSICAL THEATRE



Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Cliff Fischenberg, Editor

Vol. 7, No. 1

January 9, 1952

Film cases, reels, and cans are loaded on a truck which recently visited New Orleans' Film Row and collected more than 9,000 pounds of metal for the National Production Authority's metal salvage drive. From left are seen Luke Cenner, Warners' branch manager, Leo V. Seichsnaydre, area chairman of the drive and Republic branch manager, and Harold Cohen, Ufalet's franchise owners. On the truck, National Screen Service manager Louis Boyer pitches in to help load the scrap.

IN THIS ISSUE:

GLAMOROUS SHOPPING CENTER HOUSE..... Page 4

NEW PRODUCTS..... Page 6

DRIVE-IN WITH A FUTURE..... Page 11

For

Brightest

**BIG-SCREEN
PICTURES**

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LOWEST COST**

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High Intensity Reflector Type
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Automatic arc crater positioning.
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"THERE'S A BRANCH NEAR YOU"

LAYING IT

On The Line

Outlook For 1952

WHAT does 1952 hold in store for the motion picture industry?

GOVERNMENT restrictions on the expansion of the physical theatre have been acutely felt in the industry, and will most likely become even more rigid during this year. Competition from home television, while apparently having abated somewhat during the latter months of last year, will continue to cut into boxoffice grosses in 1952. Supplies of strategic materials have diminished enough during 1951 to curtail production of many theatre equipment items, and send prices skyward. From all indications, these supplies of vital materials will be even more sharply curtailed, and prices may go even higher.

WITH this outlook of halted theatre construction, higher equipment costs and less equipment available, in addition to the industry's other problems, the future does not seem bright.

BUT again the industry is faced with a challenge, and that challenge can be met successfully.

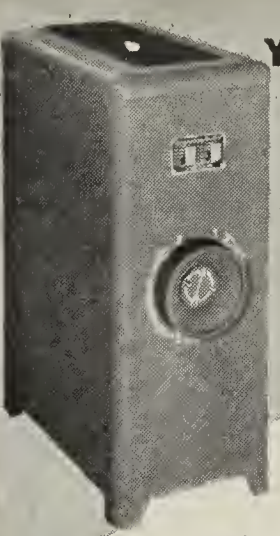
THE answer lies in the zealous maintenance and improvement of existing facilities, in the raising of comfort, sanitation, and service standards, and in the adoption of the new technical developments which science is making available to the theatre.

WHERE the growth of the physical theatre was extensive during the post war years, it will be of an intensive nature during this year, it appears. But that growth, whatever its nature, represents progress. While the post war years saw a tremendous increase in the number of drive-ins and an impressive boom in conventional theatre construction, this year should see a large degree of modernization and re-equipping of existing houses. Theatre television will play a key role toward meeting the challenge of 1952's problems. New projection methods and equipment will also be a vital part of the 1952 program of progress, along with other technical advances.

WHAT 1952 will hold in store for the motion picture industry will not be dictated solely by the fluctuations of world conditions or by the waxing and waning of other media of entertainment, but by the individual showman to a large degree.

HE will still have weapons to meet the challenge, and the future will be up to him.

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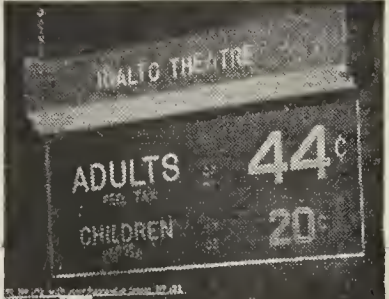
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Chairs**



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BOXOFFICE**



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Plastic Signs Engraved for the Entire Theatre
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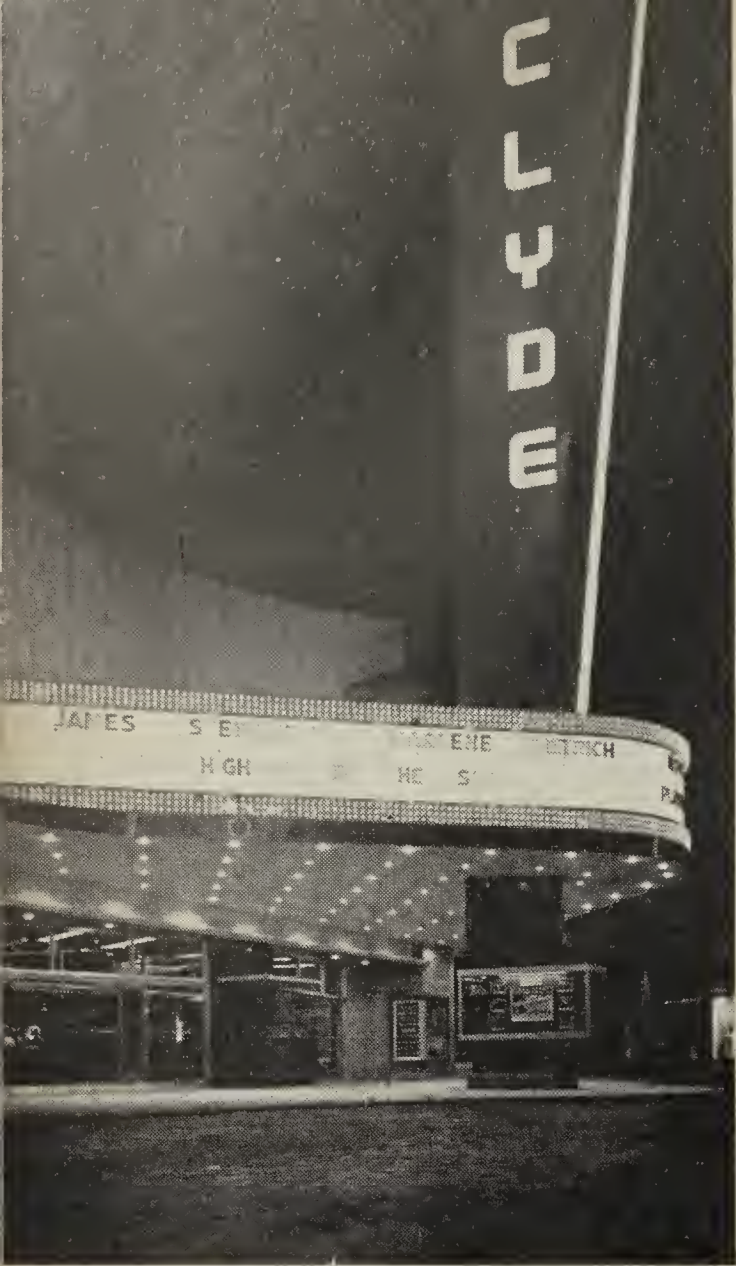
Edgar S. Bowman
682 Sixth Avenue New York 10, N. Y.

Glamorous Shopping Center House

Its Simple Design Insures Enduring Style

By A. M. Strauss

Architect, Fort Wayne, Ind.



Main feature of the Clyde's front is a free-standing pylon "growing" through the marquee.

The design problems governing Quimby Theatres' Clyde are rather typical of those involving a neighborhood theatre forming the nucleus or focal point of a new shopping center. In this particular case, the location is of the "fringe" type, just on the border of Fort Wayne, Ind., and in a rapidly developing location.

The theatre has been placed at the internal angle of the surrounding stores and shops so as to provide a commanding view from the main approach road. The original scheme provided for some second story office space immediately adjacent to the theatre, but this was abandoned after construction had started because of a feeling that the income from this office area would not justify the investment.

The exterior and interior of the Clyde are, of course, of a contemporary style developed along a somewhat restrained

and sound character that should "wear" better over the next 15 or 20 years than the more extreme types of so-called "moderne". The upper portion of the exterior is a simple concave surface formed of convex flutes in painted, monolithic concrete. The principal feature of the exterior is the free-standing pylon which "grows" through the roof of the canopy from a base formed by triple faced poster frames.

The ticket lobby is comparatively simple. The main lobby is an impressive, high-ceilinged room built in the form of a complete circle with ceiling formed as an indirect lighted dome. The principal feature of the room is a full-height mirror directly opposite the entrance, this mirror being flanked by free-standing pierced wood grille with concave built-in seats between same, forming the base of the mirror. A low-ceilinged area is provided

between the ticket lobby and the main lobby, in the center of which is an attractive built-in concession counter mounted by an open grilled canopy which conceals the exhaust fan for removing fumes from this area. The concession stand is finished in blond wood and padded leather, so as to form an attraction rather than a detriment to the general architectural effect of the room.

Upon entering the theatre, the high ceiling of the main lobby takes on added impressiveness because of the contrast between the low ceilinged concession area through which the approach is made.

The main lobby is attractively decorated with a carefully developed contrast between plain surfaces, marbleized wallpaper and hand painted, free-form mural effects. Interior decoration throughout is the work of Hans R. Teichert Company, Chicago, specialists in theatre decoration.

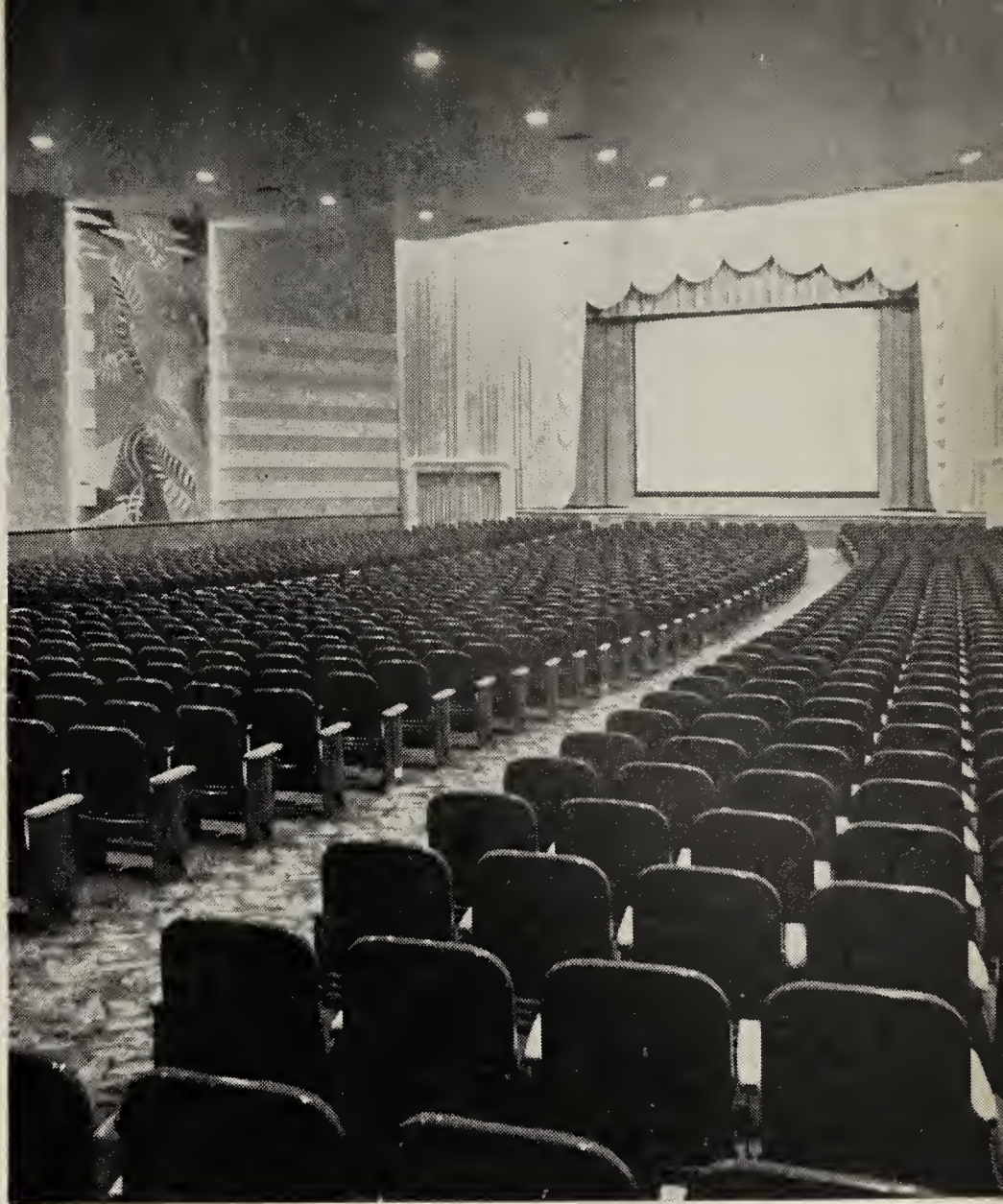
The concession stand is finished in blond wood and padded leather, and blends in beautifully with the general architectural scheme of the lobby area.

Hans R. Teichert Company, specialists in theatre decoration, planned the fine appointments of the Clyde, including the tasteful furnishings of the lobby.





The Clyde's auditorium is entirely on one floor, and has a capacity of 1,746 seats. The free-form murals on each side are illuminated with "black" light.



The contour curtain is in gold, forming an expansive and attractive setting for the screen. The ceiling is slanted upward toward the screen for effect.

The main lobby leads through some low-ceilinged passages flanked by attractive niches, into a large, semi-circular foyer provided with a cove lighted ceiling but otherwise of a simple and quiet treatment. The main distinctive feature of this foyer is a series of recessed, lighted shadow boxes for displaying salon type photographs, or paintings.

The auditorium is entirely on one floor and has a capacity of 1,746 seats. The most unusual feature of this auditorium is the ceiling, which is, instead of following the customary design of being either level or lowest at the screen platform, is arranged to slant upwards toward the screen. The effect is to increase the importance of the screen and contour curtain and to create an added invited feeling as one approaches the screen, thus creating a natural gravitation toward the stage.

The auditorium generally is done in a

very simple manner featured by three hand-painted, free-form mural panels on each side, very effectively lighted with "black" light. The contour curtain is in gold, and forms a very expansive and attractive setting for the screen.

The floor is of the reverse type, and seats are of Kroehler "Push-Back" construction, upholstered in an attractive Chinese red with end-standard colored in aqua. The furniture generally is of partially special and partially stock design, all in attractive contemporary style, supplied by the Kroehler Manufacturing Company. The projection booth, sound equipment, screen and miscellaneous items were supplied by National Theatre Supply Company through their Indianapolis office. The carpet is by the same firm and, throughout the auditorium front and lobby, is especially designed in an attractive contemporary pattern of red and grey.

The building is, of course, completely air conditioned and the lighting is entirely flush or indirect.

Parking for 600 cars is divided between a large area in front of the theatre, accessible through a driveway between two of the shops adjacent to the theatre, and the area has return sidewalks leading back to the theatre entrance. All of the driveway is paved with black-top macadam. The sidewalks returning from the rear parking and along the theatre and shops are protected with overhanging canopies.

The patronage which the theatre has received since its opening is confirmation of the judgment of the Quimby Theatres in selecting this location and, we hope, to some degree, by the part played by A. M. Strauss, Inc., architects, in the design of the exterior and interior, together with accessibility provided by parking facilities.

A low-ceilinged passage which leads into the auditorium, right, has a dramatic sweep. Marbleized wallpaper has been used to achieve a striking effect.

This large semi-circular foyer has a cove-lighted ceiling, and features a series of recessed, lighted shadow boxes for displaying photos or paintings.



NEW PRODUCTS

... that have theatre interest



A model displays the four wood grains offered in Velwood, the new prefinished wall paneling line introduced by Marsh Wall Products. The product requires no refinishing, and is flexible.

Prefinished Wall Paneling

Marlite Velwood, a new, low-cost, prefinished wall paneling which is claimed by the manufacturer, Marsh Wall Products, Inc., Dover, O., to reproduce authentically the richness and warmth of fine woods, has been introduced for use in remodeling and rebuilding foyers, lobbies, lounges, offices, and showcases.

The wall covering is a hard, flexible, plastic-finished panel available in maximum lengths of 96 inches, maximum widths of 48 inches, and 5/32 inch thick.

Marlite Velwood is said to be flexible enough to be applied to curved surfaces, easy to cut, and easy to clean. The paneling is available in blond mahogany, red mahogany, silver walnut, and brown walnut grainings.

Device For Glass Doors

A new device combining plastic easy-grip weatherstripping with an extruded rubber inset, said to eliminate drafts, dust, and any whirring noise from air passing through abutting glass doors, has been named Abco, and recently was introduced by the Abbott Glass Company, New York City.

Designed exclusively to fit tempered Herculite glass doors and constructed so that it can be easily slipped on and off the edges, Abco was developed after a year's research for the best method to correct the draft problem experienced by practically everyone having modern glass door installations.

Vocalite Sound Screen

CRYSTAL BEADED • FLAME-PROOF

VOCALITE SCREEN CORP.

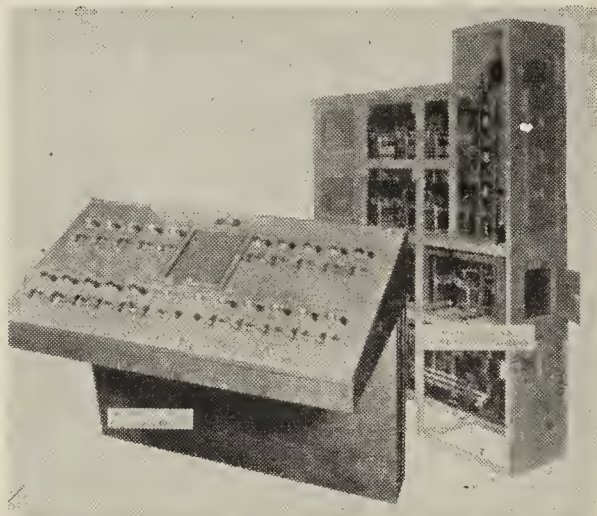
ROOSEVELT, N. Y.

Light Dimming Controls

Superior Electric Company, Bristol, Conn., recently announced its new Luxtrol system of light dimming control. The Luxtrol system consists of one or more miniature positioner stations controlling one or more motor-driven Powerstat dimmers. This system is claimed to enable the placing of control stations at preferred locations with the actual dimming equipment in any out-of-the-way place.

Installations can be designed to meet the requirements of a single station application or a large console-type control panel. As individual positioner stations are compact, and may be pre-set, console type operation is used many times in place of the large manually-operated switchboards.

Complete programs can be set in advance and, at set time intervals, switches are activated to concur with performances.



The Luxtrol system of light dimming control recently announced by Superior Electric Company employs a console-type control board, left, in conjunction with a Powerstat dimmer, at right.

Emergency Light, Alarm

A complete new line of "Safe-Lite" automatic emergency auxiliary illumination devices, including lanterns and portable flashlight-style lights was recently announced by Uni-Ventions Company, New York City.

The safety lantern and flashlight items will automatically turn the light on instantly when electricity fails for any reason, the company claims. The automatic feature is accomplished by means of a special circuit plugged into the unit, consisting of a magnetic device originated for such service.

As a heavy-duty lantern, the "Safe-Lite" has a four-and-a-half-inch long range reflector, powered on two standard No. 6 dry cell batteries. It is plugged into any 110 volt ac electric outlet for the automatic feature to go into operation when the electricity fails.

The same unit is also equipped with an alarm buzzer which also will go into operation in event of a power failure.

Motiograph Adds Trad TV

Motiograph, Inc., Chicago, recently announced that it has acquired the exclusive distributorship of Trad Theatre Television equipment, manufactured by Trad Television Corporation, Asbury Park, N. J.

The Trad equipment, working on the direct projection principle, is said to throw a picture of any size up to 24 feet by 18 feet, up to 150 feet from the screen.

Priced at less than \$9,000, the Trad system incorporates a high speed 14-inch Schmidt reflector and associated correction lens, and an optical assembly which the distributor claims insures accurate alignment to eliminate distortion.

No special wiring is necessary, Motiograph points out, since the Trad system operates on ordinary 110 volt, 60 cycle, single phase alternating current. Power requirements are only 600 watts, it is claimed.

Booth equipment consists of only two units—a combination tuner-monitor and a control panel. The combination tuner will pick up regular television programs, and monitor either those or incoming closed circuit lines, both coaxial and micro-wave. The control panel, with switching facilities and control knobs, is mounted on the front wall of the booth.

Motiograph emphasizes that the projection tubes used in the Trad system require but 30,000 volts, thereby reducing insulation and breakdown troubles, and providing longer tube life.

A specially designed video circuit is said to make possible screen brightness equal to that obtained from equipment operating at much higher voltages.

The company offers delivery within 90 days.

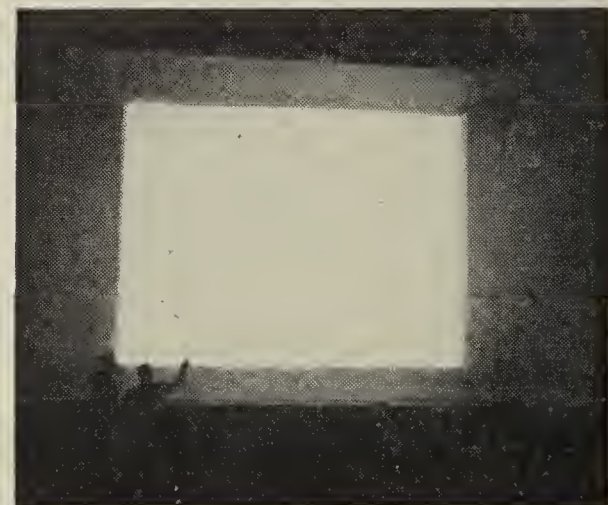
"Light-Surround" Screen

A new and radically different type of motion picture screen, designed to increase realism and viewing comfort, and said to provide truer and more pleasing tones in color images, recently was demonstrated by RCA at the Plaza, New York City.

The screen features side and top panels which pick up diffused light from the projected image, eliminating the conventional black masking, and said to give the illusion of greater picture area.

RCA points out that by increasing house illumination during shows with the new screen in use, the annoyance of groping for seats in the dark may be ended.

Theatre architect Ben Schlanger and William Hoffberg designed the "light-surround" screen.



Recently shown to theatremen and the press at the Plaza, New York City, RCA's new "light-surround" screen features side and top panels which pick up diffused light from the projected image.



BRIGHT IDEA for BETTER BOX OFFICE!



● *Outside* the theatre, light merely helps to get your patrons in. *Inside*, however, light on your screen is literally the whole show. It alone must fulfill the expectancy of gripping scenes . . . startling close-ups . . . of color gloriously revealed in costume and setting — all the elements of PERFECT ILLUSION.

If *yours* is one of the large percentage of inadequately lighted indoor theatre screens, *ask yourself*: Are my lamps aligned and in proper trim? Electrical equipment in good working order? Screen reflectivity within the limits of recommended practice?

Remember, "NATIONAL" projector carbon lighting costs less — and means more — than any other exhibitor expense. Don't wait for the box office to remind you that something is wrong. "NATIONAL" Projector Carbon Distributors and our Lighting Specialists are always available to make specific recommendations for improving the light on your screen.

BUY NATIONAL PROJECTOR CARBONS...for brighter screens
TRADE-MARK
...for bigger box office

*The term "National" is a registered trade-mark of
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A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg



12 Projects Okehed, 8 Denied By NPA

WASHINGTON—National Production Authority's Construction Controls Division recently disposed of 20 applications involving the allocation of scarce metals for theatre construction, approving 12, and rejecting eight.

The three theatre projects which got government material allotments were the Bowl Outdoor Theatre, Inc., West Haven, Conn., \$20,000 drive-in; Palace Amusements, Inc., Hilton Village, Va., \$33,100 drive-in; and Phipps and Layton Theatres, Childress, Tex., a \$174,790 theatre.

The six projects okehed because they had the materials on hand before Oct. 1 were Vogel Building Company, Ft. Wayne, Ind., \$70,000 drive-in; James E. Fortmeyer, Independence, Mo., \$53,520 drive-in; Bayou Theatres, Inc., Baton Rouge, La., \$30,000 drive-in; Modern Theatres, Inc., Tulsa, Okla., \$200,000 drive-in; Shipman Bullard, Durant, Okla., \$35,000 drive-in, and R. S. Starling, San Angelo, Tex., \$20,000 drive-in.

The three exempt projects were Midway Drive-In Theatre, Inc., New Haven, Vt., \$5,000 drive-in; H. A. Porter, Frederick, S. D., \$55,000 drive-in; and Sullivan and Moore Theatres, Inc., Greenville, Tex., \$79,096 theatre.

Denied were applications of Robert J. Blotcky, Ft. Myers, Fla., \$57,750 drive-in; Fountain Square Theatre Company, Inc., Indianapolis, \$100,000 theatre; Muscoda Theatre, Richland Center, Wis., \$26,900 drive-in; Matt Knedle, Luxemburg, Wis., \$25,000 theatre; Fox Greater Theatres, Inc., Denver, \$342,000 theatre; John H. Roberts, East Ft. Morgan, Colo., \$40,000 drive-in; Inter-Mountain Theatre Supply Company, Tooele, Utah, \$168,430 theatre, and A. Bautista, Gonzales, Cal., \$28,500 theatre.

Exchange Centers Aid In Scrap Metal Drive

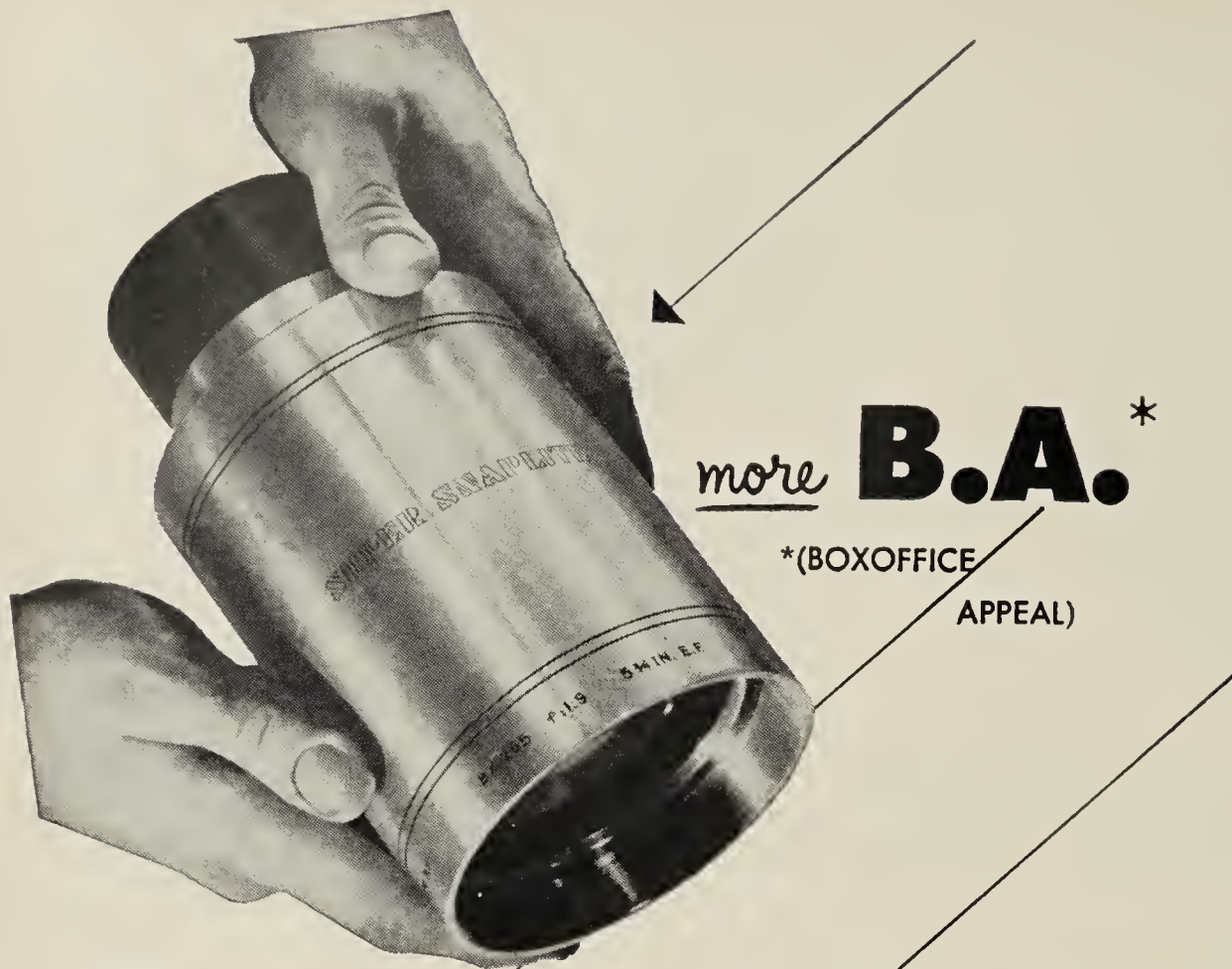
WASHINGTON—The motion picture industry has made a major contribution to the task of accumulating urgently needed iron and steel scrap for the nation's scrap-starved mills and foundries, the National Production Authority reported recently.

NPA's Motion Picture - Photographic Products Division announced that three scrap drives operating on a one-day basis in Philadelphia, Dallas, and New Orleans, flushed nearly 20,000 pounds of scrap in the form of old film reels and spools, broken projector parts, heavy lighting equipment, film cases, and unusable projection equipment from theatres and film exchanges.

Dallas produced 6,400 pounds, New Orleans 8,300 pounds, and Philadelphia more than 3,000 pounds. The division said that drives conducted in other film exchange cities last month also produced large quantities of scrap.

Britain's First Drive-In

WORTHING, ENGLAND—Britain's first drive-in theatre, with a capacity for 250 cars, is being built here for George Posford, a musician and composer. The theatre will begin operation some time this year.



more **B.A.***

*(BOXOFFICE
APPEAL)

MOVIES
ARE
BETTER
THAN
EVER

with **SUPER-SNAPLITE**
f/1.9 projection lenses

• GREATER LIGHT • GREATER CONTRAST • GREATER SHARPNESS

Watch your "B. A." climb when you install Super Snaplite Lenses. Give your patrons the benefit of pictures at their best. You can't beat the Super Snaplite f/1.9 when it comes to putting a clear, sharp picture on your screen.

Super Snaplites give you a true speed of f/1.9 in every focal length up to 7 inches. Ask for Bulletins 207 and 209.

"You Get More Light with Super Snaplite"



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GoldE's Automatic Enclosed Rewind Always Works! Silent, safe, U.L. approved! Eliminates fire hazard. Positive friction... can't clinch film. Tilt-back case... reels can't fly off. Microswitch safety cut-off... when door opens or film breaks, motor stops!

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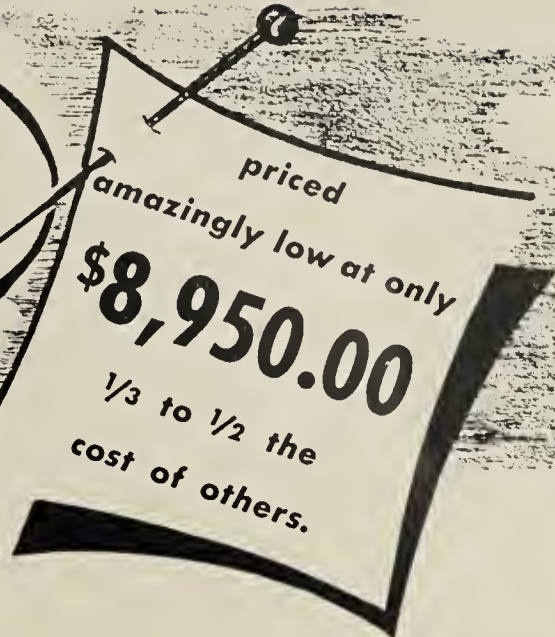
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Long lines stand for hours, then pack to the doors those theatres with TV. Hundreds buy standing room, thousands are turned away. You'll be booking the exclusives on Broadway stage plays, top sporting events, musicals, operas, ballets and a wide variety of other attractions, just as you buy pictures. Increased admission prices ordinarily offset the moderate program costs which will be even lower as the number of installations increases.



NOW IS THE TIME

Leading exhibitors admit that every theatre will have to install TV. Do it NOW, before your competitors, and get the money.

Most areas already have TV relay facilities (coaxial cable or microwave). AT & T is expanding facilities as required.

GUARANTEED 90-DAY DELIVERY

Order NOW, while available, and avoid waiting years for delivery. See your Motio-graph dealer or write for literature.



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4431 WEST LAKE STREET
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*Finest Motion Picture Equipment
for Over 50 Years*

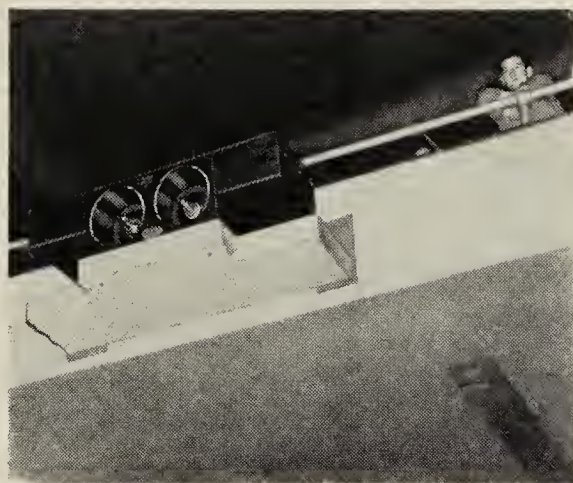
PROJECTORS • SOUND SYSTEMS • PROJECTION
LAMPS • IN-CAR SPEAKERS • MOTOR GENERATORS
THEATRE TV

BRIGHT, CLEAR, FULL SCREEN PICTURES OF ANY SIZE UP TO 24 FEET WIDE AT ANY THROW UP TO 150 FEET!

The Longest Throw and the Largest Picture
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THE ONLY DUAL PROJECTION SYSTEM

Avoids Refunds!



Both optical assemblies and power supplies are combined in a handsome, compact, light-weight cabinet which can be located at the rear of the auditorium or front of the balcony. It is unnecessary to relocate any booth equipment to accommodate the small control panel and combination tuner and monitor.

Lower, safer voltage limitation (30,000 volts) and highly efficient optical assembly permit the use of a longer-life tube which costs only one-tenth as much. Operating costs are no more than for your regular projectors. Installation costs 1/3 to 1/5 that of other systems.

EASILY OPERATED BY YOUR PROJECTIONIST

No other technicians required, as with intermediate-type systems.

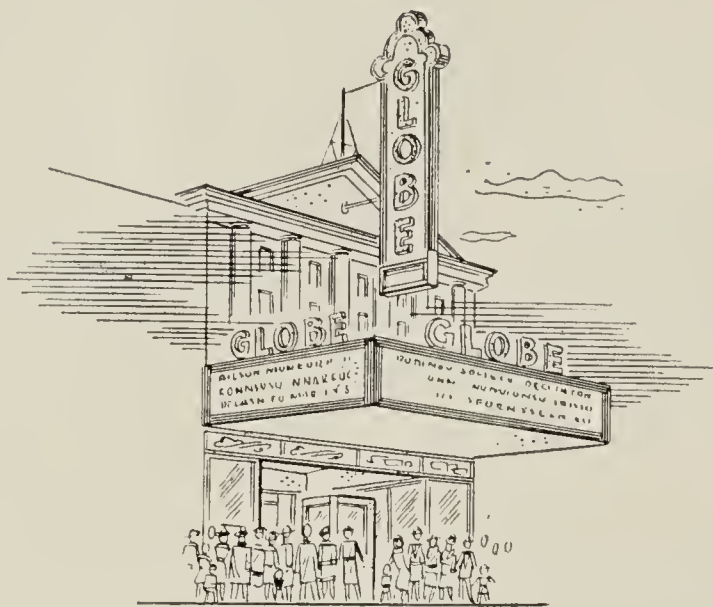
FULLY GUARANTEED FOR ONE YEAR

Installation supervision and regular

INSPECTION AND SERVICE

by **ALTEC SERVICE CORPORATION**

and any necessary replacement parts, cost-free for one year.



"OUT FRONT"

Business firms, like fingerprints, are never alike. No matter how similar they *appear* to be, one will inevitably stand out.

In more than 25 years of service, National Theatre Supply has come "OUT FRONT." This is a result of National's determination from the very start that there would never be any compromise with *quality* . . . that it would be built on the solid foundation of *responsibility* . . . and that it would grow through its outstanding *service* to you — the exhibitor.

And these three basic factors — quality, responsibility and service — remain today . . . Three basic factors that serve as a symbol of dependability and an inspiration for continued leadership through the years ahead.

Why not contact National today and step "out front" with the leader.

29 Branches . . .

NATIONAL
THEATRE SUPPLY

Division of National • Simplex • Bludworth, Inc.

from Coast to Coast

New NPA Order Gives Priority Assistance

WASHINGTON—Theatre owners and manufacturers who want to install new motion picture equipment recently were given some valuable priority aid under a new regulation issued by the National Production Authority.

The new regulation allows firms to obtain materials needed for installation of equipment in existing structures on a priority basis, without applying to NPA, provided the amounts of materials required do not exceed two tons of carbon steel, 200 pounds of copper, and no aluminum, stainless steel, or alloy steel. Cost of installation may not exceed \$1,000.

NPA spokesmen pointed out that the regulation could apply to the installation of new sound equipment, theatre television, or any other equipment, provided limitations on materials and costs were not exceeded.

The important feature of the regulation is that firms may obtain a government priority for materials, whereas they previously had to obtain materials themselves through private sources. Where government certification was provided to obtain materials for maintenance, operation, and repair under the original regulation, the amendment now includes the certification of installation materials, it was emphasized by the NPA.

A theatremen or manufacturer may now spend up to \$1,000 for any equipment listed in the order. another \$1,000 for installation, as long as materials limits are not exceeded, and another \$1,000 per quarter for repair and maintenance. This may be accomplished on a self-certification basis, without applying to the NPA.

Should priorities for more materials be desired, and if one MRO quota permits him to have more, one could apply to NPA for further priority assistance. The MRO quota for each firm is 10 per cent of the amount of materials used during 1950 for purposes of maintenance, operating, or repair.

Fox West Coast Managers Don't Carry Keys To Safes, Insurance Head Points Out

LOS ANGELES—Irving Epstein, Fox West Coast Theatres insurance department head, recently sought to correct an impression created in a police report to the effect that his theatre managers carry keys to the "inside" safes of the circuit's houses.

The account of the robbery of Stephen Smolak, Academy manager, carried in The Los Angeles Times, reported that Smolak had fooled bandits by claiming he had no key to the theatre's safe. Actually, Epstein said, Smolak wasn't fooling.

Fox managers carry no keys to the inside depository in their offices. Only armed guard handlers have keys to the deposit boxes. Managers can stuff money into the slot of the inside safe, Epstein pointed out, but they cannot open the box.

DRIVE-IN THEATRES



The drive-in's 60-by-45-foot screen is pictured through the window of the refreshment building.



The attractive boxoffice buildings of the Everett Motor make an imposing picture at night. Note how a glass-enclosed popcorn booth is placed within easy accessibility to the entrance.

Drive-In With A Future Everett Motor Is Planned For Expansion

Although theatre construction has been closely restricted, and probably will remain so for a long time, the designers of an outdoor theatre between Everett and Seattle, Wash., have made some excellent provisions for expansion when the opportunity presents itself.

Completed last spring, the Everett Motor, owned by Motor Theatre of Everett, Inc., is a fine example of designing for the future, for architects Paul Carlson, Frederick Eley, and Barney Grevstad included in their plans for the theatre enough flexibility to allow for expansion and additions to the Everett Motor's facilities without any drastic revisions to the present structures.

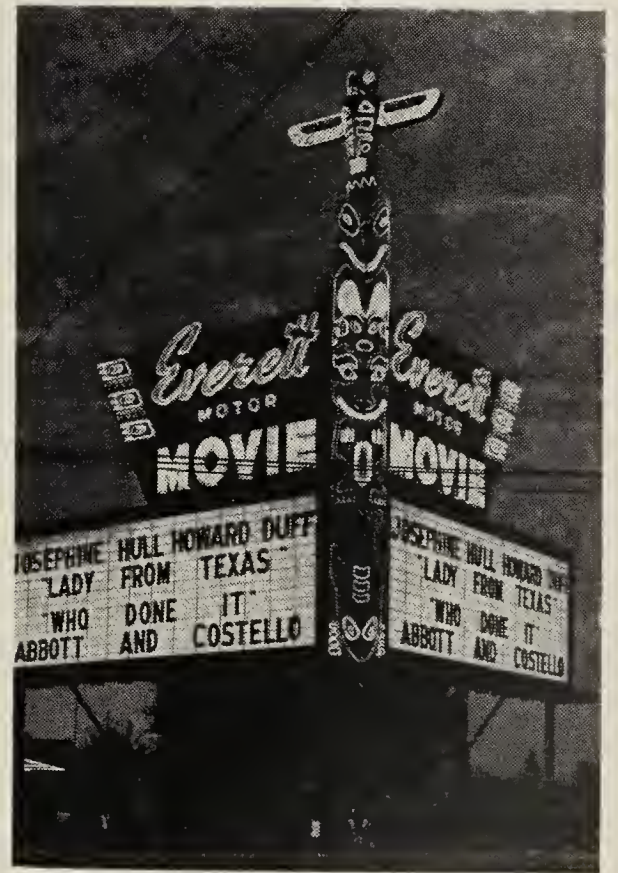
For example, the refreshment building has been planned to permit a doubled capacity when construction controls are

relaxed, and the expansion may be effected with a minimum of expense or alteration. The screen tower was positioned in such a way as to permit the addition of a stage for live shows. The boxoffice building was designed with the future addition of a manager's residence and employees' locker rooms in mind.

Present capacity on the Everett Motor's 17-acre site is 732 cars. Location is approximately four miles south of Everett, on Washington State's heavily traveled Highway 99.

While the Everett Motor is not an elaborate drive-in by the standards that prevailed at the peak of outdoor theatre construction a few years back, it is an attractive one, and its components are treated in such good taste that they manage to convey an air of luxury.

Compactly designed, the Everett Motor's refreshment lounge features a slanting window to cut screen reflections so patrons may watch the film while taking time out for a snack.



A single building, which may be easily enlarged, houses projection room and refreshment lounge.



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OUTDOOR REFRESHMENT SERVICE
from Coast to Coast over 1/4 Century

Refreshment Service for **DRIVE - IN THEATRES**

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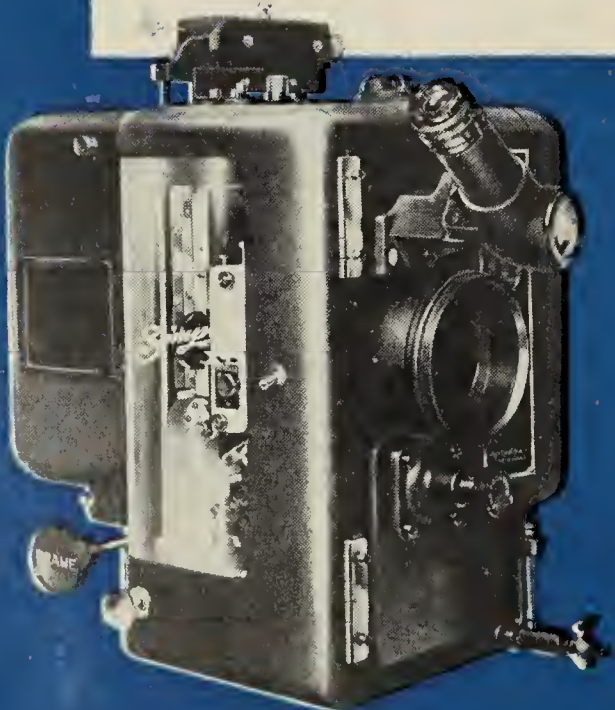
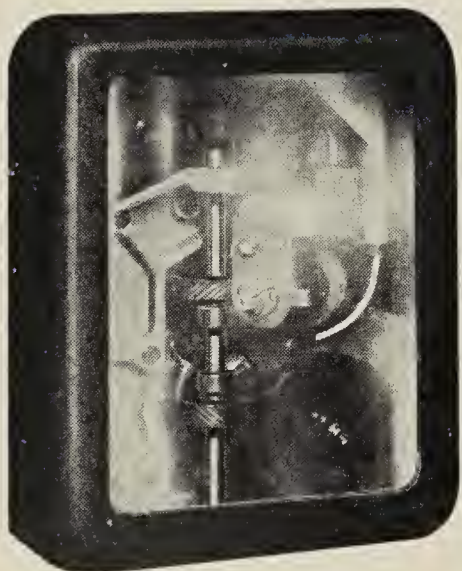


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SPRAY-O-MATIC Lubrication!

found
only in
SIMPLEX X·L



That transparent glass on the gear side of the SIMPLEX X·L is your private window on the most ingenious lubrication system ever devised in a projector mechanism!

SPRAY-O-MATIC Lubrication!

This lubrication system emits a constant spray of fine, life-giving oil . . . blanketing every surface, every shaft of the main gear system . . . protecting it from damaging wear . . . protecting you from costly replacements!

So efficient is SPRAY-O-MATIC Lubrication that not a drop of oil can reach the film. The oil remains always clean — the projector always young!

This great achievement in automatic lubrication is found only in the SIMPLEX X·L — the world's finest, most advanced motion picture projector!

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**PROJECTION and
SOUND SYSTEMS**

Better Projection Pays

NEWS OF THE

Territory

Atlanta

R. B. Wilby, president United Paramount Theatres, and Theatre Owners of America representative on the COMPO executive board, informed the TOA that he will be unable to attend the scheduled Feb. 14-15 meeting of the COMPO board because he plans to be in South America at that time.

Booking and visiting were: Jake Aarensen, Dixie, Charlotte; Mack Jackson, Strand and Jackson, Alexander City, Ala.; Sid Laird and L. J. Duncan, Duncan Theatres; Clyde Sampler and Ebb Duncan, Carrollton, Ga.; Oscar Lam and Walter Griswold, Lam Amusement Company, Rome, Ga.; E. C. Butler, Covington, Ga.; John Hackney, Porterdale, Ga.; Mrs. M. M. Osborn, Strand, Covington, Ga.; S. C. King, Houston, Dothan, Ala., and J. A. Stuches, Drive-In, Cedartown, Ga.

RKO NOTES—Ira Stone and Dave Prince checked in after a trip to Florida. . . . Cam Price, sales manager, is back from Alabama. . . . Frank Lowery resigned.

Eddie Aaron, 20th Century-Fox home office representative, was in. . . . Bill Brower, appointed to the sales force at U-I, will make Florida his headquarters. . . . New owner of the drive-in at Sylva, N. C., is J. E. Massie, from former owner E. Y. Neil. . . . Consolidated Theatres opened a new 640-car drive-in in Augusta, Ga.

The father of Scott Lett, Screen Guild Charlotte, was seriously ill in Los Angeles. . . . Howard Wallace, president, Wallace Film Exchange, returned after a holiday trip to Florida.

M. B. Mills, Mills, Moultrie, Ga., was in booking. . . . Jay Sadow, Chattanooga, Tenn., was in. . . . Fred and Sylvester Sandy, Sandy Film Exchange, Washington, were in.

The Pekin, Montgomery, Ala., installed Heywood-Wakefield chairs purchased from Wil-Kin Theatre Supply. . . . Donald Boardman, Sky-Vue Drive-In, Augusta, Ga., installed new Ashcraft projection lamps.

W. I. Gordon, former assistant manager, Hi-Way-Drive-In, Savannah, Ga., is now manager, 80 Drive-In, Augusta, Ga. . . . Jack Smith is back as assistant manager, Stewart Drive-In. . . . A. H. Jennings, Florida sales representative, Manley Popcorn Company, has returned after a spell at the hospital.

Sam Hinson will be the manager of the Lippert exchange in Charlotte. . . . Rube Joiner, Joiner Booking Service, is back after several weeks in Tennessee. . . .

Mrs. Ann Reiff is assistant booker Paramount, Jacksonville, Fla., and Mrs. Pat Pollock was appointed contract clerk.

Alex Gounares, Rex, Roosevelt, and Roxy, Mobile, Alabama, played Santa Claus to the city's children, and held free shows for the youngsters.

Tom Brannon, 60, some years back in exchanges in Atlanta, died at his home near Elberton, Ga., after illness. . . . Added at Kay was Margaret Morton.

Murray Birchhansky was appointed assistant manager, Cameo, Miami Beach, Fla. . . . Visiting were: P. L. Taylor and A. L. Bishop, Bishop Theatres, Georgia, and W. Welch, Dallas, Dallas, Ga.

In Cross City, Fla., John M. McKinney, Sr., banker and lawyer and for the past 30 years, owner, Princess, died several hours after he celebrated his 64th birthday.

Charles Simpson is the new owner, Riviera, Knoxville, Tenn.

Nat Williams, president, Interstate Theatres, Thomasville, Ga., has been named on a committee to raise \$200,000 for a new Y. . . . Jimmy Wilson, sales representative, Manley Popcorn Company, was all smiles. His son, Walter, was home from San Diego, Cal.

Visiting were: Mrs. Wallace Smith, Gem, Barnesville, Ga.; John Carter, Brookhaven, Brookhaven, Ga.; Clyde Sampler, Carrollton, Ga.; Sid Laird, West Point Amusement Company, West Point, Ga.; Mack Jackson, Alexander City, Ala.; Ernest Ingram, Ashland, Ashland, Ala.; Al Allen, Dan-Dee Drive-In, Columbia, Tenn.; Mrs. M. M. Osman, Strand, Covington, Ga.; William Green, Palmetto, Palmetto, Ga.; Mr. and Mrs. Lee Sherwood, Chattahoochee, Fla., and the Dunn Boys, Dunn's Theatres, Georgia and Florida.

Meet Your Neighbor

Salesman, manager, district manager, and presently franchise owner, Harold F. Cohen was born in New Orleans in 1902. After graduating from Newman



High School, he took up a one-year course in business administration at Tulane University night school, and his first in the business was in 1923 as salesman for Producers Distributing Corporation, following through the mergers, first with Pathe and a few

years later the Pathe and RKO consolidation, and remaining with the latter for 15 years. Followed by one year of field salesmanship with United Artists, he then joined the Monogram Southern Exchanges sales staff, and, after six months, his chief, A. C. Bromberg, appointed him manager, New Orleans exchange area. After five years, he enjoyed a second promotion, to district manager, with headquarters in Atlanta. Yearning to return to his native city, he resigned after three years, and again took up his abode in New Orleans, entering the independent field of distribution as associate with Ernest V. Landaiche as Realart-Lippert franchise owners. After one year, the partnership was dissolved, Cohen taking over solely the Lippert franchise, and opening his own exchange at 150 South Liberty Street, New Orleans. Recently, he added the Western Productions franchise for the New Orleans territory.

John Kirby, Warners division manager, is out of the hospital after a trip there with a broken arm. . . . Ralph Ianuzzi, Warners' branch manager, moved into his new home. . . . Jeff Cobb, brother of Bobby Cobb, theatre owner in Alabama, was killed in an auto

SMOOTH
SWEET...



Quiet . . . dependable . . . cool as a cucumber . . . and not expensive. A pretty picture! What more could you ask? Why not go steady with Motiograph: It'll last for years. Make a date through a Motiograph dealer.

WIL-KIN THEATRE SUPPLY, INC.
150 Walton Street, N.W., Atlanta 3, Ga.

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229 South Church Street, Charlotte 2, N. C.

accident. . . . Mel Everitt, Columbia, Charlotte, was transferred to the Atlanta branch, and Bill Baynard will go to Charlotte.

George Dembow, National Screen Service vice-president, was in for a sales meeting. . . . Addie Addison joined Lippert as sales representative. . . . Linda Burdette, formerly with Columbia, joined Lippert as booker. . . . Hap Barnes, coowner, ABC Booking Service, was back after a holiday trip to Dallas.

Charlotte

Lippert opened its branch for release and distribution in the Carolinas. Manager is J. Sam Hinson. The exchange is located at 225 South Church Street. . . . Watt Parker will take over the Lyric, Gastonia, N. C. . . . The Variety Club contributed an additional \$15,000 to the Memorial Hospital building campaign. Don Graham, Chief Barker, presented a check to H. H. Everett, vice-chairman, campaign's division four. . . . Stewart and Evereth Theatres, Inc., took over the New Theatres, Tabor City, N. C. . . . Queen City Booking Service held its annual egg nog party. . . . Republic held its party at the office. . . . Astor had its shindig too. . . . Patricia Neal made personal appearances in connection with "Week-End with Father," Center. . . . Exhibitor Service will handle buying and booking for the Ball, Pageland, S. C. . . . J. A. Reynolds has taken over the Carolina and State, Shelby, N. C. . . . The Imperial, Roanoke Rapids, N. C., installed new seats.

Queen City Booking Service will handle buying and booking for the Great Falls Drive-In, Great Falls, S. C. . . . The Sundown Drive-In, Greensboro, N. C., Kitty Fork Drive-In, Clinton, N. C., and Bright Leaf Drive-In, Mt. Airy, N. C., closed for the winter. . . . Queen City Booking Service now handles buying and booking for the Rocky, Lowell, N. C. . . . The Skyview Drive-In, Winston-Salem, N. C., closed.

Exhibitor Service held its annual party for bookers in the Variety Club. . . . Emery Wister, movie editor, The Charlotte News, spent a part of the holidays in Washington, D. C. . . . Joe Dillon, son of Cy Dillon, branch manager, Republic, was home for the holidays.

New Orleans

Masterpiece awarded bonuses to employees at a gathering at the exchange quarters. . . . After several months absence, Mr. Reverteige is back at Joe Raviottas' grill. . . . Mr. and Mrs. King, National Theatre and Screen Promotion Advertising, spent the holidays in Biloxi, Miss.

The day prior to Paramount-Gulf Theatres, Inc., leaving 608 Canal Street, for the new offices in the Saenger building, E. V. Richards, Jr., former chief executive visited, and, as a farewell gesture, shook the hands of each individual wishing continued happiness and success.

The industry was saddened upon learning of the sudden death of good friend and pal Oscar Oldknow at his home in Los Angeles.

Linn Barker, office manager, Manley, Inc., spent the holiday with district manager John Saunders and family in Memphis. Manager G. Y. Harrell, Jr., and the missus also stopped off for a visit on the way home from Little Rock, Ark., where they were summoned to the bedside of Mrs. Harrell's mother.

Ann Molzon, Royal, Labadieville, La., was seen greeting friends on her tour of exchanges. . . . Joy employees, wives, friends, and sweethearts, gathered at the home of Connie and Milton Aufdemortes for a pre-New Year celebration.

A round of parties and events was planned by Joy employees for co-worker Pat Wagner and her friend, naval cadet Stephen E. Griffin, Butler Springs, Ala., who visited for a few days enroute to navy base at Corpus Christi, Tex.

Milton White, Exhibitors Poster Exchange, spent the holiday with his son and family in San Antonio, Tex. . . . President William Cobb, Exhibitors Poster Exchange, wife, and daughter spent the holidays with his parents in Springhill, La.

Eugene Arnstein, wife, and daughter, lingered a while to chat with their many acquaintances. He said he was going to Los Angeles to accept a position with Monogram.

Wedding bells chimed for Mabeth Henderson and James Matt. Miss Henderson is office manager-sales representative, National Theatre Film Promotions.

Mrs. Mamie Dureau is under doctor's care at Hotel Dieu. . . . Mortimer and Shiell stopped to chat. . . . The Lake Charles Air Base, Lake Charles, La., reopened. . . . F. G. Pratt, Jr., vice-president, Gulf Allied, was in to confer with President Abe Berenson and other officers.

E. Elias opened his new Colonial, New Iberia, La. . . . Harold Dacey, Lockport and Raceland, La., was a caller.

Joy N. Houck, president, Joy Theatres, Inc., treated his employees' wives, husbands, sweethearts, and friends to a lavish feast at a buffet supper in Joy Theatres headquarters. . . . At Paramount Gulf headquarters, employees gathered in the reception halls for an afternoon of frolic and cheer.

Mr. and Mrs. Neal Robinson and son, Crestview, Fla., were among the visitors. . . . Mr. and Mrs. Willis Houck spent Christmas with his mother in Magnolia, Ark.

Frank Francois resigned as manager, Algiers Drive-In, Algiers, La. . . . Mrs. Ray Magee closed the Bass, Bassfield, Miss. . . . E. R. Sellers, after conferring with Page Baker, buyer and booker for

his associated-owned Yam Drive-In Opelousas, La., ankled over to the Row.

The Leo Drive-In, Shreveport, La., closed for the winter. . . . Lewis Cox closed the Bayou Land Drive-In, Barton, La., near Donaldsonville, La., for renovation and alterations.

In due respect to Oscar Oldknow, who was fatally stricken, National Theatre Supply closed its doors one day.

Frank DeGrauw was seen on the Row, so was Ernest Drake, Ponchatoula, La. . . . Mr. and Mrs. Harold Cohen departed for the Lippert concave in Chicago. Later, office manager Bob Saloy, Roy Nicaud, and Larry Dufour left to join them.

E. G. Perry, Pittman Theatres managing director, and Lloyd Edwards, booker, made the rounds. . . . E. A. MacKenna, manager, Joy Theatres, is recuperating after an emergency gall bladder operation at Baptist Hospital.

A surprise party of close friends and relatives assembled at the home of the Gaston Dureaus to help him celebrate his 57th birthday. . . . Vince E. Schomaker, Mack Enterprises, Road Show Cinema Attractions, with headquarters in Centuria, Ill., was a business caller.

The Louis Chateau family can well be proud of its family of fighting men. Besides a son, there are three brothers, all nephews, serving in the same regiment. They are Lawrence, Paul, and Sidney Montecino. All three hold the rank of corporal, and are fighting in Korea with the First Marine Division.

A letter writing contest and cartoon coloring were used to promote the presentations at the Joy and Saenger. At the Saenger in conjunction with The States more than 50 youngsters were awarded passes for tact in coloring a "Rudolph the Red Nosed Reindeer" cartoon strip which appeared in the afternoon paper.

At the Joy, a letter writing contest of 25 words was sponsored by The Item, RKO, and the theatre to express why the five-minute telephone call offered as a reward should be made to a near and dear serviceman, sweetheart, husband, father, or other near relatives anywhere in the world on Christmas Day. The contest was in connection with "I Want You," Joy.

Arkansas Little Rock

"Movietime, U. S. A." has been given a promotional boost by the organization of the Movietime Tie Company and the distribution of "Movietime" ties throughout the country. Lloyd Hall, North Side clothier and one of the partners of the firm, said Roy L. Cochran, owner, Juroy, North Little Rock, Ark., thought of the idea. The design was created by Mrs. Cochran, and the ties are hand-painted by the Erga Studios, North Little Rock, owned by Mr. and Mrs. Ervin Gartenberg.

NEWS OF THE

Territory

Chicago

A packed house of 3800 turned out to witness the special benefit premiere at the Chicago of "I'll See You In My Dreams," proceeds of which went to the Saint Jude Hospital Fund. Danny Thomas fulfilled a longtime pledge to St. Jude, his patron saint, with the premiere. Dave Wallerstein, general manager, Balaban and Katz, said, "This is the greatest and most gratifying success of the Chicago."

When Balaban and Katz decides a neighborhood house needs a pickup, it assigns Milton Officer to the task, and Officer succeeds. He was winner of B and K's last contest in this area for the best all-around managerial performance, taking the \$1,000 top prize. Assigned recently to the Nortown, he enlisted the aid of mothers' clubs, parent teacher groups, and Boy Scout troops, with children's matinees on the theory that when the children come, the parents will follow. Officer sends letters to the mothers' clubs and to the parent-teachers associations, which have such an appeal that the latter post his programs in the schools. His letters cite entertainment "specially selected for the young theatregoer entirely different from current attractions. This is an unusual innovation in theatre operation and stems from my desire to cooperate with you in providing suitable entertainment for the boys and girls of the Nortown district." Officer's letters come right out and say: "Another of our aims is to reduce to a minimum the amount of disturbances caused by the natural restless nature of youth. Our first corrective step is through providing entertainment the children can enjoy. Our second approach must be through the parent. We seek that cooperation now in our effort to help both the youngster and adult to enjoy the full entertainment quality of our programs. Your personal interest in this venture is solicited." Officer concludes: "Mine is a sincere desire to establish this theatre as a community center, and your cooperation and suggestions will certainly be most welcome." Taking the stage between intermissions, Officer compliments the audience on having seen a good picture, and suggests that friends be told about it.

Oscar Brotman, Avalon manager, called police when young rowdies started throwing missiles at the screen. . . . N. Fitzjarrald, Mars owner, Martinsville, Ill., took a hospital checkup.

A syndicate from Carbondale, Ill., bought the Starview, opened last year near Blytheville, Ark., by Warren Moxley. . . . T. D. Beninati, Pinckneyville, Ill., purchased the Gem, Marissa, Ill.

Tom Gilliam, 20th-Fox exchange chief, is better after surgery. . . . William K. Hollander, B and K ad head, now has a namesake. A grandchild arrived at the home of the Marshall Hollanders.

Joe Berenson, new Chief Barker, Variety Club, will reinstall a bar in the clubrooms. . . . Edward B. Arthur, president, St. Louis Amusement Company, and assistant general manager, Fanchon and Marco, is fund raising for Principa College, Elmhurst, Ill.

Robert Witte was made manager, Bailey Enterprises houses, Morrison, Ill. . . . Harold Heyer installed a soda bar and complete candy shop in his Moroko, Morocco, Ill.

C. W. Carter, Toulon, Ill., was named manager, Stark, Princeton, Ill., by Bailey Enterprises.

Snow and ice accumulations crashed the marquee of the Eighth Street to the sidewalk. . . . W. A. Smith bought the Burch, Rives, Mo., from A. Burch, and renamed it the Rives. . . . Mack Enterprises leased an office building at Centralia, Ill.

From now on the State-Lake will sell reserved seats for boxing matches on the TV screen.

The Astor had a close escape when fire broke out in an upper story. . . . Harry E. Miller, Festus, Mo., bought the Hiway and Roxy, Crystal, Mo., from Tilden Dickson. . . . Paul Musser is improving the front of his Lyric, Casey, Ill.

Michael K. Irwin, Irving and Monte Goodman, bondholders, Walco Building Corporation, which houses the Oriental, filed a bankruptcy suit against the corporation, which they claim is insolvent. They charge they failed to receive interest payments last November. The plaintiffs ask that the corporation be permitted to proceed as a going business pending financial reorganization.

Dallas

The Tower was reopened on Christmas Day after having been closed for eight months.

Seen along Film Row were these state theatremen: A. E. Chewing, Detroit, Detroit; R. S. Starling, Twilight Drive-In, San Angelo; Bill Morrow, Colonial Drive-In, Longview; Donald J. Campbell, Rio, Clyde; Mrs. C. W. Matson, Dixie, Rockdale; Jack Laird, Plaza, Odessa; Mrs. George Franklin, Colonial Drive-In, Denton; Mr. and Mrs. Maurice Easterling, Mexia, Mexia; Gerard J. Ebeier, King Drive-In, San Marcos; Fort Keith, Palace, Granbury; Gidney Talley, Hi-Ho, San Antonio; H. H. Stroud, Strand, Hamilton; H. A. Daniels, Palace, Seguin, R. M. Shaw, Star Drive-In, Turnertown; Jewel Archer, Wes-Mer Drive-In, Mercedes; F. R. Jones, Texas, Palestine; Jack Lilly, Palace, Commerce; John W. Crain, Madisonville, and R. L. Osborne, Edgewood, Edgewood.

Claude J. Musselman, owner of six west Texas theatres including the Lamar, Paris, Tex., passed away in Paris, Tex. Musselman came to Paris in 1906.

Film Exchange Employees Union, Local F-53, elected the following officers: President, Walter Hansen, 20th-Fox; vice-president, Roy Smith, U-I; business agent, LeRoy Whittington, Metro; recording secretary, Mary Bitting, Columbia; financial secretary, Ruth Marlow, RKO, and sergeant-at-arms, Louis Fulenwider, Republic.

Eight theatres in Tyler, Tex., collaborated in "Go to the Movies Day," enthusiastically supported by the local papers. The day was planned by R. D. Leatherman, Interstate city manager; Jimmy Neinast, Liberty manager; Fred McHam, Arcadia manager; Victor Fry, representing the Joy; E. J. Sedlack, Starlite Drive-In manager, and Howard Arthur, coowner, Rose Garden Drive-In. Patrons could get their wife or girl friend in free at the Rose Garden Drive-In, if they told the cashier that their wife or girl friend was rich, young and pretty, the name of the picture being "Rich, Young and Pretty." Between 6 and 7 p.m. at the newly opened Majestic, free admission awaited the spectator who could identify the director of "Stromboli." At the Crest Drive-In, prizes were awarded to children who could name the most characters in "Alice in Wonderland." All day suckers were given to children at the Starlite Drive-In. At 6:30 p.m., at the Tyler, the annual Tyler Junior College pep rally was held with movies of two TJC games. "Tembo," Liberty, featured Howard Hill on the stage.

Out-of-state visitors along Film Row were: Lloyd Franklin, Sunshine, Clovis, N. M., and Harold Gibbons, Pike Drive-In Amusement Company, Salina, Kans.

Another two-way move was affected when Lippert moved from the second floor at 308 South Harwood to increased space in the former Republic exchange space at 2011 Jackson Street. Charles E. Darden Company increased space by moving across the hall into the space occupied by Lippert.

The club rooms of the Variety Club were filled to capacity for the "Bingo" party and the 1951 awards. Ed Gall and his committee were given credit by John Rowley for having done a great job. C. A. "Pappy" Dolsen was close by to supervise the awards. The first name, for the Cadillac, was that of Joel Nackeson, and the second name was that of Mable Garonzik, for the Ford. Nate Brown sold the most tickets, and won the television set.

Over 200 friends visited the Variety Club Boys' Ranch for a delicious turkey dinner, and joined in the spirit as Louis Charninsky, as Santa Claus, gave presents to the boys. At the head table were members of the Boys' Ranch committee, Al Reynolds, Charles E. Darden, Booger Marshall, Bert Graetz, Harold

Schwarz, "Pappy" Dolsen, and John Rowley. Conway Lovelace, director, and other members of the staff were introduced. Red Teague, athletic director, was credited with doing a fine job. Duke Clark, divisional manager for Paramount, took pleasure in introducing Dr. Shalouf, Munich, Germany, who is in this country as a guest of the State Department.

Reflecting the increased interest in better showmanship and public relations by exhibitors as part of the "Movietime in Texas" effort, National Screen Service was proud of its sales record on holiday material. "I want to give credit and my sincere appreciation" stated Paul Short, divisional manager, "to the enthusiastic efforts of the seven girls in the booking and sales department for their special efforts on holiday material as they competed with each other for the top prizes in the 'Walter A. Steadman Sales Contest.'" Prizes were given to the bookers at the party, the presentation being made by Wallace Walthall, special home office representative. Check for first prize went to Hazel Panceria. Lucille Lovell was second prize winner, and Mary Will Jackson was third prize winner. The other girls who were runners-up were Aline Andres, Kathryn Sammons, Charlene Bittle, and Mary Robinson. A dinner was enjoyed by employees and their guests in the Sirloin Room of Town and Country restaurant, after which the party moved to the offices of NSS. The Liberty Broadcasting System Band and other acts, furnished through Bob Bumpas, entertained the group.

Denver

Ralph Batschelet, Paramount manager, was elected Variety Tent 37 Chief Barker. Others chosen were William Hastings, First Assistant Chief Barker; Fred Brown, Second Assistant Chief Barker; Sam Feinstein, Dough Guy, and Victor Love, Property Master. Canvasmen elected are Jim Micheletti, Robert Garland, Robert Selig, H. M. McLaren, Ray Davis, and Harry Green. Hall Baetz, retiring Chief Barker, is international canvasman.

M. H. Phillipson, drive-in manager, is building a 200-car drive-in at Hudson, Colo., thus opening the town to at least films in the summer. . . . Howard Metzgar is representing Goodman and Kauffman, with reissues and other films, in the territory. . . . Paul Henried, producer and star of "For Men Only," will be in on Feb. 5 for the opening at the Paramount.

Henry Felix, Monogram branch manager, Portland, formerly a salesman here, and Mrs. Felix spent their Christmas vacation here.

Henry Friedel, Metro branch manager, spent most of his vacation duck hunting. . . . Jack Felix, Monogram branch manager, and Mrs. Gerbase went to Albuquerque, N. M., on their usual holiday vacation.

Joan Caulfield, star of UA's "The Lady Says No," made personal appearances at the Paramount.

Edward M. Loy, 64, for 38 years a film salesman in the Salt Lake City and Denver areas, from 1918 to 1945, died in Torrington, Wyo., where he had been manager of a hotel and in business since leaving his film selling job.

Archie Speak, 45, RCA serviceman, died in a McCook, Neb., hospital, from a blood clot incurred in an auto accident. He is survived by his wife, Jane, and a daughter. . . . Herbert and Ray Johnson opened their 450-car drive-in at Silver City, N. M., which they expect to make an all-year operation.

Film Exchange Employees Local B-29 reelected William Fenske, president; Minnie Jackson, vice-president; Elmer Finch, treasurer; Don Spaulding, business agent; Ida Svihultz, secretary; Paul Kauzalrich, sergeant-at-arms, and Owen Clough, chairman, board of trustees.

John Roberts has been elected president, Film Office Employees Local F-29. Others named include: Gene Vitale, vice-president; Herman Ruele, treasurer; George Mayo, business agent and secretary pro tem, and Betty Moore, sergeant-at-arms.

Fred Teller is leaving the management of Tri-State's Omaha to take over the Strand and the drive-in at Hastings, Neb., formerly Tri-States holdings and now held by the Strand Amusement Company, of which Teller is vice-president. Other houses which Tri-States is letting go include the Hollywood, Victory, Iowa, State, and Sioux City Drive-In, Sioux City, Ia., and the Grand, Grand Island, Neb.

Walt Hagedone, Rialto, Cozad, Ia., has been named chairman, Chamber of Commerce membership committee. . . . Terry Anderson, son of M. E. Anderson, Omaha Paramount branch manager, resigned from the Paramount staff in Kansas City to become manager, Chief, South Omaha, Neb.

Separate operation of WOW and WOW-TV has been announced by general manager Frank Fogarty. . . . Josephine Maguire has been named Warner cashier. Other appointments include Jeannette Vodicka, ledger clerk; Marian Pirruccello, contract clerk, and Emma Thomas, biller. . . . Vincent Flynn, branch manager, vacationed in New York during the holidays.

Regina Molseed, 20th-Fox office manager, was absent several days because of the death of her sister, Edna Molseed, Omaha teacher. . . . H. F. Porter announced that the National Production Authority had approved a drive-in at Frederick, S. D., costing \$55,000.

Holiday visitors included Bill Gaddoni, former MGM branch manager, now head of the Kansas City office, and Don Lee, former Columbia office manager, and now a salesman in Chicago. . . . R. C. Marcus, Columbia district manager, was in.

Des Moines

The Time, Albert City, Ia., has been sold back to Builders, Inc., former owner, by Clinton Bahinsky; who operated the house for the past two years. O. C. Selgelid, Albert City, will manage. Bahinsky is moving to Omaha. . . . W. L. Hill, manager, Pioneer, Storm Lake, Ia., is recovering after an appendectomy. . . . Rex Houck, Sharpsburg, Ia., has purchased the theatre at Clearfield, Ia. . . . The newly remodeled Allerton, Allerton, Ia., owned by Dwight Ayres, reopened with the name changed from the Ace. . . . The State and Fox, Washington, Ia., are being completely remodeled. . . . A new drive-in will be built between Cedar Rapids, Ia., and Marion, Ia., by three Des Moines men. Officers of the new theatre will be H. N. Schrodtt, Marshalltown, Ia., and R. G. Faulds, E. M. Garbett and A. E. Thiele, all of Des Moines.

Kansas City

Universal-International's "The Cimarron Kid" had a gala premiere at the Uptown, Tower, Fairway, and Granada, launching more than 150 dates in Missouri, Kansas, Oklahoma, Arkansas, and Texas. Audie Murphy and Yvette Dugay were scheduled to head a troupe of Hollywood players featured in the cast, and including Beverly Tyler, Palmer Lee, and Hugh O'Brien, who made personal appearances and aided in the advance promotion of the picture. Following their appearance at the premiere and at Wichita, Topeka, and Salinas, Kans., they are scheduled to be in Oklahoma City, Tulsa, Okla., San Antonio, Tex., Houston, Tex., Dallas, and Fort Worth, Tex.

Los Angeles

Funeral services for Captain Russell M. Gibbons, 32, killed in the crash of a B-45 jet bomber in Chesapeake Bay, Va., were held at Redwood City, Cal. Captain Gibbons, a graduate of Los Angeles High School and at one time the youngest theatre manager in the Fox West Coast Circuit, was a veteran of 50 combat missions in Korea, and had spent three years in the Far East with the air force. He joined the air force, the day after Pearl Harbor, while employed as manager, Redwood.

Alex Cooperman hosted Dr. Mario Ungaro, Italian consul, and Alida Vali, actress, at the American premiere of "Tony Draws A Horse," Fine Arts. . . . Fox West Coast held its annual Christmas party for the home office employees. A delicious buffet dinner was served.

Alex Cooperman, Lux, was in San Francisco. . . . The Fox West Coast personnel received the annual Christmas bonus. . . . Out-of-townners seen were Joe Markowitz, Encinatas, Cal., and Ray Olmstead.

Funeral services for Oscar Stuart Oldknow, 52, were held in St. John's Episcopal Church. Burial was in the family plot in Atlanta. Pall bearers were Dr. Eliot Corday, Rufus Davis, Gregory

Duffy, Dr. Verne Fridal, Walter Green, Hal Hanson, Earl Hines, Willard Keith, Jerry Knudson, Sol Lesser, W. H. Lollier, Lloyd Ownbey, Dr. Marcus Rabwin, Mike Rosenberg, Charles P. Skouras, and Frank Whitbeck. Oldknow came to Los Angeles 20 years ago, and became president of Fox West Coast Theatres when he was only 31. In 1933, he was appointed executive vice-president, National Theatres Supply Company, a post he held until his death. He was a member of the American Legion, the Masons, the Shrine, and Variety Clubs International. Survivors include his widow, Louise; a son, William Henry, and a granddaughter, Elizabeth Louise Oldknow.

Milwaukee

"Pappy" McDonald, Warner, had Fredric March in for a private showing of "Death of a Salesman."

Fox-Wisconsin's Eddie Nelson, lately Strand boss, has been called back into the service with the 163rd Military Police Battalion, Fort Custer, Mich. . . . Bob Groenert, Alhambra manager, finished a stay in the hospital after an appendectomy.

Tom Senger, former Alhambra second-in-command, was able to make it home with his family for each of the holidays. He's in the army. . . . The Transport Company sponsored a party for 3,000 youngsters at the Alhambra.

Wally Rieck, Alhambra assistant, is slated to take his army physical. . . . Wally Konrad, Princess, zone manager, Fox-Wisconsin, will add the Strand to his list of duties. . . . John Steinfeld is John Freuler's choice to manage the very beautiful Midcity.

Minneapolis

Frank J. Hahn and Frank J. Hahn, Jr., Bay and Royal, Ashland, Wis., retained Stanley D. Kane, executive counsel, North Central Allied, and Minneapolis attorney, to defend them on charges by eight major film companies of alleged under-reporting on films. Separate suits for damages against the Hahns have been filed by 20th-Fox, Warners, United Artists, Universal, RKO, MGM, Paramount, and Columbia.

Geraldine Blotcky, daughter of the late Ben Blotcky, was married to Dr. Claude Klapper in Los Angeles. Blotcky was branch manager, Paramount, for many years. . . . Mrs. LeAnna Powers, 74, wife of the late W. S. Powers, who owned the two theatres at Glenwood, Ia., the Gem and Rex, died at Glenwood. . . . Bill Svendsen inaugurated a "Family Night" on Fridays at the Grand, Dawson, Minn. An entire family is admitted for 80 cents.

The Unique, Ladysmith, Wis., was gutted by fire. . . . Roger L. Dell, owner, Lyric building, Fergus Falls, Minn., announced that the house, shuttered recently by Ben Berger, definitely will reopen after Jan. 1. Berger's lease on the stand expired two months ago. Berger Circuit now operates the deluxe

Fergus, Fergus Falls, and has plans completed to open a drive-in on the city's edge next spring.

Minnesota Amusement Company, a subsidiary of United Paramount Theatres, has divested itself of theatres at La Crosse, Wis., and Minot, N. D., to fully meet the requirements of the government's consent decree almost four months ahead of the deadline. The Fifth Avenue, LaCrosse, has been purchased by Ben Marcus associates, operating a circuit of Wisconsin theatres. Arthur C. Bean, operator of a government-constructed theatre at Riverdale, N. D., has purchased the lease and equipment of the Strand, Minot. Marcus also has purchased the lease of the Badger and Cameo, Eau Claire, Wis. The latter deal, however, was not part of the consent decree divestiture program. Marcus already has taken possession of the properties while Bean takes possession of the Strand on Feb. 15.

Two proposed theatre projects in the Upper Midwest were denied permits by the NPA, and one was ruled exempt from the agency's construction restrictions. Projects refused were a drive-in at Richland Center, Wis., by Muscoda Theatre Company, to cost \$26,900, and a theatre at Luxemburg, Wis., by Matt Knedle, to cost \$25,000. Exempt is a drive-in at Frederick, S. D., to cost \$55,000 and to be built by H. A. Porter. NPA rejections also included a \$57,750 drive-in at Fort Myers, Fla., requested by Robert J. Blotcky, son of the late Ben Blotcky, branch manager, Paramount.

Portland

John Hamrick Theatres has requested opportunity to bid for first-run, to be shown at the Liberty, according to Portland manager Virgil Faulkner. . . . Hamrick's Newsreel becomes the Roxy, where second-runs will be shown. The Music Box will offer first run holdover pictures. . . . William Spallas announced

the reopening of the Century, formerly the Downtown. . . . Upwards of \$24,000 will be spent by Eastern College Education to make the auditorium into a theatre at LaGrande, Ore. . . . Reported that "Each Bright River" will be filmed in Oregon during 1952. . . . The Westport, Clatskanie, Ore., formerly owned by Leslie G. Noble, was purchased by Mr. and Mrs. R. C. Neitzet.

St. Louis

In Brussels, Ill., the Haug, owned by J. A. Haug, reopened after being dark for about a month. . . . In Newburg, Mo., the Lyric has been leased by Clifford Hough, owner, Moonlite Drive-In, just south of Lebanon, Mo. The Lyric was operated by Mildred Rauth, Rolla, Mo., who still has the State, Cabool, Mo., and the Crocker, Crocker, Mo. Several weeks ago, she sold her Ritz, Rolla, to R. E. Carney.

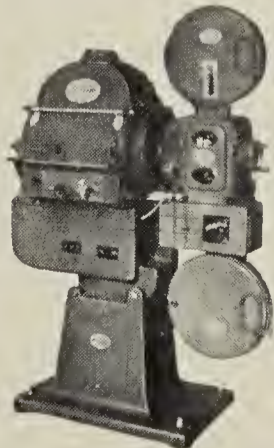
In Marissa, Ill., T. D. Beninati, part-owner, Capitol, Pinckneyville, Ill., who recently purchased the Gem from Mr. and Mrs. Frank Finger and Mrs. Sara Degan, are looking for a new name for the theatre. Leonard Stamford, Pinckneyville, Ill., is the manager of the theatre for Beninati.

In Mount Olive, Ill., Joe Katz, Benld, Ill., recently closed the New Grand for an indefinite period. Katz closed the house for the summer months but it reopened in September.

In Lincoln, Ill., the Lincoln has its formal reopening.

Ansell Brothers Empress reopened as a strictly stage show house, the first offering under the new policy being "Voice of the Turtle."

Maury Edgar rejoined the sales staff of 20th-Fox, taking over the northern Illinois territory traveled for so many years by George Ware, recently retired.



An Edison Picture, was shown in 1896 on Motiograph's first projector, the Optigraph. In 1908 Motiograph's Model "IA" was used for projecting "Uncle Tom's Cabin". In 1916 the Model "E", was putting Griffith's "Intolerance" on screens. The Model "F" projected Rudolph Valentino's "The Four Horsemen of the Apocalypse"; the Model "H", in 1923, for "The Covered Wagon"; the Model "HU", in 1935, for "The Informer" and, in 1936, the Model "K" for "Mutiny on the Bounty". Motiograph has really grown up with the movies.

Many of these old Motiographs, still running, give promise of even more years of service. It seems you simply can't wear them out!

Now, with 54 years of know-how built in, the Motiograph is still unmatched. That's why theatre men today just naturally turn to Motiograph, the outstanding name in projectors, for the best—the last development in projectors . . .

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B. F. SHEARER CO., 1964 S. Vermont Ave., Los Angeles 7, Calif.
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Out-of-town exhibitors included: Harry Blount, Potosi, Mo.; Charles Beninati, Carlyle, Ill.; Dean Davis, West Plains, Mo.; Herman Tanner, Vandelia, Ill.; Joe Goldfarb, Alton, Ill.; B. Temborius, Breese, Ill.; Paul Schroeder, Lebanon, Ill.; Rani Pedrucci, feature booker, and John Giachetto, short subjects booker, Frisina Amusement Company, Springfield, Ill.

Bernie McCarthy, manager; Chick Scheufeler, office manager, and Jack Kane, Lippert salesman, went to Chicago to attend that company's first national sales convention.

Thirty-seven theatres in St. Louis and St. Louis County were closed on Christmas Eve to permit their employees to spend that occasion with their families.

Mrs. Catherine Foy, an employee of the Harry and Meyer Kahan Film Delivery, suffered a heart attack at her home on Christmas Day.

Dr. Eugene Brezany, dentist, and a principal stockholder in the World Theatrical Enterprises, Inc., owner, Quincy Drive-In, West Quincy, Mo., is recuperating at Christian Hospital from an operation.

Mr. and Mrs. Morton S. Gottlieb moved into their new residence in University City, Mo. He is manager, Joe Hornstein, Inc., and Mrs. Gottlieb has been forced to reduce her time at 3330 Olive Street because of her increased domestic duties.

Marc Steinberg, owner-manager, Ritz, East Alton, Ill., reported at the Great Lakes, Ill., Naval Training Station. He has been in the Naval Reserve.

Vince Schomaker, Mack Enterprises, was in after a tour of the south, principally in the New Orleans trade sector.

In the anti-trust damage suit of Louis Sosna et al against the Frisina Amusement Company and a number of film distributing companies pending before United States District Judge George H. Moore, the plaintiffs were granted 20 days additional time from Dec. 18 to plead their case further.

Word comes from Robinson, Ill., that Mr. and Mrs. Joe Hewitt are back home after both had been hospitalized. He formerly operated the theatres in Robinson, Ill. Several years ago, he leased those properties to the Frisina Amusement Company, Springfield, Ill.

San Antonio

Tom Summers, owner, Woodlawn, Josephine, and Laurel, held a "Yo-Yo" contest at each of the theatres. . . . Interstate Theatres offers special night-time parking rates at the new River Garage after 5:30 p.m. each night and all day Sunday.

Sale of two theatre buildings at Arlington, Tex., has been announced by Frank Weatherford, manager, Interstate

Theatre Circuit, in that city and at Fort Worth, Tex. W. V. Adwell purchased the Texas, and has announced that he will reopen the house. Adwell operates two theatres in Ozono, Tex., and the Roxy, San Angelo, Tex., and has one-half interest in the TCU, Fort Worth, Tex. The Aggie was purchased by Oscar Skinner, who announced no future plans for the house. Interstate Circuit recently opened the new Arlington.

Interstate Theatre Circuit staged a free Christmas party at the State, Broadway, and Queen, Galveston, Tex. . . . Santa Claus visited the Chief Drive-In and the Burnet Drive-In, Austin, Tex., where he gave each child in attendance a candy stocking.

Theatre Enterprises, Inc., started construction on a new 350-car capacity drive-in at Burkburnett, Tex. Louis Littlefair is manager, Burke and Palace, for the circuit. . . . Rubins Frels, head of a circuit which bears his name and vice-president, Texas Allied Independent Theatre Owners, was honored at Victoria, Tex., on a radio program, "An Orchid To You."

Virby Conley, exhibitor at Perrytown, Tex., returned from a booking trip made to Oklahoma City.

L. C. Kirby has been elected Chief Barker, Variety Tent, Tent 34, Houston, Tex. Bruce Layer was named First Assistant; Mack Howard, Second Assistant; Ray Hay, Dough Guy, and E. J. Miller, Property Master. Francis R. Deering, retiring Chief Barker, was named international canvassman.

Cooperation of the eight theatres in Tyler, Tex., collaborated in presenting "Go to the Movies Day." The special day was planned by R. D. Leatherman, city manager, Interstate Theatre Circuit; Jimmy Neinast, manager, Liberty; Fred McHam, manager, Arcadia; Victor Fry, representing the Joy; E. J. Sedlack, Starlite Drive-In, and Howard Arthur, coowner, Rose Garden Drive-In. Each one of the theatres had a special feature.

San Francisco

Sales manager Bob Clark, Paramount, returned from a holiday vacation. . . . James R. Barry, president, Western Theatrical Equipment Company, returned from a trip. . . . George Glosser, booker, United Artists, called Sol Lesser (former owner of the Lyceum) on the telephone to wish him "happy holidays," and Lesser asked that he be remembered to all his friends on the Row. . . . The Row was saddened with the death of Charles Crowley, United Artists salesman, who died in Sacramento, Cal., after a long illness. . . . Rotus Harvey's daughter Kay, majoring in art at the University of Colorado, was spending the holidays with her parents. . . . Hannah "Grandma" Oppie, executive secretary, PCCITO and the ITO, entertained her navy son-in-law David Parsons in a pre-Christmas celebration when he stopped over to see his wife and two sons, enroute to his new station at Astoria, Ore.

GT invited all children to participate in the free Christmas kiddie shows at all three theatres. . . . Earl Williams, Royal Amusement Company, slipped on the newly polished hardwood floor at his home, and is now nursing a broken left arm. . . . Al Dunn, one time manager, Orpheum and Ellis, returned to the Fox after an absence of nine years. . . . Barney Guernette, the Monterey Peninsula district manager for Golden State Theatres, purchased two theatres in Exeter, Cal., from Westland, the 537-seat Exeter and the 450-seat Kaweah. . . . Hal Honore, manager, Guild and Park, Menlo Park, Cal., is leaving the industry to go into radio promotion and sales activities with radio station KIBE, Palo Alto, Cal.

Rotus Harvey, president, PCCITO, announced that the next trustees meeting will be in Portland, on Jan. 15-16 in conjunction with a meeting of Oregon exhibitors.

Robert Unger, manager, Sage, Winnemucca, Nev., announced the birth of his son.

Newly elected by the Variety Club are: Al Grubstick, Chief Barker, succeeding Rotus Harvey; Spencer Leve, First Assistant; Irving Ackerman, Second Assistant; Robert Naify, Dough Guy; Jesse Levin, Property Master. Canvasmen include the above officers and Nate Blumenfeld, H. Neal East, Tom Gilboy, Sr., George Mitchell, and Darryl Pischoff.

Seattle

Joan Caulfield, star of UA's "The Lady Says No," will make personal appearances at the Fifth Avenue on Jan. 15, when the northwest premiere will be held.

Film Row was saddened by the death of Oscar Oldknow, National Theatre Supply.

Musical celebrities are headed for the Palomar, Sterling Circuit.

Zollie Volchok, city manager, Sterling Theatres, and Mrs. Volchok returned from a vacation as the guests of Mr. and Mrs. Victor Mature. . . . Will Tomlinson and family, Los Angeles, spent the Christmas holidays with Tomlinson's parents, Tommy and Mrs. Tomlinson. Dad is manager-booker at the Republic exchange.

Frank L. Newman, Sr. president, Evergreen Theatres, and Mrs. Newman left for California to spend the winter. . . . Lewis and Gloria Smith and sons were here from California to spend the holidays with Mrs. Smith's parents, Lionel and Corinne Brown, Princess, Edmonda, Wash. . . . Mrs. Lloyd Lamb returned from a visit with her brother in Alaska.

Among state exhibitors on The Row were Florence Benson, Friday Harbor; John Kane, Tacoma, and Frank Willard, Tacoma. . . . Bud Hamilton, Republic salesman, left for a vacation in Bakersfield, Cal.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Gene Tunick, Lippert branch manager, attended a Chicago sales meeting, and J. B. Rosen, 20th-Fox branch manager, and Robert McNab, office manager, were in New York City for a sales meeting.

Here and there for the holidays were E. M. Booth, MGM branch manager, who visited his daughter and son-in-law, Mr. and Mrs. Richard Monsey, in Indianapolis; Martha Bennett, Detroit, with her sister, Marie Donelson, secretary-treasurer, Screen Classics; Ray Burk, stationed at Camp Pendelton, Cal., who spent a furlough with his wife, Jean, secretary to William Blum, U-I branch manager, and Gil Shepherd, formerly at RKO and now on radio in Hamilton, O., who greeted old friends along Film Row. Ora Jennings, formerly head inspectress at State Film Service, sent greetings from St. Petersburg, Fla.

Holiday announcements of engagements were popping along the Row. Among them were those of Elaine Summe, Columbia boxoffice department; Dolores Hascher, MGM stenographer; Carrol Klosterman, Paramount clerk, and Dorothy Huss, booker; Vera Lauther, biller, and Lucy Oelschlager, assistant head shipper, all at U-I.

Ross Spencer, Columbia office manager, was on vacation. . . . Al Rubin, manager, suburban Guild, returned from a Florida vacation. . . . Variety Club members and friends enjoyed a New Year's party in the clubrooms in the Netherland Plaza Hotel.

Terry Stenger Siess, assistant to Gus Boudot, UA office manager, was delighted with the Christmas present from her husband. They were puppies. . . . Clyde Kimbrell, 20th-Fox head shipper, and his wife, Teresa, U-I head inspectress, entertained a number of their friends with a holiday dinner party. Mrs. Kimbrell is a noted cook.

Maurice White, Mid-States Theatres, Inc., returned to his home from a hospital. . . . Florence Shumaker, U-I cashier, who suffered a leg injury in an accident several months ago, is now wearing a smaller cast. . . . Joe Reusch, MGM head shipper, was on the sick list.

Cooperative Theatre Service closed its local office. . . . Beatrice Green replaced Audrey Johnson as clerk-typist at TOC. . . . Dorothy McCollock is a new clerk at MGM. . . . The father-in-law of Jane Kenney, MGM assistant cashier, died on Christmas Day.

Frederick M. Strief, 63, former manager, Paramount and U-I, and during recent years an industry figure in Florida, died in Miami, Fla. He was one

of the originators in the early 1920's of modern distribution, and previously had been manager, suburban Ridge. His widow and a brother are among the survivors.

Harold Hellman, former ELC city salesman and more recently in the UA office in Detroit, died. He was remembered here for his cheerfulness despite prolonged ill health.

Territory exhibitors virtually deserted Film Row during the holiday week. The only ones noted were Charles Behlan, Lexington, Ky.; James Howe, Carrollton, Ky.; Marin Junk, Batavia, O., and George Tirkulas, Hamilton, O.

TV equipment, costing \$25,000, is being installed in the downtown Albee, making this the fourth RKO house to have this equipment.

A frozen fire standpipe burst, and flooded the gallery of the Orpheum.

Cleveland

Sanford Gottlieb, who now operates his own buying-booking agency in Philadelphia, and his wife spent the holidays here.

Theatre business is down almost 40 per cent from 1948, figures released by the office of the Commissioner of Licenses and Assessments reveal. In 1948, the city three per cent admission tax totalled \$602,000. Since then, the tax take has dropped consistently each year until it is estimated the revenue in 1951 will be \$420,000. Statistics show that the 1949 tax income of \$500,000 was 20 per cent under the previous year, the 1950 tax income was \$450,000 or 10 per cent under 1949, while the 1951 tax income will drop another 10 per cent to approximately \$20,000. In spite of the steady drop in theatre attendance, industry leaders are still optimistic.

August Ilg braved the bad weather to make the rounds in the interest of his Ohio, Loraine, O. . . . George Manos, Toronto circuit owner, was also around.

Nat Wolf, Warner Theatres' Ohio zone manager, was still waiting to welcome the boxer his son, Lieutenant Donald Wolf, sent home from Mainz, Germany, for a family present.

Bill Twigg, former Warner city salesman and more recently manager of Milton Mooney's Buffalo co-op. buying and booking branch office, has been appointed sales manager for Warners in Boston. . . . George Devine, a Paramounter who was salesman in Cleveland and Indianapolis and is now salesman in Milwaukee, was in for the holidays. . . . The Atlas, East Liverpool, O., has temporarily been closed by owner Albert Blackburn.

In Akron, O., Anna Palmieri, Los Angeles, owner, 420-seat neighborhood Circle, entered suit in Common Pleas Court to get \$17,000 from the theatre's lessees for rent allegedly due. The theatre was leased to the Firestone Park

and Amusement Company and to a group of individuals in 1943 for a period of 10 years. They closed it in December, 1950. The plaintiff claims the rent, in amount of \$17,000, is due for the period of November and December, 1950, and for January through May, 1951.

Rabbi Simon Fine, 96, father of Meyer Fine, Associated Circuit head, and of Sam and Jack Fine, Mrs. Charles Gottlob, and Mrs. Ben Fain, died. Nineteen grandchildren and 16 great grandchildren also survive.

Detroit

Joan Caulfield, star of UA's "The Lady Says No," will make personal appearances at the regional premiere of the film at the Michigan on Feb. 1.

A start will soon be made on the Variety Club's cerebral palsy "emancipation project," club officials have been told by Dr. A. C. Furstenberg, dean, University of Michigan medical school. A medical director will be appointed to study existing cerebral palsy treatment centers prior to the opening of a department at the University Hospital, Ann Arbor, Mich. When this hospital space is available, Variety will go forward with its plan to obtain release of cerebral palsy patients from state institutions for the feeble-minded and insane. All officers and directors of the Variety Club have just been reelected for 1952, headed by Earl J. Hudson, United Detroit Theatres president, Chief Barker. M. F. Gowthorpe, president, Butterfield Theatres, of Michigan and Lou Wisper, W and W Theatres, are First and Second Assistant Chief Barkers, respectively. Other officers returned are James Sharkey, Co-operative Theatres of Michigan general manager, Dough Guy; Charles Snyder, Film Trucking Service, executive secretary; and Adolph Goldberg, Community Theatres, Property Master. Directors are C. L. Buermele, General Theatre Service Corporation president; David M. Idzal, managing director, Fox; Lou Mitchell, Kilbride Theatres general manager; Charles Komer, Community Theatres; Jack Zide, Allied Film Exchange manager; Arthur Robinson, Robinson Theatres president, and Joseph J. Lee, 20th-Fox branch manager.

The Michigan, first-run house, United Detroit Theatres Circuit, booked Joan Caulfield and Tony Bennett for the first week in February, according to Gil Green, manager.

City Council voted to condemn the Annex, which it purchased from E. R. Holtz. The property, originally valued at nearly \$800,000, was purchased for \$150,000 from Holtz. The Annex will be razed, and converted into a parking lot by the city.

Charles A. Garner, leading 16mm. film distributor, died. Garner, who operated the Charles A. Garner Films, Inc., until two years ago, died after a heart attack. He sold out his 16mm. business two years ago following a heart ailment, and then returned to show

business as manager, Midwest and Oakman, Wisper and Wetsman Circuit. He was very active in Variety Club affairs.

A man was stabbed to death in the Colonial while 300 unsuspecting patrons watched cowboys shoot it out on the screen. William Gernardy, manager, told police that only patrons sitting next to the victim, who was drunk, were aware of the stabbing. The slayer fled.

Local 199 and 200 exhibitors are still negotiating over renewal of their contract which expired on Oct. 31.

Thomas J. Kilbride and Bernard L. Kilbride, Jr., have taken over the Pointe Concession Company as sole owners upon return of their partner, Nobyn H'Haene, to the navy.

Indianapolis

Police and fire officials are keeping close watch on the Circle to guard against a new outbreak against suspected arson. Five minor fires were extinguished at the theatre in a period of several hours.

Plans are being considered to remodel the Sanders, one of the pioneer family theatres on the south side, operated by the Fountain Square Theatre Company, which also operates the Fountain Square. Announcement was made by Earl Cunningham, manager, Fountain Square Theatres.

Seven neighborhoods inaugurated horse race games in which patrons attempt to pick the winners for cash prizes. Frank H. Fairchild, prosecutor, said the system, as outlined by the theatre operators, does not appear to be gambling. "Theatre operators have said there will be no additional charge for attending shows where the horse race game is played," Fairchild explained. "Thus, the element of consideration is missing. "Now," he added, "if a theatre that usually shows 'A' pictures presents cheap pictures on 'Horse Race Nights,' then there might be an element of consideration." However, one of his staff will check up on the participating theatres.

Exhibitors on Film Row were: C. A. Marshall, Sunshine, Darlington, Ind.; Guy Hancock, Prewitt, Plainfield, Ind.; Homer Wirth, Crane, Crane, Ind.; George Lindsay, Lindsay, Brownsville, Ky., and Mrs. Dora Blankenbaker, Vee, Veedersburg, Ind.

Pittsburgh

Universal-International's "Here Come the Nelsons" will have its world premiere at the Fulton on Jan. 16, helping to launch more than 50 dates in the territory. The American Broadcasting Company and Universal-International have prepared a special one-sheet on the picture and the radio program which will be distributed to the more than 250 affiliated stations of the network with instructions for tying in with local playdates. They have also prepared a special promotional kit for use by the

stations as well as spot announcements to be used at station breaks.

Frederick C. Iffert, 67, member, Local 171, died. He had been employed at various theatres in the Pittsburgh district. Surviving are his wife, a daughter, three sisters, and one granddaughter.

William Cooper Powelson, manager, State, Washington, Pa., and who has been with the Warner Theatre Circuit for 27 years, resigned. He plans to join the Lew and Nathan Schultz organization as manager, Grand, Steubenville, O. Powelson at one time managed a theatre in Steubenville for Warners.

Alex Manant closed the Dixie, Carnegie, Pa., but continues to operate the Grand. . . . The Cadogan, Cadogan, Pa., closed its doors. . . . A. P. Way, DuBois, Pa., exhibitor, has taken back the operation of the Knox, Knox, Pa. Former lease holder Mrs. Angelina Notoriana will remain as manager.

Joseph G. Seybolt, 90, probably the oldest exhibitor in Pennsylvania, is retiring from exhibition. He owns the Gem, Erie, Pa., which he is closing.

Warner branch manager Jack Kalmenson missed the New Year's celebration by attending a zone meeting in Philadelphia.

The Perry Nathans, he's the National Screen Service branch manager, became grandparents for the third time. It was a boy. Nathan and NSS salesman William Mack and Charles Truran were in New York attending a sales convention.

William Finkel, Arcade and Colonial, had the distinction of being the first tenant to move into the Bigelow Apartment building, in the downtown district. Many other film and show people are also moving in.

The Squirrel Hill, which turned first-run for the city with downtown prices and an art film policy, did well with "The Lavender Hill Mob," and held over the picture.

Joe Hiller, booker, was in New York lining up entertainment for the Variety Club's annual banquet on Jan. 20.

Harry Feinstein, former Warner Circuit booker and now New England zone manager, was in for the holidays. . . . George Eby Harris, an "Ice-Capades" executive, is back from a Florida sojourn.

The Ideal, Johnstown, Pa., is another casualty in the list of theatre closings. . . . Ray Allison, Allison Circuit, Altoona, Pa., is another exhibitor departing for the warmer climate of Florida for the rest of the season. . . . Sam Galanty, Columbia district manager, and Cincinnati branch manager Phil Fox were in.

Ted Tolley was named president, Film Row Employees Union. He is an MGM shipper, and had been president for 11 years before he stepped down when Elwood Ogleger was elected head.

Gene Autry will appear in person at the Harris Gardens on Jan. 29. . . . A. P. Way, Dubois, Pa., theatre owner, left for his annual winter vacation in St. Petersburg, Fla. . . . The trade was sorry to learn of the passing of the father of Vance Minton, manager, Shea's, Erie, Pa.

Kentucky Louisville

Thomas Maxedon, resident manager, Chakeres Theatres' Shelby and Burley, Shelbyville, Ky., resigned, and was replaced temporarily by James Jenkins, who came to Shelbyville from Frankfort, Ky. Jenkins has been assistant manager, Capitol, Frankfort.

Exhibitors in town included: Russell Phillips, Franklin, Greensburg, Ky.; A. N. Miles, Eminence, Eminence, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky.; C. K. Arnold, Arco and Melody, Bardstown, Ky.; E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; George Lindsay, Lindsay, Brownsville, Ky., and Rex Richards, State, Crouthersville, Ky.

Phil Thompson, 51, Edmonton, Ky., member of a prominent Metcalfe County farming and banking family, died. Son of A. J. Thompson, president, Edmonton State Bank, he held extensive farming and oil interests, was owner of the Edmonton, and was a partner in a drive-in between Cave City and Horse Cave, Ky.

With the completion of extensive remodeling, the Crescent was reopened, owned and managed by Morton Weinburg, who also controls the Shelmar.

Pennsylvania Altoona

Fabian's Strand changed policy, and now will play films for a full week.

Jake Silverman, Blair, Holidaysburg, Pa., left for a short vacation at Hot Springs, Ark.

Brockway

Joe Kosco, Brockway, Pa., theatre owner, is building a beautiful home behind his present quarters. Kosco is a contractor, and has built several new A and P markets in this area.

Erie

Pete Camerlo's Super 19 Drive-In is near completion, and expects to open in time for the regular drive-in season. The theatre is at Kearsage, Pa., five miles from the Erie, Pa., city limits.

Freeport

The new drive-in is now completed, and ready to open.

Kane

Farrell and Valentino, who own the Fairview Drive-In, St. Marys, Pa., are breaking ground for another outdoor house about five miles from Kane, Pa.

NEWS OF THE

Territory

Boston
Crosstown

Ray Feeley, Independent Exhibitors' executive secretary; Samuel Pinanski, ATC president, and Martin J. Mullin, NET president, have been invited by COMPO's Arthur Mayer to serve on a local committee setting up ballyhoo for the government's civil defense exhibit tour, with which the organization is cooperating. Exhibits, made up of graphic illustrations of destruction by bombings and plans for preventing complete confusion and chaos in case of such emergencies, are slated to be shown in 68 leading cities. While the exhibits will be set up in armories and civic centers, industry figures are being recruited to handle the publicity in an effort to surround the junket with sufficient showmanship aura to insure the public's attention. While incidental competition with theatres is expected, COMPO feels that the project is so vital to national defense that all theatres should cooperate, and have requested them to show the brief trailer which National Screen Service is supplying, to announce the event locally. The tour, recommended by Federal Civilian Defense Administration, is being bankrolled by the Valley Forge Foundation.

Everett Parker, 47, relief projectionist, Capitol, Allston, Mass., died at the Cambridge, Mass., City Hospital. He'd been hospitalized for a couple of weeks.

Proposed legislation, which if passed, would have worked hardships on local theatremen, was nipped in the bud by Independent Exhibitors' Ray Feeley, who was able to convince the proponent of the bill that it would be detrimental to those in the industry. Result, the bill was withdrawn, and will not appear in the forthcoming legislative bulletin.

Charles Kurtzman, Loew's north-eastern division manager and general area chairman, "The March of Dimes," named 20th-Fox's Edward X. Callahan and James Connolly co-chairmen, theatre division, Suffolk County chapter, National Foundation for Infantile Paralysis. Bob Newhook, formerly Loew's Theatres tub thumper, is publicity chairman for the drive, assisted by 20th-Fox's Phil Engel and Paramount's Arnold Van Leer. Walter Diehl, business agent, Local 182, is chairman for the labor division. The kick-off dinner was held at the Hotel Somerset.

Frank G. Jason, feature writer, The Boston Post, whipped up a nifty story of Boston's Film Row for a recent Sunday feature. It traced the history of the district from its beginning to the present day, and was complete with photos.



For "Fixed Bayonets," 20th-Fox, Lou Cohen, manager, and Norm Levinson, assistant, Loew Poli, Hartford, Conn., recently rigged up this street ballyhoo.

Al Fowler, formerly a well-known publicist in the district, is now operating, with his wife, a women's specialty shop in Newburyport, Mass. It's named The Bandbox.

Sam Seletsky, since 1944 head buyer and booker for the B and Q Circuit, resigned to take over the same post for the Phil Smith Circuit. A veteran of the industry, he began his career with the late Harry Asher in the American Feature Film Company during the '20's, and, at various times, was associated with Monogram and Republic, with whom he served as branch manager at New York, New Haven, and Boston. A graduate of Suffolk Law School, he's a member of the Massachusetts Bar Association, although not now a practicing attorney. His joining the Smith Circuit squelches the rumor that has been rampant, that Phil Smith was about to take over the B and Q Circuit.

Nathan C. Braunstein, head, Screen Arts Sales of New York, was awarded judgment of \$1,050 in his suit for rentals brought against Benjamin Sack, Beacon Hill, in connection with Braunstein's "La Forza Del Destino."

Eliminations announced last fortnight by the Bureau of Sunday Censorship included the following: "Forbidden Women," parts 1 to 8. (Deletions: Eliminate entire solo dance of woman in scant attire and bare breasts, in part 2. Scene showing woman in scant attire in doorway; also woman dancer in scant attire in foreground of golden chamber scene, in part 3. Scene showing woman dancer; also close-up of woman in scant attire seated on divan, in part 3. Scene showing woman in scant attire lying on divan, in part 4). Bell: "Marie du Porte," parts 1 to 11. (Deletions: English captions and accompanying French dialogue as follows: "She lives with the boss," in part 1. "You want to wind up like your sister did?", in part 2. The word, "Damn," in part 3. "With Odile, or in place of her?", in part 4. "You don't know what you want but you want it . . . Well I don't.", in part 6. "Don't I excite you any more?", to and including, "That's not what I mean."; Scene showing Odile in bed, in part 9). Bellon-Folke: "Secret Flight," parts 1 to 8. (Deletions: Dialogue, "Well I think you're being damn rude.", in part 4. Dialogue, "Making a hell of a fuss about it.", in part 5). Regal.

James Reynolds has taken a winter lease on the Center, Stowe, Vt., which is connected with the Stowe Centre Inn. The area is in the heart of the skiing country.

Charles Tobey closed the Lyric, Riverside, R. I., but continues to operate his Strand, Westboro, Mass.

Due to the seasonal closing of drive-in situations, E. M. Loew Circuit shifted several managers. Included in the shuffling were: Don King, to the Ideal, Roxbury, Mass.; George Sharby, relieving at the Strand, Asheville, N. C.; Bruno Weingarten, relieving at the Miami Drive-In, Miami, Fla.; Henry Chapman, to Strand, Boothbay Harbor, Me.; Walter Brooks, to Civic, Portsmouth, N. H.; George Logee, to the Publix, Boston; Jay Finn, to E. M. Loew's, Hartford, Conn., and Robert Wickwire, to the Strand, New Bedford. Harold Cummings has resigned, and will reside in Florida. Al Sharby also resigned to take up residence on the west coast.

Film District

Frank Gray, Capitol Theatre Supply, spent the holidays in Williamsburg, Va. . . . Edward X. Callahan, 20th-Fox division manager, entertained his sons, their wives, and his 11 grandchildren at his home.

John Feloney, assistant to Edward X. Callahan, 20th-Fox eastern division manager, is back at his Boston desk following a six week stint subbing as branch manager, New Haven exchange.

Massachusetts Theatre Equipment Company installed a new Cycloram screen in E. M. Loew's, Winchester, Mass., theatre.

"Gussie" Gordon, Warners' rewind department, who suffered painful injuries when she was struck by an automobile, returned to work. . . . Nate Levin, Monogram sales, is well on the road to complete recovery following an operation.

Phil Engel, 20th-Fox ballyhooist, hopped to New Haven and Hartford, Conn., to discuss exploitation plans for "Decision Before Dawn" with managers of the Paramount, New Haven, and Allyn, Hartford. Following this trip, Engel took off for other spots for more tub thumping.

20th-Fox execs Edward X. Callahan, John Feloney, and James Connolly attended the company's national convention at New York.

Phil Engel, 20th-Fox publicist, suffered a painful injury when he was attempting to help his wife in the culinary department. Strictly the non-mechanical type, Engel was operating a new fangled vegetable slicer but sliced off the tip of his finger instead of the cabbage.

Hatton Taylor, RKO branch manager, spent a day in New York for confabs with Nat Levy, eastern division manager. . . . James Connolly, 20th-Fox branch manager, arranged a trade screening of "Phone Call From a Stranger."

New Haven Crosstown

Jack O'Connell, 17 years with the Roger Sherman and assistant manager for many years, resigned. . . . The Lincoln reopened on New Year's Day. . . . Blood donors who visited the Red Cross Bloodmobile received free Roger Sherman tickets. . . . The Roger Sherman had a New Year's Eve afternoon celebration show for the youngsters. . . . George Perlroth, former College assistant and now at Vets Hospital, was in.

Meadow Street

Vincent Falanga, former MGM chief shipper and now at Fort Dix, N. J., was in. . . . Bill Hutchins, former National Theatre Supply manager and now in Philadelphia, was a visitor. . . . Sam Rosen, Rosen Film Delivery, returned from a trip to the south. . . . Al Pickus, Stratford, Stratford, will be in Los Angeles for the Theatre Owners of America board meeting.

The Fine Arts, Westport, had a holiday puppet show. . . . The Strand, Mystic, has new prices.

Circuits

Loew Poli

Division manager Harry F. Shaw was around the circuit. Mrs. Shaw, mother of Shaw, is home from the hospital.

Variety Club

Tent 31, New Haven

The tent gave a Christmas party to 30 underprivileged youngsters. . . . The open house New Year's Eve party for members and guests was a success.

Connecticut

Concord

The Star was sold to Nile E. Faust, according to an announcement by the Maine-New Hampshire Theatre Company. The theatre will be remodeled into a store and office building, it was stated.

Danbury

A former film industry executive, Samuel Dimock Palmer, 69, died at Danbury Hospital.

East Hartford

Some 2,000 youngsters attended the annual Policemen's Athletic League Christmas party at the Eastwood and Burnside.

Hartford

This city's new first-run foreign film house, the 700-seat Art, opened with a capacity audience in attendance to wish managing director Henry L. Needles the best of luck with his new venture.

Needles' son, Erwin, formerly with the Julian Gross Advertising Agency, has joined the staff of the World Broadcasting System, New York, as New York-New England advertising representative. . . . Construction is under way on this area's fifth drive-in, a 700-car capacity project, being erected in suburban Bloomfield by Philip J. Maher and Peter LeRoy. . . . Numerous Perakos Circuit employees were in for the outfit's annual Christmas party at the Eastwood. . . . Shirley De'Losie is new at the Loew-Poli.

Hugh Connors is new assistant manager, Princess, replacing Bernie Stevens, resigned. . . . Tom Harries is relief projectionist, Regal, while Harry Albee is relief boothman at the Strand and State.

Earl Sidney, Colonial, resigned. . . . Christian Peterson is now on the door at the Crown. New there are Edward Brewer, and Carl Greenlaw.

Lou Cohen, Loew-Poli, Fred Greenway, Loew-Poli Palace; George E. Landers, E. M. Loew's; Ray McNamara, Allyn, and Jim McCarthy, Strand, distributed free guest theatre tickets to servicemen at the YMCA.

Milford

A free children's Christmas show was held at the Latchis.

New Britain

The Perakos Circuit reopened the downtown Palace after extensive remodeling. The house is managed by John A. D'Amato.

Stamford

Some 1,400 children attended the Stamford Police Association's annual Christmas party at the Plaza.

Massachusetts

Fall River

John O'Connor, owner-operator, presented bonuses to all employees of the Plaza. . . . Norman Zalkind was host to Strand employees at a dinner and party held at The Lamplighter. Bonuses were presented to employees by Zalkind and his wife.

Staff members offered Christmas carols and recitations at the Empire Christmas party at which publicity director and Mrs. William S. Canning were guests. John McAvoy presented bonuses to the staff on behalf of Nathan Yamins.

George Dabb resumed the management of the Capitol, with James Knight going to the Durfee as assistant to Paul Slayer. . . . Bonuses were presented to all employees of the Yamins Theatres, including the Durfee, Park, Capitol, and Center.

Carl Zeitz portrayed Santa Claus at the Academy holiday party, presenting bonuses to all employees with the assistance of manager Earl Johnson. Employees exchanged gifts.

Norman Zalkind, Strand, has been appointed chairman in charge of the

"Sports Night" program sponsored by the Brown Club. . . . The Empire was the scene of the annual children's Christmas party sponsored by the Textile Workers Union of America.

Sutton

Nelson Bernard, eight-year-old son of Wilfred Bernard, Motor-In, died.

New Hampshire

Canaan

The Village invited patrons to "meet Santa Claus after the show" at an evening performance. Children under five were admitted free, and children under 12 were admitted for three cents.

Concord

Frank K. Eldridge, manager, Capitol, was host to 135 newsboys and girls at a special program.

Dover

The State, purchased by Bridgham Theatres, will reopen after alterations and repairs. The theatre was bought from the C and C Theatre Corporation.

Enfield

A free Christmas show for children was held at the Enfield.

Franklin

The Elks Lodge and Moose Club sponsored a free children's party at the Regal.

Little progress has been made in the drive to secure "better entertainment" for Franklin, it was brought out at a City Council meeting. A plan is being formulated to reopen the Opera House under city sponsorship, and to try to secure first-run pictures promptly.

Keene

A group of merchants and WKNE sponsored a free children's party at the Scenic.

Lebanon

All children under 12 were guests at a party at the Opera House at which Santa Claus, as guest of honor, distributed gifts throughout the audience.

Manchester

Members of the Hopalong Cassidy Club of the Amoskeag Savings Bank were treated to a program at the State.

Vermont

Rutland

Frank A. Vennett, manager, Paramount, was master of ceremonies when 265 children were entertained at the theatre with an hour of cartoons through courtesy of New England Theatres, Inc., previous to a Christmas party for the children by the Elks.

The lobby of the Grand, purchased some weeks ago from New England Theatres by Brigham Theatres, Dover, N. H., has been redecorated and enlarged, and a candy counter added.



NEWS OF THE

Territory

New York City
Crosstown

Hundreds of butterflies formed the unusual lobby display prepared by David Berger, managing director, Park Avenue, for "The Clouded Yellow."

Arthur Weinstock, UA art department, became the proud father of a baby girl.

The following officers were elected to serve during 1952 at the meeting of the Foreign Language Press Film Critics' Circle: President, Wladyslaw Borzecki, film editor, The Polish Morning World; vice-president, Victor Shimkin, The Russian Daily Slovo, and treasurer, Andrew Valuccheck, editor, The Czechoslovak Daily New York Dennik. Sigmund Gottlober, director, American Foreign Language Press, was reelected executive secretary.

The B'nai B'rith Cinema Lodge event in behalf of the Joint Defense Appeal on Jan. 10, in the Plaza's Grand Ballroom, is an evening in honor of Richard Rodgers and Oscar Hammerstein II. Senator Estes Kefauver will be the principal speaker, and a feature will be a dramatic presentation, "Our Children's Tomorrow."

Sidney Lieb, MPEA service manager for the last four years, who is joining UA in a similar capacity, was the guest of MPEA staffers at a luncheon at the Hotel Seymour.

The engagement of Miss Barbara Ellen Cohen, daughter of Mrs. Jesse Cohen and the late Mr. Cohen, to Myron Saland, son of Mr. and Mrs. Nathan Saland, Brooklyn, was announced. Miss Cohen was graduated from the University of Miami in June, 1949, with the degree of Bachelor of Arts. Saland received a Bachelor of Laws degree from the School of Law of New York Univer-



Thelma Ritter, left, in 20th-Fox's "The Model and Marriage Broker," is shown recently in New York City with executive director Edna Wilder at the first annual convention of the American Association of Marriage Brokers, Counselors, Friendship Clubs, Introduction Services.

sity in February, 1948, and is engaged in the practice of law in New York City. He served with the Air Force overseas during World War II. His father is president, Mercury Film Laboratories.

Betty Hutton, star of Cecil B. DeMille's Technicolor "The Greatest Show On Earth," arrived to participate in a series of extensive newspaper, magazine and syndicate interviews on behalf of the film, at Radio City Music Hall.

New Jersey
Jersey City

Alfred Lowenthal, manager, Skouras' Fulton, for "Fixed Bayonets," held "Operation Fulton" in cooperation with the Civilian Defense Radio Operators of Bayonne, N. J., and Jersey City and the First Army Mars Military Amateur Radio System. Everyone was invited to send a message to members in the armed forces overseas or in this country free of charge. On stage, Hudson County gave an official welcome to a group of Korean veterans stationed at Camp Kilmer. The City of Bayonne PAL Band greeted the Korean vets in front of the Fulton, and also appeared on stage. An army exhibition of tanks and Signal Corps' equipment was on display, and pledges for the Blood Bank were accepted by the Red Cross in the lobby.

Plainfield

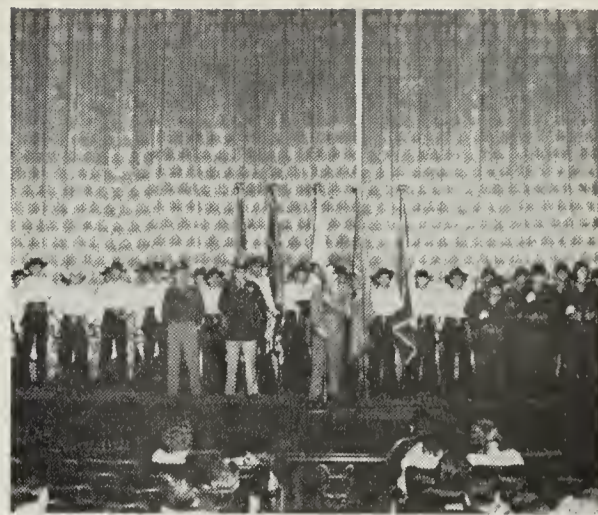
School and church leaders attended a special screening of "Oliver Twist" at the Paramount. The screening was arranged by city manager John Balmer and Paramount manager John Matthews.

New York State
Amityville, L. I.

Paramount set a full-scale feature-type promotion campaign for its new Grantland Rice Sportlight short, "Water Jockey Hi-Jinx," in cooperation with civic and business leaders, and the Prudential Circuit. The campaign includes a world premiere at the Amityville, to be held soon, and a special screening of the film about water skiing, which was shot in Amityville. The screening was held for the mayor, members of the Town Board, Chamber of Commerce, and representatives of local schools, newspapers, and radio stations. This preview signaled the start of the world premiere promotion. Plans set by Paramount call for the use of 20,000 heralds, a window card contest for school children, and merchant tie-ups. The premiere at the Amityville will be announced via a special trailer, 40 x 60's, extensive local newspaper ads, and radio spots. The actual premiere showing will then be held in gala Hollywood style, including searchlight effects, stage presentation ceremonies attended by local dignitaries, and music furnished by the high school band.

Buffalo

Elmer Lux, general manager, Darnell Theatres, and City Council president, was recently master of ceremonies at the Ad Club party.



For Warners' "The Tanks Are Coming," Fabian, Paterson, N. J., Gary Vrooman, manager, recently had a big stage ceremony which followed a street parade.



Burt Lancaster, seen in Columbia's "Ten Tall Men," arrived in New York City from abroad recently to help publicity.

Syracuse

Nearly 3,000 children attended the Elks Christmas party at Loew's State, Harold Mortin, manager. Mayor Thomas J. Corcoran attended. The Coca Cola Company and Canada Dry Corporation presented the gifts.

The Paramount has been busy with campaigns. For "Anne Of The Indies," contact was made with Phi Lambda Phi Fraternity, Syracuse University, which was planning a dance just before the run. They succeeded in getting it to run a costume ball called "The Anne Of The Indies" dance. It decorated their entire house with huge paintings of pirates, etc., and with displays of cutlasses, ship rigging, etc. Everyone attended dressed in pirate costume, and the highlight was the choosing of the most beautiful girl, "Miss Anne Of The Indies," who was presented with a trophy and invitation for herself and court to attend the theatre as guests. In addition, the house had a treasure chest and a contest to guess how many "golden doubloons" were in it, a radio tieup, and an "Anne Of The Indies" dinner on the dinner menu of a restaurant. For "Golden Girl," a tieup

(Continued on next page)

WANTED: AT ONCE

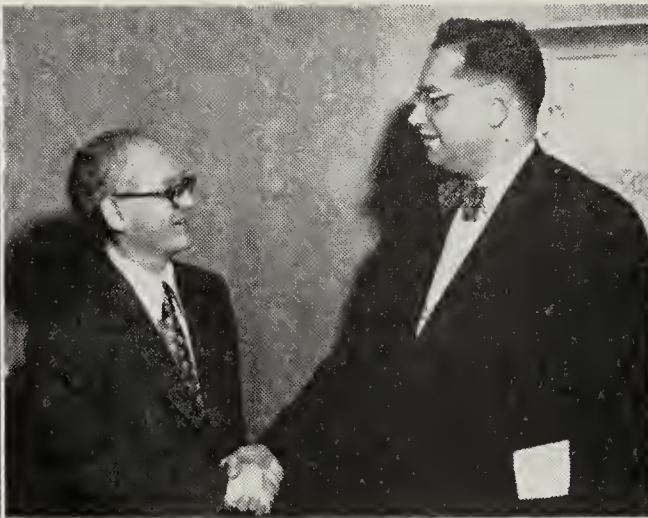
middle aged manager first run theatre, experienced, small city in New York State. Also wanted experienced Drive-In Theatre manager year round position.

Box 102

EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.



When the rebuilt Little Carnegie, New York, opened recently, on hand were, in the usual left to right order: James Mulvey, coowner Jean Goldwurn, Mrs. Goldwurn; RKO vice-president Robert Mochrie; RKO executive Charles Boasberg, RKO



metropolitan district chief Len Gruenberg, and coowner George Schwartz; EXHIBITOR'S Mel Konecuff congratulating Schwartz, and Mulvey, and Goldwyn vice-president Al Crown, pictured at the extreme right, with Goldwurn and Schwartz.



EYEING THE

Exchanges

NEW YORK—The membership of the Motion Picture Bookers' Club of New York decided that special emphasis will be placed on the "Movietime, U.S.A." theme at the organization's annual dinner-dance scheduled for April 27 at the Hotel Astor. Acting as co-chairmen are Lou Wolff of Brandt, and Fred Mayer, U-International. Another looked for event is the installation of the club's newly elected officers. This pleasant duty will take place on Jan. 21 at the Tavern-on-the-Green.

MGM—The folks were pleased to learn that for the three-month period ending with November, the exchange ranked first in sales for features and junior features among the branches in the east. . . . Rose Gellis, bookkeeping machine operator, was enjoying a one-week winter respite. . . . The boxoffice department's Harriet Paul is back after her Miami, Fla., respite. . . . Laura Karlitz, secretary to the division manager, will be accepting birthday congratulations on Jan. 24.

U-INTERNATIONAL—The "Nate Blumberg Anniversary Drive," is getting off to a good start. The drive is in honor of the U-I President Blumberg's 40 years in show business. . . . Assistant print booker Donald Schwartz was still off the job as the result of an emergency appendectomy. . . . Leo Greenfield, former New York salesman and now branch manager in Albany, paid a visit to the office. . . . Hal Rosen, salesman, who also heads up a small band, supplied the music for the MGM exchange Christmas party.

RKO—Branch manager Phil Hodes took time off to visit with his daughter in Chicago. . . . Rose Sardoni, stenographer, was out with a heavy cold. . . . Telephone operator June Jacobson had a time while the switchboard was undergoing repairs. . . . Typist-clerk Jean Chadwick was away because of illness.

UNITED ARTISTS—Helen Stern, stenographer, is recuperating from a minor

operation. . . . With Burt Topal taking over as the Albany salesman, the booking department was expecting changes. . . . The explanation for Mina Altenhaus, cashier department, stating that this last Christmas was the best one, is that new engagement ring on her finger.

20TH CENTURY-FOX—Beatrice Kaye accounting clerk, had a wonderful time spending the Christmas holiday at a Catskill Mountain resort. . . . Sylvia Weitz, booking department, had a bad cold. . . . The holiday season was made considerably brighter for the folks when the company reinstated its policy of giving a Christmas bonus.

SALESMAN'S STORY—Having spent the past 32 years in the film business, Republic's assistant branch manager Robert J. Fannon has really seen the industry grow. Fannon got his start with Paramount when it was Famous Players Lasky Corporation, as an auditor. Two years later, he became a special representative for the company, and, in 1924, was made booking manager for the New Jersey exchange. Fannon then became a salesman in the Jersey territory until 1929, when he was shifted to the home office. Working out of the theatre department, he conducted a series of economic surveys to determine how much room there was for theatre expansion in the United States and Canada. In 1931, Fannon left Paramount to do buying and booking for Warner Brothers in New Jersey. The next year saw him join the newly formed Majestic, where, as assist-



Cecil B. DeMille and Dorothy Lamour smile for the cameraman following a recent coast studio screening of Paramount's "The Greatest Show On Earth."

ant to the president, he organized the New York office. When Majestic was absorbed by Republic, Fannon remained. Interested in the industry, he has been a member or officer of the Film Board of Trade for the past 20 years. He is a member of Colosseum and a charter member of the Variety Club. Happily married for 32 years, Fannon is proud of his three children and three grandsons, two of whom were born within a period of 36 hours. When time permits, Fannon enjoys doing woodworking in his basement, which is well equipped with power tools. He also has a green thumb, and does some farming at his summer home in Rhinebeck.

RAMBLIN' 'ROUND—At a recent meeting of the Motion Picture Bookers' Club, Archie Barrish, Cinema Circuit, and Shirley Chester, Century, were presented with tickets to a musical. . . . At Favorite, branch manager Irving Wernick reports that the reissue of "Caesar and Cleopatra" has been doing good business. . . . Hilda Haft, former bookkeeping machine operator at Paramount, was around. . . . Bonded film inspectress Bea Petrazino is in the hospital. . . . The Bonded shipping room is being enlarged. . . . Selma Sthamer, film inspectress, was ill.

—ARNOLD FARBER

Syracuse

(Continued from preceding page)

was made with a neighboring shop, which furnished 500 doughnuts and an adequate supply of coffee, which was served by an attractive girl aide attired in western dance hall costume as worn by Mitzi Gaynor.

The Eckel recently held a typing contest on the stage during "Reunion In Reno," tied in with the Secretarial Club, Young Business Women's Association, various local businesses, the Central City Business Institute, and others. The contest was given comedy relief by Barry Chezzi, assistant manager, Eckel, who entered as one of the "contestants." A further tieup was made with WNBR's "High School Forum" program. From the Employment Service of Syracuse, a \$15 cash prize was promoted, plus a chance of job placement if the winner desired. A trophy was also awarded.

NEWS OF THE

Territory

Philadelphia
Crosstown

The Fox held a preview of 20th-Fox's "The Model and The Marriage Broker."

WPTZ concluded a deal with Republic for exclusive area TV rights to 101 westerns and 26 features.

His many industry friends will be interested to know that attorney Herman A. Wecht has removed his offices to suite 1532, Bankers Security building.

Vine Street

Ferd Fortunato, U-I booker, learned that his son, Marine First Class Private Joseph Fortunato, had been injured in action, and was hospitalized in Korea.

The trade was pleased to learn that Mrs. Harry Dembow was recovering at Mount Sinai Hospital, and that Lou Sablosky, who had been bedded with a leg infection, was coming along well there, too.

The trade was sorry to hear of the hospitalization of Mrs. Abe Rovner, wife of the prominent exhibitor, with a heart condition at the Atlantic City, N. J., Hospital.

Florence Weiner, Monogram booker, asks exhibitor cooperation in the current Monogram drive, with emphasis on "Monogram Week," so that the local office will make the best possible showing. She says she would appreciate it, if exhibitors get in as many dates as possible.

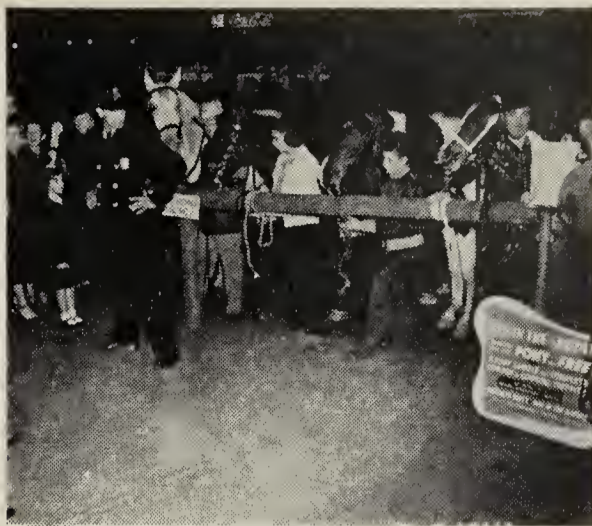
Lee Kline, formerly a local manager, now operates a motel at 1819 Wilson Street, off Route 1, Hollywood, Fla., and in his spare time is building \$25,000 homes. He sends regards to his friends, and invites them to drop in.

Gene Fox, RKO secretary, was on the sick list. . . . John Scully, Sr., U-I district manager, was in. . . . Paramount, 20th-Fox, and Lippert exchanges were undergoing interior repairs.

Betsy Ross, formerly with Stanley-Warner Theatres, is now a clerk at Columbia. . . . Herman Hirschorn, 20th-Fox sales manager, and city salesman Ship Bloom were both on Florida vacations. . . . Barry and Edgar Gross, sons of Sam Gross, visited 20th-Fox while in the city from California. . . . 20th-Fox booker Esther Rudnick was on the sick list.

Bill Brooker, Columbia exploiter, after being home for the holidays, returned to Des Moines.

Philip Bortman's lighting equipment display rooms and warehouse at 251 North 12th Street were gutted by an early morning fire.



To back up its recent pony giveaway for Columbia's "Man In The Saddle," the Warner, Washington, D. C., offered free admission to anyone arriving at the opening on horseback. A hitching post and grooms placed in front of the theatre by a riding school attracted attention.

District of Columbia
Washington

Walter E. Cersley is leaving the business to go with Sears Roebuck Store. John Marcon, once of the Metropolitan, is also at Sears.

Van Johnson and wife, and Louis Calhern arrived at the Carlton, where Philip Ober, Patricia O'Neal, and others joined them for location shots on "Mr. Congressman."

New members of Tent 11, Variety Club, are Ben E. Wilbur manager, WOL, and Alan McCarroll, deputy chief, Army and Air Force Motion Picture Service.

In Jay Carmody's "The Passing Show," he makes comments about the theatre people around Washington, Orville and George Crouch, Eddie Plohn, Frank LaFalce, Joel Margolies, Angie Ratto, Bernie Ferber, Gerry Wagner, and Jean Imhoff, Vincent Iorio, Sidney Lust, Jerry Baker, Frank Boucher, and many others. He also pays tribute to the press agents. He mentions also Jack Foxe, Cody Pfanstiehl, Rick LaFalce, Tom Camarda, and Bill Carmichael.

There is only one definite fact about the materials outlook for 1952; as far as civilian production is concerned the situation will be worse before it gets any better, and there will be little



Virginia Military Institute cadets were photographed while in line to see Warner's "The Tanks Are Coming" at the State, Lexington, Va., recently, with the institute furnishing the tank which was exhibited as bally in front of the house.

THEATRE
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AND
MANAGER

It is IMPORTANT that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

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MEMBER NATIONAL FILM CARRIERS, Inc.

improvement in supply before the end of the year, according to Nathan D. Golden, director, Motion Picture and Photographic Products Division, National Production Authority, Department of Commerce.

MGM—Sid Eckman and Fred Rippingale returned from their Florida vacation tanned to perfection.

20TH-FOX—Sarah Young was in Miami, Fla. . . . Leona Ginsberg was in Chicago. . . . Jack Keegan formerly of U-I, is now the booker. . . . Harry Vogelstein was in the hospital, Harry Silver taking his place. . . . Marty Warshauer celebrated his birthday.

RKO—Mrs. Jacqueline Wood went to Illinois. . . . Mrs. Maryanne Dillan is back after a leave of absence.

MONOGRAM—Al Wheeler was on vacation in Philadelphia.

UNITED ARTISTS—Elsie Mula was on vacation in New York City.

PARAMOUNT—George Kelly, Philadelphia, was in. . . . Henry Valentine and Jack Howel were in from Portsmouth, Va., and Woodstock, Va.

REPUBLIC—Sam Tabor, Joe Cohan, and Maynard Madden were on their vacations.

EQUITY—The Mills were in New York for the holidays.

U-I—The Christmas party was the best ever. More than 75 people attended.

Mrs. Dorothy Prestell, who resigned, was guest of honor.

WARNERS—Frank Gormley's son, John, in the Marines, was promoted to full colonel. . . . Mrs. Sadie Bowles' son-in-law, also in the marines, was promoted to lieutenant colonel. . . . A party was held in the office in honor of Ed Philips, office manager, who birthdayed.

THEATRE ADVERTISING—Harry Vogelstein was in the Marine Hospital, Baltimore, Md.

WARNER THEATRES—Joe Mansfield, United Artists, was in working with Florenz Hinz and Frank LaFalce on "The Big Night." Hinz was busily escorting Princess Morning Star for "Distant Drums." . . . Building employees and the employees of the theatre had a small party.

—RICK LAFALCE

**Delaware
Wilmington**

A drastic crackdown on teen-age rowdies found guilty of misconduct in theatres was promised by New Castle County Family Court Judge Elwood F. Melson after hearing charges brought against seven juveniles arrested on disorderly conduct charges brought by two theatres. "If all managers of motion picture theatres will promptly take action, and have these youths arrested, I assure you this court will do its utmost to put a stop to such rowdyism, even if it means a sentence to Ferris School," Judge Melson said. Four of the seven boys brought before the Family Court were dismissed with payment of costs, Judge Melson said, since they could not be identified with anything but minor incidents. The three others were held pending a further investigation into a fracas which resulted in a broken nose for Harry Willis, S-W Warner, who with Leon Syfrit tried to stop the disorderly conduct. Among other complaints by managers, Judge Melson said, was one involving a practice of "crashing the gate." He said a group of teen-agers would approach the boxoffice, one would buy a ticket, and the rest would rush through the turnstile with the sole ticket holder. "I have urged theatre managers to stop sparing the feelings of these boys, or girls, and to have the offenders arrested," Judge Melson said.

Loew's observed its 20th year in Wilmington on Christmas Day. . . . Edgar J. Doob, manager, Loew's Aldine, said that "Quo Vadis" will open on Jan. 23, three days before his 32nd wedding anniversary. . . . Charlotte D. Taylor joined the Rialto. . . . Vivian Lewis is new as the attendant, S-W Warner. . . . Stanley Bielinski joined the S-W Towne.

—HENRY L. SHOLLY

**Maryland
Annapolis**

Redecorating of Durkee's Circle has been completed by Paramount Decorating Company, Philadelphia.

Baltimore

Jack Sidney, publicist, Loew's Valencia, has been elected to the board of governors for the Press Club.

Robert Marhenke, Hiway manager, in a communication addressed to Maryland State Senator Turnbull, declares it is time to modernize Maryland's Motion Picture Censor Board laws. Marhenke also urges an exhibitor be named to the three-member board.

Colonel William McCraw, executive director, Variety Clubs International, has been invited by No. 19 to attend its installation of officers on Jan. 10. . . . Mark Silver, formerly of United Artists, was visiting the Variety Club. . . . Jerry Grant, Northwood, was enjoying Florida.

The Stanley is set to have large-screen TV installed. . . . Izzy Rappaport was so pleased with response to his Hippodrome stage show for the holidays that he's booking in another. . . . Oscar Kanter, Warner film salesman, brought his wife down from Manhattan for the Variety Club New Year's Eve party. . . . Fred Schmuft, managing director, Durkee Enterprises' eastern section, is delighted with initial tests of the State's new TV screen. . . . Arthur Marx replaced the late Gilbert Reddish as office manager, Durkee Circuit. He's been with the company over 20 years.

—G. B.

Cumberland

A pre-Christmas package stage entertainment was presented at Darnell's Maryland. Johnny Moyer presented his hour-long revue "Santa's Doll Factory."

Schine's Liberty and Darnell's Maryland were settings for two children's Christmas parties. A local dairy assisted the Liberty, while Hill's toy store gave free gifts at the latter.

Television is now a reality for this Western Maryland city. The Potomac Valley Television Company, Inc., of which J. Holland Rannells is president, reports there are more applications on hand for service than can be handled.

Paramount Decorating Company, Philadelphia, is doing the redecorating at the West Shore.

Leonardtown

"Tiny" Ruth Camalier returned to the New, replacing Cecelia Holly. . . . Jack Fruchtman, treasurer, New and Park, is now visiting his theatres more frequently since his wife, ill in the hospital, has returned to her home. . . . The Park will hold a midnight hypnotist show. . . . Tommy Bradburn, assistant manager, Plaza, Lexington Park, Md., won a thoroughbred boxer puppy at a drug store contest giveaway. . . . St. Mary's is still closed. . . . It has been learned that Val Lyons, manager, Glymount, Indian Head, Md., has been married since September.

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PHILADELPHIA EXCHANGE LISTING

(On this page will be found a complete listing of film exchanges serving the Philadelphia area. Additions or corrections are invited to keep this as accurate as possible. All companies listed may be addressed at Philadelphia 7, Pa.)

AMERICAN

1329 Vine—WA 2-1800

Manager—Ben Harris

HARRY AND BEN BLUMBERG

1305-07 Vine—LO 3-7240

Operators—Harry and Ben Blumberg

BOXOFFICE

1321 Vine—LO 3-6848

President—Nelson Wax

Sales manager—John Schaeffer

CAPITAL

309 North 13th—SP 4-2698

Manager—Edward J. Gabriel

CLARK

1225 Vine—LO 4-3450

Manager—T. H. Lark

Supervisor—David Rosen

COLUMBIA

302 North 13th—MA 7-5825

Division manager—Harry E. Weiner

Branch manager—Lester Wurtele

Office manager—Harvey Schwartz

Sales manager—Dave Korson

Salesmen—ben Felcher, Philadelphia and suburbs;

Sydney Heldon, New Jersey, Delaware, Allentown;

Keith Godfrey, Harrisburg, Scranton, Wilkes-Barre;

Sieg Horowitz.

Bookers—Joe Flood, circuits; Ben Rosenthal, city, sub-

urban; Norman Gaskill, New Jersey, Delaware;

Jerry Levy, upstate

HIGHWAY EXPRESS LINES

236 North 23rd—LO 7-4311

President—James P. Clark

INDEPENDENT POSTER EXCHANGE

1323 Vine—WA 2-3233

Mitchell Pantzer

JASLOW

1225 Vine—RI 6-5895

Distributor—Jack Jaslow

MGM

1233 Summer—SP 4-5150

District manager—Robert Lynch

Branch manager—Lou Formato

Office manager—H. Bache

Salesmen—C. C. Pippin, Philadelphia, suburban; William Hopkins, eastern Pennsylvania, southern New Jersey; F. Jelenko, Harrisburg; Frank Sculli, Scranton, Wilkes-Barre

Bookers—Dave Titleman, Philadelphia, suburban, New Jersey; Charles Baines, northern Pennsylvania, Harrisburg; Charles Kaselman, circuits; Sam Scully

LIPPERT

1315 Vine—LO 3-9020

Franchise holder—Jack Engel

Branch manager—Joe Engel

Salesmen—Harry Brillman, Eli Ginsberg, Arthur Heyman

Booker—Rose Kaplan

MONOGRAM

1241 Vine—RI 6-8342

Branch manager—Maxwell Gillis

Salesmen—Jack Harris, city, New Jersey; Mike Katz, Scranton, New Jersey

Booker—Florence Weiner

NATIONAL SCREEN SERVICE

1201 Vine—RI 6-9580

Branch manager—Stanley Goldberg

Office manager—Moe Koppelman

Salesmen—Maurice "Harp" Levin, Ben Stern, Louis Blaustein

NATIONAL THEATRE SUPPLY

1225 Vine—SP 4-6156

Manager—William Hutchins

NEW JERSEY MESSENGER

250 North Juniper—LO 7-4822

President—Meyer Adleman

PARAMOUNT

248 North 12th—LO 7-3672

Mideastern division manager—Howard Minsky

Branch manager—Ulrik F. Smith

Sales manager—Herbert Gillis

Office manager—Ralph Garman

Salesmen—Herman Rubln, Philadelphia, vicinity;

Robert Shissler, Scranton, Wilkes-Barre; Harry

Dressler, Harrisburg, upstate

Bookers—Ralph Garman, booking manager; Matthew

Judge, Philadelphia, New Jersey; Robert Shissler,

miscellaneous; Lou Fortunate, Harrisburg, upstate

RKO

250 North 13th—LO 7-3555

District manager—R. J. Follard

Branch manager—Charles Zagrans

Sales manager—Ely Epstein

Office manager—Joseph Farrow

Salesmen—Patrick Beck, New Jersey; A. G. Gottschalk, city; J. J. McFadden, Harrisburg, upstate

Pennsylvania.

Bookers—John Phelan, city; Martha Clark, circuits;

Charles Donohue, Comerford Circuit, New Jersey;

Ed Fisher, upstate Pennsylvania, Delaware; William

Quinlivan, upstate, non-theatrical, 16mm.

REPUBLIC

1225 Vine—LO 7-4712

Branch manager—Norman Silverman

Salesmen—Joseph Schaeffer, Philadelphia; Simon

Perlsweig, Scranton, Wilkes-Barre; William Doyle,

Harrisburg, Delaware

Bookers—Pete Hilman, Philadelphia, New Jersey,

Delaware; James A. Flynn, Harrisburg, Scranton,

Wilkes-Barre

VINCENT M. TATE

1618-20 Wyoming Avenue

Forty Fort, Pa.

20th CENTURY-FOX

302 North 13th—WA-2-2828

Branch manager—Sam Diamond

Sales Manager—Herman Hirschorn

Office manager—R. M. Doherty

Salesmen—Shep Bloom, city; Horace Wright, Scranton;

Alan Strulson, New Jersey, Delaware; Dennis

Cohalen, Harrisburg

Bookers—Francis X. Kelly, Lillie Rosentoor, Jack

Forscher, Mae Greenus, Esther Rudnick

UNITED ARTISTS

302 North 13th—WA 2-1102

Branch manager—John Turner

Office manager—Elizabeth V. Ziegler

Salesmen—Mort Magill, Philadelphia, suburbs; Stan-

ley Kositsky, part of Pennsylvania, New Jersey,

Delaware; John Bergin, Scranton

Bookers—Elizabeth V. Ziegler, Elizabeth Marrantino,

Janet Lewis

U-INTERNATIONAL

251 North 13th—LO 4-3980

District manager—John J. Scully, Sr.

Branch manager—Harry J. Martin

Sales manager—Joseph G. Leon

Office manager—Edward Potash

Salesmen—Harold Saltz, New Jersey, Delaware; Nor-

man Weitman, city; Richard Melvin, Philadelphia,

suburbs; James Coyne, Scranton-Wilkes-Barre

Bookers—Ferd Fortunate, Philadelphia, suburbs;

George Evans, New Jersey, Delaware; Pete Cic-

cotta, Wilkes-Barre, Scranton; Harold Colton, Read-

ing, Harrisburg

WARNERS

230 North 13th—RI 6-9530

District manager—Robert Smeltzer

Branch manager—William G. Mansell

Assistant branch manager—Charles Beilan

Office manager—Ed O'Donnell

Salesmen—Ben Bache, Philadelphia, suburbs; T. N.

Noble, Harrisburg; Dave Cooper, Wilkes-Barre;

Scranton; George Hutcheon, New Jersey, Delaware,

Pennsylvania borderline towns

Bookers—L. J. Hannon, Philadelphia; Anthony Blase,

New Jersey, Delaware; E. Carlin, Wilkes-Barre,

Scranton; Virginia O'Brien, Stanley-Warner Circuit;

Joseph Quinlivan

New Jersey Trenton

William C. Hunt, the acknowledged number one citizen of Cape May County, who operates theatres in South Jersey, won acclaim of state officials and others by his humanitarian effort in raising a fund of \$105,000 in the financing plan of the Tomlin Hospital, Wildwood, N. J. Hunt, a former member of the legislature, is favorably known in the Capital City, where he operated two theatres some years ago. Hunt has been foremost in civic advancement of his home county of Cape May, the construction of the modern Route 4 highway and connecting road links being due to his initiative. He is one of the leaders in the campaign to




Patricia Medina, star of Paramount's "Botany Bay," on the coast set, recently greeted members of the Canadian cruiser, "Ontario," aboard the ship, "Charlotte," which is being used in the picture.


establish an ocean-going ferry linking New Jersey and Delaware, from Cape May City to Lewes, Del. He worked unceasingly for years to erect a modern medical institution in Cape May County, and has given time and monetary aid to other projects in South Jersey.

The RKO State and the Stacy, operated by the Hildinger-Henry Theatre

Coporation, are due to be replaced by other business interests. The Stacy, being offered for sale by manager Frank Henry, has been closed. The State, one of the oldest of the downtown houses, and a dozen other properties owned by the Ogden Wilkinson Estate had been leased for 99 years by Arnold Constable and Company, as the site for a modern department store. The State was built



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in 1901, and first operated by I. C. Mishler, Altoona, Pa. The RKO leased the property about 15 years ago. The Stacy was built in 1923.

Pennsylvania Harrisburg

The Jerry Wollastons, State, celebrated their 19th wedding anniversary. . . . Mrs. Mary Eoroz, Elton, Steelton, Pa., was off sick, a victim of the flu.

Upwards of 1200 kiddies attended the Christmas party at the Elton, Steelton, Pa. Manager Jack Trumbo and the Steelton VFW Post went all out.

Spike Todorov, assistant manager, State, entertained the theatre, newspaper, and radio crowd at his Highland Park home. . . . Stanley Lopaic has replaced Ralph Kitner at the Elton, Steelton, Pa.

Nick Todorov, Rubinsky Theatres' district manager, is sporting a new Buick Riviera. . . . Mrs. Genevieve West resigned at the Hill, Camp Hill, Pa. Her husband, Sergeant Rupert West, is due home from Korea after 18 months' service overseas. Her place has been taken by Mrs. Florence Holler, wife of

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the projectionist at the Lemoyne, Lemoyne, Pa.

Manager D. S. Blosser entertained the Hill, Camp Hill, Pa., staff at a Christmas party.

The showing at the Paxtang, Paxtang, Pa., was interrupted a short while by an area power stoppage.

Lancaster

The Keystone State Theatre Company, Philadelphia, has sold its fractional interest in the Colonial to Carl F. Widmyer. The Philadelphia concern has transferred to Widmyer title to the six shops facing West Chestnut Street between the rear of the theatre and Market alley, and has signed a sales agreement for its fractional interest in the theatre, apartment, commercial buildings facing North Queen Street, and the Jimmy Wilson, Jr., warehouse in the rear of the theatre property. The seller obtained its fractional interest in the important central property many years ago from the Trout estate. Widmyer now holds title to the shops along West Chestnut Street, and shares ownership of the theatre proper with the Boyd Theatre interests of Philadelphia.

Lewistown

The Sunday movie argument, which had been dormant since last summer, opened up again when the new Temple ran a Sunday show. Procedure in the past has been to levy a \$50 fine for the first offense. However, it is reported that when other violations follow individual employees of the theatre and anyone connected with the performance may also be affected. Mifflin County has never oked Sunday shows, and neither has Derry Township, in which the Temple is located.

Middletown

Two firemen were injured battling a fire in the Elks. Most of the seats were destroyed, the walls and ceiling scorched, and floor flooded.

Reading

Theatre managers are much disturbed over the industrial situation.

Owners of theatres, as well as lessees, dislike the situation brought about by the new city administration's cancellation of the one-mill tax rate reduction ordered by the retiring administration in the 1952 budget. The new city executives, after a conference, announced that the tax rate, 14 mills last year, will not be cut to 13 mills, as indicated in the budget, but will remain at 14 mills. The one mill would have meant a 14 per cent cut in the city tax real estate tax burden on theatre properties.

One of the New Year's Day features for children was a kiddie matinee in the Warner.

Virginia Newport News

The Theatre Association of the Peninsula cancelled its regular monthly meet-

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 North 13th) Jan. 9, 2:30, "Room For One More" (Cary Grant, Betsy Drake, Iris Mann).

MGM—(1233 Summer) Jan. 14, 11, "The Wild North" (Stewart Granger, Wendell Corey, Cyd Charisse) (Anscolor); 16, 11, "Just This Once" (Janet Leigh, Peter Lawford, Lewis Stone); 21, 11, "Invitation" (Van Johnson, Dorothy McGuire, Ruth Roman, Louis Calhern).

ing because of the holidays. . . . Bill Lackey, Palace projectionist, is back after an absence of 12 weeks with a broken leg. . . . Lloyd Lackey was on vacation. . . . The Warwick has a new curtain control and traveler. . . . The James, Langley, and Village have new screens. . . . The Paramount has a new front, and has completed installation of new lights for the marquee attraction board. . . . Herbert Morewitz, Palace manager, held a special kiddie food matinee for local charity organizations. . . . James Booth, NT district manager, was in. . . . The James had a small fire in the basement. It was extinguished by Gene Spaugh, manager, causing no damage. . . . Lou Taylor, Altec engineer, won a turkey in the Altec sales drive. . . . Both Sidney Lust's Drive-In and Green Acres Drive-In closed for the season.

West Virginia Keyser

Carskadon's Music Hall had a beautifully lighted Christmas tree atop the marquee.

Your correspondent drove down to the areas newest drive-in, the Hi-Rock, now closed for the season, and took a look at nature's damaging blows to the huge screen. At least 18 gaping holes are clearly visible from the roadway. Terrific winds, snow, sleet, and ice have played havoc all through the territory.

Brothers Eston and Albert Brill, Petersburg, W. Va., have made it reliably known that they have completed all preliminary work on their drive-in at McCoolle, Md., which lies just across the Potomac River from Keyser, W. Va. The ozoner was begun in the fall under the supervision of Veterans' Electric Company, a Ballantine representative, Elkins, W. Va.

Leonard H. Tasker, former projectionist, Liberty, but more recently of the Rowlesburg, Rowlesburg, W. Va., was a visitor, accompanied by his wife. He is now taking schooling in Chicago.

Variety Club Tent 13, Philadelphia

It looked as though the Variety Club dinner honoring Ted Schlanger and Victor H. Blanc on Jan. 7 would be a big success. Principal speaker was to have been Mayor-elect Joseph S. Clark, Jr., in his first public appearance as mayor.

Allied Artists

DISC JOCKEY—MU—Ginny Simms, Michael O'Shea, Jane Nigh—Exploitation show has the angles for the teen-agers—77m.—see Sept. 12 issue—(AA-21).

HIGHWAYMAN, THE—COSMD—Charles Coburn, Wanda Hendrix, Philip Friend—Picturization of famous poem has the angles for selling—83m.—see Sept. 12 issue—(Cinecolor)—(AA-20).

Columbia

(1950-51 releases from 301 up)

(1951-52 releases from 401 up)

BAREFOOT MAILMAN, THE—MD—Robert Cummings, Terry Moore, Jerome Courtland—Interesting programmer for the duallers—83m.—see Nov. 21 issue—(Supercinecolor)—(404).

BIG GUSHER, THE—OMD—Wayne Morris, Preston Foster, Dorothy Patrick—For the lower half—68m.—see July 4 issue—(306).

BONANZA TOWN—W—Charles Starrett, Smiley Burnette, Fred F. Sears—Okeh series entry—56m.—see July 18 issue—(367).

BOOTS MALONE—D—William Holden, Johnny Stewart, Ann Lee—Good race track yarn—103m.—see Dec. 19 issue—(419).

CHAIN OF CIRCUMSTANCE—MD—Richard Grayson, Margaret Field, Marta Mitrovich—For the lower half—68m.—see Aug. 29 issue—Leg.: B—(309).

CLOUDED YELLOW, THE—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—87½m.—see Oct. 24 issue—(English-made).

CORKY OF GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Patti Brady—Okeh for the lower half—77m.—see Sept. 12 issue—(302).

CRIMINAL LAWYER—MD—Pat O'Brien, Jane Wyatt, Carl Benton Reid—Okeh programmer for the duallers—74m.—see Aug. 29 issue—(412).

CYCLONE FURY—W—Charles Starrett, Smiley Burnette, Fred Sears—Average Starrett—54m.—see Aug. 15 issue—(368).

DEATH OF A SALESMAN—D—Fredric March, Mildred Dunnock, Kevin McCarthy—Fine drama—111m.—see Dec. 19 issue—(423).

FAMILY SECRET, THE—D—John Derek, Lee J. Cobb, Jody Lawrence—Dramatic entry will need plenty of push—85m.—see Nov. 7 issue.

HARLEM GLOBETROTTERS, THE—NOV—Thomas Gomez, Dorothy Dandridge, William Brown—Good sports show for the duallers—80m.—see Nov. 7 issue—(405).

HILLS OF UTAH—WMU—Gene Autry, Pat Buttram, Elaine Riley—Good Autry—70m.—see Sept. 26 issue—(356).

HURRICANE ISLAND—AD—Jon Hall, Marie Windsor, Marc Lawrence—Okeh lower half entry—72m.—see July 18 issue—(Supercinecolor)—(349).

INDIAN UPRISING—OAD—George Montgomery, Audrey Long, Carl Benton Reid—Okeh for the duallers—75m.—see Jan. 2 issue—(Supercinecolor)—(417).

JUNGLE MANHUNT—MD—Johnny Weissmuller, Bob Waterfield, Sheila Ryan—Average programmer for the lower half—66m.—see Oct. 10 issue—(411).

KID FROM AMARILLO, THE—W—Charles Starrett, Smiley Burnette, Harry Lauter—Better than average "Durango Kid"—56m.—see Oct. 24 issue—(488).

LADY AND THE BANDIT, THE—ACD—Louis Hayward, Patricia Medina, Suzanne Dalbert—Okeh action drama for the duallers—79m.—see Aug. 15 issue—(337).

MAGIC CARPET, THE—AD—Lucille Ball, John Agar, Patricia Medina—Names should help interesting adventure yarn—84m.—see Oct. 10 issue—(Supercinecolor)—(410).

MAGIC FACE, THE—D—Luther Adler, Patricia Knight, William Shiner—Unusual entry should appeal to class and art spots—89m.—see Aug. 15 issue—Leg.: B—(Made in Vienna)—(402).

MAN IN THE SADDLE—OD—Randolph Scott, Joan Leslie, Ellen Drew—Outdoor show has names to help—87m.—see Nov. 21 issue—(Technicolor).

MASK OF THE AVENGER—AD—John Derek, Jody Lawrence, Anthony Quinn—Adventure yarn has the angles—83m.—see July 4 issue—(Technicolor)—(359).

MOB, THE—MD—Broderick Crawford, Betty Buehler, Richard Kiley—Good melodrama—87m.—see Sept. 12 issue—(407).

NEVER TRUST A GAMBLER—MD—Dane Clark, Cathy O'Donnell, Tom Drake—Moderate program meller—79m.—see July 18 issue—(326).

PECOS RIVER—W—Charles Starrett, Smiley Burnette, Dolores Sidener—Standard series offering—55m.—see Dec. 5 issue—(484).

PICKUP—D—Hugo Haas, Beverly Michaels, Allan Nixon—Interesting offering will have best appeal for class, art spots—78m.—see July 18 issue—Leg.: B—(357).

PURPLE HEART DIARY—MUCD—Frances Langford, Judd Hoidren, Ben Lessy—Okeh entry for the lower half—73m.—see Nov. 21 issue.

SATURDAY'S HERO—D—John Derek, Donna Reed, Sidney Blackmer—High rating football entry—111m.—see Aug. 29 issue—(401).

SILVER CANYON—W—Gene Autry, Gail Davis, Jim Davis—Standard Autry—70m.—see June 20 issue—(355).

SON OF DR. JEKYLL, THE—MD—Louis Hayward, Jody Lawrence, Alexander Knox—Okeh programmer for the duallers—78m.—see Nov. 7 issue—(409).

STORM OVER TIBET—AD—Rex Harrison, Diana Douglas, Myron Healey—Interesting adventure show for the duallers—87m.—see Jan. 2 issue—Leg.: B—(Partly made in Tibet)—(416).

SUNNY SIDE OF THE STREET—MU—Frankie Laine, Billy Daniels, Terry Moore—Pleasing programmer for the duallers—72m.—see Sept. 12 issue—(Supercinecolor)—(408).

TEN TALL MEN—AMD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Good adventure yarn—97m.—see Nov. 7 issue—Leg.: B—(Technicolor).

EXHIBITOR

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SECTION 2
Vol. 47, No. 10

JANUARY 9, 1952

TWO OF A KIND—MD—Edmand O'Brien, Elizabeth Scott, Terry Maare—Names may help fast-moving meller—75m.—see June 20 issue—Leg.: 8—(350).

VALLEY OF FIRE—W—Gene Autry, Gail Davis, Russell Hayden—Below par Autry—70m.—see Nov. 21 issue—(353).

WHISTLE AT EATON FALLS, THE—DOCD—Lloyd Brldges, Dorothy Gish, Carleton Carpenter—Interesting drama has the angles—96m.—see Aug. 1 issue—(322).

TO BE REVIEWED OR IN PRODUCTION

BARBED WIRE—Gene Autry, Pat Buttram, Anne James.

BLAZING SUN, THE—Gene Autry, Lynne Roberts, Pat Buttram.

BRAVE WARRIOR—Jon Hall, Christine Larsen, Jay Silverheels—(Technicolor).

BRIGAND, THE—Anthony Dexter, Jody Lawrence, Anthony Quinn—(Technicolor).

CALIFORNIA CONQUEST—Cornel Wilde, Teresa Wright, John Dehner—(Technicolor).

CAPTAIN BLOOD, FUGITIVE—Louis Hayward, Patricia Medina, John Sutton—(Technicolor).

CRIPPLE CREEK—George Montgomery, Karin Booth, Jerome Courtland—(Technicolor).

DARK PAGE, THE—Broderick Crawford, John Derek, Donna Reed.

FIRST TIME, THE—Robert Cummings, Barbara Hale, Jeff Donnell.

FOUR POSTER, THE—Rex Harrison, Lilli Palmer.

GOLDEN HAWK—Rhonda Fleming, Sterling Hayden, John Sutton—(Technicolor).

HAREM GIRL, THE—Joan Davis, Arthur Blake, Peggy Castle.

HAWK OF WILD RIVER, THE—Charles Starrett, Smiley Burnett, Jack Maloney—(482).

JUNGLE JIM IN THE FORBIDDEN LAND—Johnny Weissmuller, Angela Greene.

LARAMIE MOUNTAINS—Charles Starrett, Smiley Burnette.

MARRYING KIND, THE—Judy Holliday, John Harrison, Madge Kennedy.

MONTANA TERRITORY—Lon McCallister, Wanda Hendrix, Preston Foster—(Technicolor).

MY SIX CONVICTS—John Beal, Millard Mitchell, Gilbert Roland.

OKINAWA—Pat O'Brien, Rhys Williams, Richard Denning.

OLD WEST, THE—Gene Autry, Gail Davis, Pat Buttram—(473).

OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.

PAULA—Loretta Young, Kent Smith, Alexander Knox.

RAINBOW 'ROUND MY SHOULDER—Frankie Laine, Bill Daniels, Charlotte Austin—(Supercinecolor).

ROUGH, TOUGH WEST—Charles Starrett, Smiley Burnette, Jack Mahoney.

SABRE AND THE ARROW, THE—Broderick Crawford, Barbara Hale, Johnny Stewart—(Technicolor).

SMOKY CANYON—Charles Starrett, Stanley Burnette, Jack Mahoney—(483).

SNIPER, THE—Adolphe Menjou, Arthur Franz, Marie Windsor.

SOUND OFF—Mickey Rooney, Dolores Sidener, Sammy White.

THIEF OF DAMASCUS, THE—Paul Henreid, John Sutton, Elena Verduga—(Technicolor).

WALK EAST ON BEACON—George Murphy, Virginia Gilmore, Finlay Currie.

WOMAN IN QUESTION, THE—Jean Kent, John McCallum, Susan Shaw—(English-made).

YANK IN INDO-CHINA, A—John Archer, Douglas Dick.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. Abbreviations following titles indicate type of picture.

ACD—Action drama	MUCD—Musical comedy drama
AD—Adventure drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	ROMC—Romantic comedy
DFAN—Drama fantasy	ROMCMU—Romantic comedy musical
DMU—Dramatic musical	ROMD—Romantic drama
DOC—Documentary	ROMDMU—Romantic drama with music
DOCD—Documentary drama	SAT—Satire
DOCMD—Documentary melodrama	SCD—Sex comedy drama
ED—Educational feature	TRAV—Travelogue
F—Farce	W—Western
FAN—Fantasy	WC—Western comedy
FANMU—Fantasy musical	WCMU—Western comedy musical
FMU—Farce musical	WD—Western drama
HISD—Historical drama	WMD—Western melodrama
MDMU—Melodrama musical	WMDMU—Western melodrama musical
MD—Melodrama	WMU—Western musical
MUC—Musical comedy	

Hallmark

TO BE REVIEWED OR IN PRODUCTION

SHE SHOULDA SAID NO—Lila Leeds, Alan Baxter, Lyle Talbot—85m.—Leg.: C.

WHY MEN LEAVE HOME—Julie Bishop, Richard Denning, Ern Westmore.

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Lippert

(1950-51 releases from 5001 up)

- AS YOU WERE—C—Joe Sawyer, William Tracy, Russell Hicks—Service comedy will fit into the lower half—58m.—see Nov. 7 issue—(5023).
- FBI GIRL—MD—Cesar Romero, George Brent, Audrey Totter—Names should help action-packed melodrama—76m.—see Nov. 7 issue—(5002).
- G.I. JANE—CMU—Jean Porter, Tom Neal, Iris Adrian—Pleasing entry for the lower half—64m.—see July 4 issue—(5012).
- GREAT ADVENTURE, THE—MD—Jack Hawkins, Peter Hammond, Sibhon McKenna—Import will fit into the lower half—77 1/2m.—see Jan. 2 issue—(English-made).
- HIGHLY DANGEROUS—MD—Dane Clark, Margaret Lockwood, Marius Goring—Routine British spy meller for the lower half—80m.—see Nov. 7 issue—(English-made)—(5029).
- KENTUCKY JUBILEE—CMU—Jerry Colonna, Jean Porter, James Ellison—Pleasing entry for the lower half—70m.—see June 20 issue—(5007).
- LEAVE IT TO THE MARINES—C—Sid Melton, Mara Lynn, Gregg Martell—Service comedy will fit into the lower half—66m.—see Nov. 7 issue—(5005).
- LOST CONTINENT—MD—Cesar Romero, Hillary Brooke, Chick Chandler—Good exploitation entry—86m.—see Aug. 29 issue—(5004).
- SAVAGE DRUMS—ACD—Sobu, Dita Baron, Sid Melton—For the duallers—72m.—see June 20 issue—(5001).
- SKY HIGH—C—Sid Melton, Mara Lynn, Sam Flint—For the lower half—61m.—see Dec. 5 issue—(5024).
- SUPERMAN AND THE MOLE MEN—FAND—George Reeves, Phyllis Coates, Jeff Corey—Children, neighborhoods, and small towns should like it best—60m.—see Nov. 21 issue—(5030).
- UNKNOWN WORLD—FANMD—Victor Kilian, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).
- VARIETIES ON PARADE—NOV—Jackie Coogan, Eddie Garr, Iris Adrian—For the lower half—55m.—see Sept. 12 issue—(5020).
- YES SIR, MR. BONES—MU—Cast of minstrel and vaudeville people—Pleasing filler for the lower half—54m.—see Aug. 15 issue—(5019).

TO BE REVIEWED OR IN PRODUCTION

- FOR MEN ONLY—Paul Henred, Margaret Field—(5102).
- MAN BAIT—George Brent, Marguerite Chapman, Diana Dors—(English-made)—(5103).
- NAVAJO—Navajo Indian cast.
- TALES OF ROBIN HOOD—Robert Clarke, Mary Hatcher, Ben Weldon—(5008).

Metro

(1950-51 releases from 101 up)

(1951-52 releases from 201 up)

- ACROSS THE WIDE MISSOURI—OMD—Clark Gable, Ricardo Montalban, Maria Elena Marques—Name draw should be potent factor in the selling—78m.—see Sept. 26 issue—(Technicolor)—(208).
- AMERICAN IN PARIS, AN—MU—Gene Kelly, Leslie Caran, Oscar Levant—Topnotch entertainment—113m.—see Sept. 12 issue—(Technicolor)—(209).
- ANGELS IN THE OUTFIELD—CFAN—Paul Douglas, Janet Leigh, Keenan Wynn—Good programmer deserves the best selling support—99m.—see Sept. 12 issue—(202).
- BANNERLINE—D—Keefe Brasselle, Sally Forrest, Lionel Barrymore—For the duallers—88m.—see Sept. 26 issue—(206).
- CALLAWAY WENT THATAWAY—C—Fred MacMurray, Dorothy McGuire, Howard Keel—Amusing comedy—80m.—see Nov. 21 issue—(214).
- CALLING BULLDOG DRUMMOND—MD—Walter Pidgeon, Margaret Leighton, Robert Beatty—Routine series effort for the duallers—80m.—(Made in England)—see Oct. 24 issue—(213).
- IT'S A BIG COUNTRY—CD—Ethel Barrymore, Gary Cooper, Van Johnson, Nancy Davis—Well-made episodic comedy drama deserves the best selling attention—89m.—see Dec. 5 issue—(215).
- KIND LADY—MD—Ethel Barrymore, Maurice Evans, Angela Lansbury—Suspensive meller has the angles—78m.—see July 4 issue—(134).
- LAW AND THE LADY, THE—CD—Greer Garson, Michael Wilding, Marjorie Main—Pleasing comedy will depend on name draw—104m.—see July 18 issue—(136).
- LIGHT TOUCH, THE—D—Stewart Granger, Pier Angeli, George Sanders—Interesting programmer has the angles—93m.—see Nov. 7 issue—Leg.: B—(Made in Italy)—(212).
- LONE STAR—OMD—Clark Gable, Ava Gardner, Broderick Crawford—Star draw will help this ride into the the better money—94m.—see Jan. 2 issue—(222).
- MAN WITH A CLOAK, THE—D—Joseph Cotten, Barbara Stanwyck, Leslie Caron—Program meller will need plenty of help—80m.—see Oct. 10 issue—Leg.: B—(207).
- NO QUESTIONS ASKED—MD—Borrry Sullivan, Arlene Dahl, George Murphy—Fast moving programmer—81m.—see June 20 issue—Leg.: B—(132).
- PANDORA AND THE FLYING DUTCHMAN—FAN—James Mason, Ava Gardner, Nigel Patrick—Artistic production should appeal to class and art spots—123m.—see Oct. 10 issue—Leg.: B—(Made in Europe)—(Technicolor)—(217).
- PEOPLE AGAINST O'HARA, THE—MD—Spencer Tracy, Pat O'Brien, Diana Lynn—Good meller—102m.—see Aug. 29 issue—(201).
- QUO VADIS—HISTD—Robert Taylor, Deborah Kerr, Leo Genn—Topnotch—170m.—see Nov. 21 issue—(Made in Italy)—(Technicolor)—(218).
- RED BADGE OF COURAGE, THE—MD—Audie Murphy, Bill Mauldin, John Dierkes—Meritorious film will need plenty of help—68m.—see Aug. 29 issue—(204).
- RICH, YOUNG AND PRETTY—CMU—Jane Powell, Danielle Darrieux, Wendell Corey—Good musical—95m.—see July 18 issue—(Technicolor)—(138).

- SELLOUT, THE—D—Walter Pidgeon, John Hodiak, Audrey Tatter—Drama will fit into the duallers—83m.—see Dec. 19 issue—(219).
- SHADOW IN THE SKY—D—Ralph Meeker, Nancy Davis, James Whitmore—For the lower half—78m.—see Dec. 19 issue—(221).
- SHOW BOAT—MUD—Kathryn Grayson, Ava Gardner, Howard Keel—High rating—107m.—see June 20 issue—(Technicolor)—(135).
- STRICTLY DISHONORABLE—CMU—Ezio Pinzo, Janet Leigh, Millard Mitchell—Pleasing comedy has names to help—94m.—see July 4 issue—Leg.: B—(131).
- STRIP, THE—MDMU—Mickey Rooney, Sally Forrest, William Demarest—Interesting programmer has the names and the angles—85m.—see Aug. 15 issue—(140).
- TALL TARGET, THE—MD—Dick Powell, Paula Raymond, Adolphe Menjou—Historical meller has names to help—78m.—see Aug. 15 issue—(139).
- TEXAS CARNIVAL—CMU—Esther Williams, Red Skelton, Howard Keel—Name draw should help pleasing musical—77m.—see Sept. 26 issue—(Technicolor)—(205).
- TOO YOUNG TO KISS—C—June Allyson, Van Johnson, Gig Young—Good comedy—89m.—see Nov. 7 issue—(211).
- UNKNOWN MAN, THE—D—Walter Pigeon, Ann Harding, Barry Sullivan—Interesting drama for the duallers—86m.—see Oct. 24 issue—Leg.: B—(210).
- WESTWARD THE WOMEN—OMD—Robert Taylor, Denise Darcel, Beverly Dennis—High rating—116m.—see Dec. 5 issue—(216).

TO BE REVIEWED OR IN PRODUCTION

- BECAUSE YOU'RE MINE—Mario Lanza, Doretta Morrow, James Whitmore—(Technicolor).
- BELLE OF NEW YORK—Fred Astaire, Vera-Ellen, Keenan Wynn—(Technicolor).
- CARBINE WILLIAMS—James Stewart, Jean Hagen, Wendell Corey.
- GIRL IN WHITE, THE—June Allyson, Arthur Kennedy, Mildred Dunnock.
- GLORY ALLEY—Leslie Caron, Ralph Meeker, Gilbert Roland.
- HOUSE OF THIRTEEN, THE—Peter Lawford, Dawn Addams—(Made in England).
- INVITATION—Van Johnson, Dorothy McGuire, Ruth Roman, Louis Calhern—(220).
- IVANHOE—Robert Taylor, Elizabeth Taylor, Joan Fontaine—(Technicolor)—(Made in England).
- JUST THIS ONCE—Janet Leigh, Peter Lawford, Lewis Stone.
- LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
- LOVELY TO LOOK AT—Kathryn Grayson, Red Skelton, Howard Keel—(Technicolor).
- MERRY WIDOW, THE—Lana Turner, Fernando Lamas, Richard Haydn—(Technicolor).
- PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
- SCARAMOUCHE—Stewart Granger, Janet Leigh, Eleanor Parker, Mel Ferrer—(Technicolor).
- SINGIN' IN THE RAIN—Gene Kelly, Debbie Reynolds, Donald O'Connor—(Technicolor).
- SKIRTS AHOY—Esther Williams, Joan Evans, Vivian Blaine—(Technicolor).
- STRANGER IN THE HOUSE, THE—George Murphy, Nancy Davis, Lewis Stone.
- WHEN IN ROME—Van Johnson, Paul Douglas, Joseph Calleia—(Made in Italy).
- WILD NORTH, THE—Stewart Granger, Wendell Corey, Cyd Charisse—Leg.: B—(Anscocolor).
- YOUNG MAN IN A HURRY—Glenn Ford, Ruth Roman, Denise Darcel.

Monogram

(1950-51 releases from 5001 up)

(1951-52 releases 5100 up)

- ALADDIN AND HIS LAMP—FAN—Patricia Medina, John Sands, John Dehner—Picturization of classic is packed with selling angles—66m.—see Dec. 19 issue—Leg.: B—(Cinecolor)—(5299).
- BLAZING BULLETS—W—Johnny Mack Brown, Lois Hall, House Peters, Jr.—Okeh western—51m.—see June 20 issue—(5142).
- BOMBA AND THE ELEPHANT STAMPEDE—AD—Johnny Sheffield, Donna Martell, Edith Evanson—Okeh series entry—71m.—see Nov. 21 issue—(5110).
- CASA MANANA—MUCD—Virginia Welles, Robert Clarke, Robert Karnes, Eddie Le Baron and orchestra—Pleasing musical for the lower half—73m.—Leg.: B—see July 4 issue—(5116).
- CAVALRY SCOUT—OD—Rod Cameron, Audrey Long, Jim Davis—Western has the angles—78m.—see June 20 issue—(Cinecolor)—(5101).
- CRAZY OVER HORSES—C—Lea Gorcey, Huntz Hall, Gloria Saunders—Standard series entry—65m.—see Dec. 5 issue—(5114).
- FLIGHT TO MARS—D—Marguerite Chapman, Cameron Mitchell, Virginia Hustan—Science fiction drama has the angles for selling—72m.—see Nov. 7 issue—(Cinecolor)—(5103).
- JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
- JOE PALOOKA IN TRIPLE CROSS—MD—Joe Kirkwood, James Gleason, Cathy Downs—Okeh series effort—60m.—see Oct. 10 issue—(5118).
- LAWLESS COWBOYS—W—Whip Wilson, Fuzzy Knight, Pamela Duncan—Okeh series entry—58m.—see Jan. 16 issue—(5155).
- LET'S GO NAVY—F—Leo Gorcey, Huntz Hall, Charlita—Fair "Bowery Boys" entry—68 1/2m.—see Aug. 1 issue—(5113).
- LONGHORN, THE—W—Wild Bill Elliott, Myron Healey, Phyllis Coates—Good western—70m.—see Oct. 24 issue—(5223).

- MONTANA DESPERADO—W—Johnny Mack Brown, Virginia Herrick, Myron Healey—Routine western—51m.—see July 18 issue—(5143).
- NEVADA BADMEN—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Routine western—58m.—see July 18 issue—(5152).
- NORTHWEST TERRITORY—OD—Kirby Grant, Chinook, Gloria Saunders—Okeh for the lower half—61m.—see Jan. 2 issue—(5124).
- OKLAHOMA JUSTICE—W—Johnny Mack Brown, Jimmy Ellison, Phyllis Coates—Okeh western—56m.—see Oct. 10 issue—(5144).
- OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57 1/2m.—see May 24 issue—(4952).
- STAGECOACH DRIVER—W—Whip Wilson, Fuzzy Knight, Gloria Winters—Series average—52m.—see Aug. 29 issue—(5153).
- WANTED, DEAD OR ALIVE—W—Whip Wilson, Fuzzy Knight, Christine McIntyre—Fair western—59m.—see Oct. 24 issue—(5154).
- WHISTLING HILLS—W—Johnny Mack Brown, Jimmy Ellison, Noel Neill—Series average—58m.—see Nov. 21 issue—(5145).
- YELLOW FIN—AD—Wayne Morris, Adrian Booth, Damian O'Flynn—Interesting fishing yarn for the lower half—72m.—see Nov. 7 issue—(5108).
- YUKON MANHUNT—OMD—Kirby Grant, Margaret Field, Chinook—For the lower half—63m.—see July 4 issue—(5123).

TO BE REVIEWED OR IN PRODUCTION

- BRONC RIDER—Whip Wilson, Fuzzy Knight, Pamela Duncan.
- DESERT PURSUIT—Wayne Morris, Virginia Grey, Anthony Caruso—(5209).
- FORT OSAGE—Rod Cameron, Jane Nigh—(Cinecolor)—(5102).
- HOLD THAT LINE—Leo Gorcey, Huntz Hall, Mona Knox—(5211).
- MAN FROM BLACK HILLS, THE—Johnny Mack Brown, Jimmy Ellison, Florence Lake—(5242).
- NIGHT RAIDERS—Whip Wilson, Lais Hall, Fuzzy Knight—(5251).
- RODEO—Jane Nigh, John Archer, Wallace Ford—(Cinecolor)—(5104).
- STEEL FIST, THE—Roddy McDonald, Kristine Miller—(5217).
- TEXAS CITY—Johnny Mack Brown, Jimmy Ellison, Lois Hall—(5241).
- TEXAS LAWMEN—Johnny Mack Brown—54m.—(5146).
- VENGEANCE TRAIL—Wild Bill Elliott, Peggy Stewart—(5225).
- WACO—Wild Bill Elliott, Pamela Blake, Stanford Jolley—(5224).
- WAGONS WEST—Rod Cameron, Peggie Castle, Noah Beery, Jr.—(Cinecolor).
- WILD STALLION—Ben Johnson, Barbara Woodell, Edgar Buchanan.

Paramount

(1950-51 releases from 5001 up)

(1951-52 releases from 5101 up)

- CROSSWINDS—MD—John Payne, Rhonda Fleming, Forrest Tucker—Moderate programmer—93m.—see Aug. 15 issue—(Technicolor)—(5104).
- DARLING, HOW COULD YOU—C—Joan Fontaine, John Lund, Mona Freeman—Mild comedy for the class spots—96m.—see Aug. 15 issue—(5108).
- DETECTIVE STORY—MD—Kirk Douglas, Eleanor Parker, William Bendix, Horace McMahon—High rating—103m.—see Oct. 10 issue—(5111).
- FLAMING FEATHER—OAD—Sterling Hayden, Forrest Tucker, Barbara Rush—Good action programmer for the duallers—77m.—see Dec. 19 issue—(Technicolor).
- GREATEST SHOW ON EARTH, THE—D—Betty Hutton, Cornel Wilde, Charleton Heston, Dorothy Lamour, James Stewart, Gloria Grahame—High rating—151m.—see Jan. 2 issue—(Technicolor).
- HERE COMES THE GROOM—C—Bing Crosby, Jane Wyman, Franchot Tane, Alexis Smith—Very good Crosby—113m.—see July 18 issue—(5101).
- HONG KONG—MD—Ronald Reagan, Rhonda Fleming, Nigel Bruce—Fair meller for the duallers—90m.—see Nov. 21 issue—(Technicolor)—(5109).
- MY FAVORITE SPY—F—Bob Hope, Hedy Lamarr, Francis L. Sullivan—Good Hope—93m.—see Oct. 10 issue—(5110).
- PEKING EXPRESS—MD—Joseph Cotten, Corinne Calvet, Edmund Gwenn—Exciting meller—84 1/2m.—see July 4 issue—(5024).
- PLACE IN THE SUN, A—D—Montgomery Clift, Elizabeth Taylor, Shelley Winters—High rating drama—122m.—see July 18 issue—(5102).
- RED MOUNTAIN—MD—Alan Ladd, Elizabeth Scott, Arthur Kennedy—Good Ladd—84m.—see Nov. 21 issue—(Technicolor)—(5113).
- RHUBARB—C—Ray Milland, Gene Lockhart, Jan Sterling—Amusing comedy should land in the better money—94m.—see Aug. 15 issue—(5103).
- SAILOR BEWARE—C—Dean Martin, Jerry Lewis, Corinne Calvet—Martin and Lewis entry should register in the higher grosses—103m.—see Dec. 5 issue—(5114).
- SILVER CITY—OMD—Edmond O'Brien, Yvonne DeCarlo, Barry Fitzgerald—Action-filled outdoor show has names to help—90m.—see Oct. 10 issue—(Technicolor)—(5112).
- SUBMARINE COMMAND—ACD—William Holden, Nancy Olson, William Bendix—Good program—87m.—see Sept. 12 issue—(5107).
- THAT'S MY BOY—C—Dean Martin, Jerry Lewis, Ruth Hussey—High rating comedy—98m.—see June 20 issue—(5026).
- WHEN WORLDS COLLIDE—FAN—Richard Derr, Barbara Rush, Peter Hanson—Well-made science fiction film is packed with selling angles—81m.—see Aug. 29 issue—(Technicolor)—(5106).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill, Adele Jergens—(Technicolor).
 ANYTHING CAN HAPPEN—Jose Ferrer, Kim Hunter, Kurt Kasznar—(5117).
 BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).
 CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
 COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
 DENVER AND THE RIO GRANDE, THE—Edmond O'Brien, Sterling Hayden, Dean Jagger, Laura Elliott, Zasu Pitts—(Technicolor)—(5115).
 EAGLES OF THE NAVY—Alan Ladd, William Bendix.
 FAMOUS—Bing Crosby, Jane Wyman, Ethel Barrymore—(Technicolor).
 GIANT TIMBER—John Payne, Susan Morrow, William Demarest—(Technicolor).
 JUMPING JACKS—Dean Martin, Jerry Lewis, Don DeFore.
 LOS ALAMOS—Gene Barry, Lydia Clark, Michael Moore.
 MILITARY POLICEMAN, THE—Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff.
 MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
 SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
 SOMEBODY LOVES ME—Betty Hutton, Ralph Meeker, Robert Keith—(Technicolor).
 SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine—(5105).
 SON OF PALEFACE—Bob Hope, Jane Russell, Roy Rogers—(Technicolor).
 STOOGE, THE—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff.
 THIS IS DYNAMITE—William Holden, Alexis Smith, Edmond O'Brien.
 THUNDER IN THE EAST—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
 WAR BONNET—Charlton Heston, Peter Hansan, Joan Taylor, Susan Marrow—(Technicolor).

RKO

(1950-51 releases from 101 up)

(1951-52 releases from 201 up)

ALICE IN WONDERLAND—CAR—Walt Disney cartoon feature—High rating—75m.—see July 4 issue—(Disney)—(Technicolor)—(292).
 BEHAVE YOURSELF—C—Farley Granger, Shelley Winters, William Demarest—Star draw should make the difference—81m.—see Sept. 26 issue—(206).
 BLUE VEIL, THE—Jane Wyman, Charles Laughton, Joan Blondell—High rating women's show—114m.—see Sept. 26 issue—(263).
 CAT PEOPLE—MD—Simone Simon, Kent Smith, Tom Conway—Reissue thriller has exploitation values—73m.—see Jan. 2 issue.
 DOUBLE DYNAMITE—CMU—Jane Russell, Groucho Marx, Frank Sinatra—Name draw may make the difference—80m.—see Nov. 21 issue—(214).
 DRUMS IN THE DEEP SOUTH—MD—James Craig, Guy Madison, Barbara Payton—Civil War meller has plenty of selling angles—86m.—see Oct. 24 issue—(Supercinecolor)—(211).
 FLYING LEATHERNECKS—MD—John Wayne, Robert Ryan, Janis Carter—War show should ride into the better money—102m.—see Aug. 1 issue—(Technicolor)—(261).
 GIRL IN EVERY PORT, A—F—Groucho Marx, William Bendix, Marie Wilson—Name draw should help uneven force—86m.—see Jan. 2 issue.
 HAPPY GO LOVELY—CMU—David Niven, Vera Ellen, Cesar Romero—Entertaining musical has the angles—87m.—see June 20 issue—(English-made)—(Technicolor)—(262).
 HIS KIND OF WOMAN—MD—Robert Mitchum, Jane Russell, Vincent Price—Meller will depend on name draw for best returns—120m.—see July 18 issue—Leg.: B—(201).
 HUNCHBACK OF NOTRE DAME, THE—D—Charles Laughton, Sir Cedric Hardwicke, Maureen O'Hara—Reissue has the angles—117m.—see Jan. 2 issue.
 HOT LEAD—W—Tim Holt, Joan Dixon, Ross Elliott—Okeh western—60m.—see Oct. 24 issue—(209).
 I WANT YOU—D—Dana Andrews, Dorothy McGulre, Farley Granger—Good romantic drama—102m.—see Nov. 7 issue—(Goldwyn)—(251).
 JUNGLE OF CHANG—DOC—PoChai, MeYing, commentary by Leonard Eyre—Interesting documentary—67m.—see Nov. 21 issue—(Swedish-made)—(Made in Siam)—(English titles and narration)—(208).
 LILLI MARLENE—MD—Hugh McDermott, Lisa Daniely, John Blythe—British import may have appeal in the art spots—73m.—see Aug. 15 issue—Leg.: B—(English-made)—(203).
 ON DANGEROUS GROUND—MD—Ida Lupino, Robert Ryan, Ward Bond—Confused programmer will need plenty of push—82m.—see Dec. 5 issue—(215).
 ON THE LOOSE—D—Joan Evans, Melvyn Douglas, Lynn Bari—Teen age drama has the angles—74m.—see Aug. 1 issue—(202).
 OVERLAND TELEGRAPH—W—Tim Holt, Richard Martin, Gail Davis—Routine series western—60m.—see Dec. 5 issue—(216).
 PISTOL HARVEST—W—Tim Holt, Joan Dixon, Richard Martin—Par for the series—60m.—see Aug. 1 issue—(205).
 RACKET, THE—MD—Robert Mitchum, Robert Ryan, Elizabeth Scott—Star draw will help gangster melodrama—89m.—see Oct. 24 issue—(210).
 RASHOMON—D—Toshiro Mifune, Machiko Kyo, Masayuki Mori—Import strictly for the art and specialty houses—87m.—see Jan. 2 issue—(Japanese-made)—(English titles).
 ROADBLOCK—MD—Charles McGraw, Joan Dixon, Lawell Gilmore—Okeh meller for the lower half—73m.—see Aug. 1 issue—(204).
 SLAUGHTER TRAIL—WMDMU—Brian Donlevy, Gig Young, Virginia Grey—Western will fit into the duallers—78m.—see Oct. 24 issue—(Cinecolor)—(207).

TEMBO—DOC—Howard Hill on African expedition—Good entry has angles for the action and exploitation houses—80m.—see Jan. 2 issue—(Made in Africa)—(Anso color).
 TWO TICKETS TO BROADWAY—CMU—Tony Martin, Janet Leigh, Gloria DeHaven—Pleasing musical should ride into the better grosses—106m.—see Oct. 24 issue—(Technicolor)—(264).
 WHIP HAND, THE—MD—Carla Balenda, Elliott Reid, Edgar Barrier—For the lower half—82m.—see Oct. 24 issue—(212).

TO BE REVIEWED OR IN PRODUCTION

ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders, Elsa Lanchester, Victor Mature.
 AT SWORD'S POINT—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
 BIG SKY, THE—Kirk Douglas, Dewey Martin, Elizabeth Threalt.
 CLASH BY NIGHT—Barbara Stanwyck, Paul Douglas, Marilyn Monroe.
 CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
 HALF-BREED, THE—Robert Young, Janis Carter, Jack Buettel—(Technicolor).
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
 KOREAN STORY, THE—Robert Mitchum, Charles McGraw, Ann Blythe.
 LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.
 MACAO—Robert Mitchum, Jane Russell, William Bendix.
 MARSHAL OF PECOS—Tim Holt, Richard Martin, Linda Douglas.
 MONTANA BELLE—George Brent, Jane Russell, Scott Brady—81m.—(Trucolor).
 RAGGED EDGE, THE—Ida Lupino, Robert Ryan.
 RANCHO NOTORIOUS—Marlene Dietrich, Arthur Kennedy, Mel Ferrer—(Technicolor).
 STORY OF ROBIN HOOD, THE—Richard Todd, Joan Rice, John Hayter—(Technicolor)—(Made in England)—(Disney).
 SWORD OF VENUS—Robert Clarke, Catherine McLeod, Renee DeMarco.
 3000 A.D.—Robert Clarke, Margaret Field, Ron Randell.
 TARZAN'S SAVAGE FURY—Lex Barker, Dorothy Hart, Tommy Carlton.

Republic

(1950-51 releases from 5001 up)

(1951-52 releases from 5101 up)

ADVENTURES OF CAPTAIN FABIAN—MD—Errol Flynn, Micheline Puelle, Vincent Price—Name draw should make the difference—101m.—see Sept. 26 issue—Leg.: B—(Made in France)—(5101).
 ARIZONA MANHUNT—W—Michael Chapin, Eilene Jansen, James Bell—Okeh western for the younger set—60m.—see Sept. 26 issue—(5068).
 DAKOTA KID, THE—W—Michael Chapin, Eilene Jansen, James Bell—Routine western—60m.—see July 4 issue—(5067).
 DESERT OF LOST MEN—W—Allan "Rocky" Lane, Irving Bacon, Mary Ellen Kay—Good series entry—54m.—see Dec. 5 issue—(5063).
 FORT DODGE STAMPEDE—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Routine western—60m.—see Sept. 12 issue—(5062).
 FUGITIVE LADY—D—Janis Page, Binnie Barnes, Massimo Serato—Routine import for the duallers—78m.—see July 18 issue—Leg.: B—(Made in Italy)—(5011).
 HAVANA ROSE—CDMU—Estelita, Bill Williams, Hugh Herbert—Far the lower half—77m.—see Sept. 26 issue—(5124).
 HONEYCHILE—CMU—Judy Canova, Eddie Foy, Jr., Alan Hale, Jr.—Musical will find most strength in small towns and neighborhoods—90m.—see Nov. 21 issue—(Trucolor)—(5121).
 LOST PLANET AIRMEN—FAN—Tristram Coffin, Mae Clark, Don Haggerty—For the lower half—67m.—see July 18 issue—(Reedited from the serial, "King of the Rocket Men")—(5031).
 PALS OF THE GOLDEN WEST—W—Roy Rogers, Dale Evans, Estelita Rodriguez—One of the better Rogers—67m.—see Jan. 2 issue—(5152).
 RAY ROBINSON-RANDOLPH TURPIN FIGHT, THE—DOC—Narrated by Jimmy Powers—Fight film should have appeal in some areas—53m.—see Aug. 1 issue—(English-made)—(5095).
 RODEO KING AND THE SENORITA—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Good western—67m.—see Aug. 1 issue—(5053).
 SEA HORNET, THE—ACD—Rod Cameron, Adele Mara, Adrian Booth—Action show will fit into the duallers—85m.—see Oct. 10 issue—(5105).
 SECRETS OF MONTE CARLO—MD—Warren Douglas, Lais Hall, June Vincent—For the lower half—60m.—see July 4 issue—(5030).
 SOUTH OF CALIENTE—MUW—Roy Rogers, Dale Evans, Pinky Lee—Very good Rogers—67m.—see Nov. 7 issue—(5151).
 STREET BANDITS—MD—Penny Edwards, Robert Clarke, Ross Ford—For the lower half—54m.—see Dec. 5 issue—(5130).
 THIS IS KOREA!—DOC—U. S. Navy and Marine Corps film supervised by John Ford—Topnotch documentary—51m.—see Aug. 29 issue—(Trucolor)—(5127).

UTAH WAGON TRAIN—W—Rex Allen, Penny Edwards, Buddy Ebsen—Okeh outdoor show—67m.—see Nov. 7 issue—(5054).
 WILD BLUE YONDER, THE—D—Wendell Corey, Vera Ralston, Forrest Tucker—War film has the angles for the selling—98m.—see Dec. 5 issue—(5103).

TO BE REVIEWED OR IN PRODUCTION

BAL TABARIN—Muriel Lawrence, William Ching—(Made in France).
 BORDER SADDLEMATES—Rex Allen, Mary Ellen Kay, Slim Pickens.
 CAPTIVE OF BILLY THE KID—Allan "Rocky" Lane, Penny Edwards, Clem Bevans.
 COLORADO SUNDOWN—Rex Allen, Mary Ellen Kay, Slim Pickens.
 FABULOUS SENORITA, THE—Estelita, Robert Clarke, Nestor Paiva.
 GOBS AND GALS—Bernard Brothers, Cothy Downs, Bob Hutton.
 HOODLUM EMPIRE—Brian Donlevy, Forrest Tucker, Claire Trevor.
 LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellino.
 LAST MUSKETEER, THE—Rex Allen, Mary Ellen Kay, Slim Pickens.
 LEADVILLE GUNSLINGER—Allan "Rocky" Lane, Eddy Waller.
 MINNESOTA—Rod Cameron, Ruth Hussey, J. C. Flippen.
 OKLAHOMA ANNIE—Judy Canova, John Russell, Grant Withers.
 QUIET MAN, THE—John Wayne, Maureen O'Hara, Barry Fitzgerald—(Made in Ireland)—(Technicolor).
 RANGERS OF THE GOLDEN SAGE—Eileen Janssen, Michael Chapin.
 SONG OF YOUTH—Bill Shirley, Muriel Lawrence, Ray Middleton.
 STORMBOUND—Constance Dowling, Andrea Checchi—60m. (Italian-made)—(5032).
 WOMAN IN THE DARK—Ross Elliott, Penny Edwards, Rick Vallin.

20th Century-Fox

(1951 releases from 101 up)

(1952 releases from 201 up)

ANNE OF THE INDIES—MD—Jean Peters, Debra Paget, Louis Jourdan—Colorful pirate story will depend on name draw—81m.—see Oct. 24 issue—(Technicolor)—(134).
 BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—Reissue is filled with selling angles—90m.—see July 4 issue—(Technicolor)—(056).
 DAVID AND BATHSHEBA—COSD—Gregory Peck, Susan Hayward, Raymond Massey—Impressive film should ride into the higher grosses—116m.—see Aug. 15 issue—Leg.: B—(Technicolor)—(128).
 DAY THE EARTH STOOD STILL, THE—DFAN—Michael Rennie, Patricia Neal, Hugh Marlowe—Superior science fiction entry is packed with selling angles—92m.—see Sept. 12 issue—(129).
 DECISION BEFORE DAWN—D—Richard Basehart, Gary Merrill, Oskar Werner, Hildegard Neff—Well-made war drama has plenty of angles for the selling—119m.—see Dec. 19 issue—(Made in Germany)—(205).
 DESERT FOX, THE—MD—James Mason, Sir Cedric Hardwicke, Jessica Tandy—War melodrama will have to depend on the selling—88m.—see Sept. 26 issue—(130).
 ELOPEMENT—C—Clifton Webb, Anne Francis, Charles Bickford—Amusing programmer—82m.—see Nov. 21 issue—(141).
 FIXED BAYONETS—MD—Ricard Basehart, Gene Evans, Michael O'Shea—War film has the angles for the selling—92m.—see Dec. 5 issue—(140).
 FROGMEN, THE—MD—Richard Widmark, Dana Andrews, Gary Merrill—War thriller should ride into the better money—96m.—see June 20 issue—(122).
 GIRL ON THE BRIDGE, THE—D—Hugo Haas, Beverly Michaels, Robert Dane—For the lower half—77m.—see Dec. 19 issue—(139).
 GOLDEN GIRL—CDMU—Mitzi Gaynor, Dale Robertson, Dennis Day—Entertaining musical—108m.—see Nov. 7 issue—(Technicolor)—(136).
 I'LL NEVER FORGET YOU—FAND—Tyrone Power, Ann Blyth, Michael Rennie—Name draw may be of some help—92m.—see Dec. 5 issue—(Technicolor)—(Made in England)—(142).
 JAPANESE WAR BRIDE—D—Shirley Yamaguchi, Don Taylor, Cameron Mitchell—For the duallers—92m.—see Jan. 16 issue.
 JESSE JAMES—OD—Tyrone Power, Nancy Kelly, Henry Fonda—Reissue has the angles—106m.—see July 4 issue—(Technicolor)—(057).
 JOURNEY INTO LIGHT—D—Sterling Hayden, Viveca Lindfors, Thomas Mitchell—Interesting programmer will fit into the duallers—87m.—see Sept. 19 issue—(132).
 KENTUCKY—MD—Loretta Young, Richard Greene, Walter Brennan—Reissue has names to sell—96m.—see July 4 issue—(Technicolor)—(150).
 LET'S MAKE IT LEGAL—C—Claudette Colbert, Macdonald Carey, Zachary Scott—Names may help mild comedy—77m.—see Oct. 24 issue—Leg.: B—(133).
 LOVE NEST—C—June Haver, William Lundigan, Frank Fay—Mild comedy for the duallers—85m.—see Oct. 24 issue—(131).

MEET ME AFTER THE SHOW—MUC—Betty Grable, Macdonald Carey, Rory Calhoun, Eddle Albert—86m.—Good musical—see Aug. 15 issue—Leg.: B—(Technicolor)—(125).

MILLIONAIRE FOR CHRISTY, A—F—Fred MacMurray, Eleanor Parker, Richard Carlson—Good comedy has the angles—90½m.—see Aug. 15 issue—(Leg.: B)—(127).

MODEL AND THE MARRIAGE BROKER, THE—C—Jeanne Crain, Scott Brady, Thelma Ritter—Entertaining programmer—103m.—see Dec. 5 issue—Leg.: B—(201).

MR. BELVEDERE RINGS THE BELL—CD—Clifton Webb, Joanne Dru, Hugh Marlowe—Latest Belvedere should ride into the better money—see Aug. 1 issue—87m.—(124).

MY FRIEND FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of human interest drama should appeal—89m.—see June 20 issue—(Technicolor)—(152).

NO HIGHWAY IN THE SKY—D—James Stewart, Marlene Dietrich, Glynis Johns—Engrossing drama has names to help—97½m.—see Aug. 1 issue—(Made in England)—(121).

PEOPLE WILL TALK—CD—Cary Grant, Jeanne Crain, Hume Cronyn—High rating—110m.—see Aug. 29 issue—(126).

RETURN OF FRANK JAMES, THE—OMD—Henry Fonda, Gene Tierney, Jackie Cooper—Reissue has names to sell—92m.—see July 4 issue—(Technicolor)—(058).

SECRET OF CONVICT LAKE, THE—OMD—Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott—Good meller—83m.—see July 4 issue—Leg.: B—(123).

SMOKY—OMD—Fred MacMurray, Anne Baxter, Burl Ives—Reissue of horse story has names to sell—87m.—see June 20 issue—(Technicolor)—(043).

TAKE CARE OF MY LITTLE GIRL—CD—Jeanne Crain, Dale Robertson, Mitzl Gaynor—Should ride into the better grosses—93m.—see June 20 issue—(Technicolor)—(119).

THUNDERHEAD, SON OF FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of colorful outdoor saga should appeal—78m.—see June 20 issue—(Technicolor)—(151).

TO BE REVIEWED OR IN PRODUCTION

BELLES ON THEIR TOES—Jeanne Crain, Myrna Loy, Debra Paget—(Technicolor).

CRY OF THE SWAMP—Jean Peters, Jeffrey Hunter, Walter Brennan—(Technicolor).

DEADLINE—U. S. A.—Humphrey Bogart, Ethel Barrymore, Kim Hunter.

DON'T BOTHER TO KNOCK—Richard Widmark, Marilyn Monroe, Anne Bancroft.

DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor).

DIPLOMATIC COURIER—Tyrone Power, Patricia Neal, Hildegard Neff.

DREAM BOAT—Clifton Webb, Anne Francis, George Barrows.

5 FINGERS—James Mason, Micheline Prele, Michael Rennie.

GIFT OF THE MAGI—Jeanne Crain, Farley Granger.

GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).

I DON'T CARE GIRL, THE—Mitzl Gaynor, David Wayne, Oscar Levant—(Technicolor).

KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).

LADY IN THE IRON MASK, THE—Louis Hayward, Patricia Medina, Alan Hale, Jr.

LYDIA BAILEY—Dale Robertson, Anne Francis, Charles Korvin—(Technicolor).

LES MISERABLES—Michael Rennie, Debra Paget, Robert Newton.

MABEL AND ME—Dan Dailey, Corinne Calvet.

OUTCASTS OF POKER FLAT—Anne Baxter, Dale Robertson, Miriam Hopkins.

PHONE CALL FROM A STRANGER—Gary Merrill, Bette Davis, Shelley Winters.

PRIDE OF ST. LOUIS—Dan Dailey, Joanne Dru.

RED SKIES OF MONTANA—Richard Widmark, Constance Smith, Richard Boone—(Technicolor).

RETURN OF THE TEXAN—Dale Robertson, Richard Boone, Tom Tully.

ROSE OF CIMARRON—Jack Buettel, Mala Powers, Bill Williams—(Cinecolor).

VIVA ZAPATA—Marlon Brando, Jean Peters, Margo.

WAIT TILL THE SUN SHINES NELLIE—Jean Peters, David Wayne, Hugh Marlowe—(Technicolor).

WAY OF A GAUCHO, THE—Gene Tierney, Rory Calhoun, Richard Boone—(Made in Argentina)—(Technicolor).

WE'RE NOT MARRIED—Dovid Wayne, Marilyn Monroe, Ginger Rogers, Paul Douglas, Jan Sterling.

WHAT PRICE GLORY?—James Cagney, Dan Dailey, Corinne Calvet—(Technicolor).

WITH A SONG IN MY HEART—Susan Hayward, Thelma Ritter, Rory Calhoun, David Wayne—(Technicolor).

United Artists

AFRICAN QUEEN, THE—AD—Humphrey Bogart, Katherine Hepburn, Robert Morley—High rating—104m.—see Jan. 2 issue—(Technicolor)—(Mad ein Africa)—(Eagle).

ANOTHER MAN'S POISON—D—Bette Davis, Gary Merrill, Emyln Williams—Star draw will make the difference—89m.—see Jan. 2 issue—(Made in England)—(Fairbanks-Angel).

BIG NIGHT, THE—MD—John Barrymore, Jr., Preston Foster, Dorothy Comingore—Heavy meller will fit into the duallers—75m.—see Nov. 21 issue—Leg.: B—(Waxman).

CHICAGO CALLING—D—Dan Duryea, Mary Anderson, Gordon Gebert—Will fit into the duallers—74m.—see Dec. 19 issue—(Berneis).

CHRISTMAS CAROL, A—D—Alastair Sim, Kathleen Harrison, Jack Warner—Import is a good picturization of the famed Charles Dickens novel—86m.—see Nov. 21 issue—(English-made)—(Hurst).

FORT DEFIANCE—W—Dane Clark, Ben Johnson, Peter Graves—Okeh outdoor show—81m.—see Nov. 7 issue—(Cinecolor)—(Melford).

FOUR IN A JEEP—D—Viveca Lindfors, Ralph Meeker, Yoseph Yadin—Interesting import for the art, class spots—97m.—see June 20 issue—(Made in Austria)—(Wechsler).

GOLD RAIDERS—WC—George O'Brien, Sheila Ryan, The Three Stooges—Okeh entry for the lower half—56m.—see Oct. 24 issue—(Glasser).

HE RAN ALL THE WAY—MD—John Garfield, Shelley Winters, Wallace Ford—Exciting meller is packed with selling angles—77m.—see June 20 issue—Leg.: B—(Roberts).

HOODLUM, THE—MD—Lawrence Tierney, Aileen Roberts Marjorie Riordan—For the lower half—61m.—see July 4 issue—Leg.: B—(ELC).

HOTEL SAHARA—C—Yvonne DeCarlo, David Tomlinson, Peter Ustinov—Pleasing programmer—87m.—see Sept. 26 issue—(English-made)—(Brown).

LADY SAYS NO, THE—F—Joan Caulfield, David Niven, James Justice—Fair comedy for the duallers—80m.—see Dec. 5 issue—Leg.: B—(Ross-Stillman).

MISTER DRAKE'S DUCK—F—Douglas Fairbanks, Jr., Yolande Donlan, Howard Marian-Crawford—81m.—Zany farce has the Fairbanks name to help the draw—see Aug. 29 issue—(English-made)—(Angel).

MR. PEEK-A-BOO—F—Joan Greenwood, Bourvil, Marcel Arnold—Cute farce for the art spots—68m.—see Sept. 26 issue—(Made in France)—(English dialogue)—(Bar).

OBSESSED—MYD—David Farrar, Geraldine Fitzgerald, Roland Culver—Interesting dramatic entry for the art and class spots—77m.—see Sept. 12 issue—Leg.: B—(English-made)—(Gartside).

PARDON MY FRENCH—C—Paul Henreid, Merle Oberon, Paul Bonifas—Import will fit into the duallers—81½m.—see Aug. 29 issue—(French-made)—(English dialogue)—(Cusick).

RED SHOES, THE—D—Anton Walbrook, Marius Goring, Moira Shearer—High rating ballet entry for special audiences—133m.—see Sept. 26 issue—(English-made)—(Technicolor)—(Powell-Pressburger).

RIVER, THE—D—Nora Swinburne, Esmond Knight, Arthur Shields—Different type of film should have considerable appeal for the art spots—98m.—see Sept. 12 issue—(Made in India)—(Technicolor)—(McEldowney).

SKIPALONG ROSEBLOOM—NOYW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(ELC).

ST. BENNY THE DIP—CD—Dick Haymes, Nina Foch, Roland Young—Names should help—81m.—see June 20 issue—(Danziger).

THREE STEPS NORTH—MD—Lloyd Bridges, Lea Padovani, Aldo Fabrizi—Interesting meller will fit into the duallers—85m.—see June 20 issue—(Made in Italy)—(Wilder).

TOM BROWN'S SCHOOL DAYS—D—John Howard Davies, Robert Newton, James Hayter—Well-made import for the art and class spots—93m.—see Oct. 24 issue—(English-made)—(Mlnter).

TWO GALS AND A GUY—C—Robert Alda, Janis Paige, James Gleason—Fair entry for the duallers—70m.—see June 20 issue—(Arent).

WELL, THE—D—Gwendolyn Laster, Richard Rober, Maidie Norman—High rating—85m.—see Sept. 12 issue—(Popkin).

TO BE REVIEWED OR IN PRODUCTION

ACTORS AND SIN—Edward G. Robinson, Marsha Hunt, Eddle Albert.

ANOTHER MAN'S POISON—Bette Davis, Gary Merrill, Emyln Williams—89m.—(Made in England)—(Angel).

CLOUDBURST—Robert Preston, Elizabeth Sellars—83m.—(Foreign-made)—Leg.: B.

GREEN GLOVE, THE—Glenn Ford, Geraldine Brooke, Sir Cedric Hordwicke—(Foreign-made).

MIRACLE FROM MARS—Peter Graves, Andrea King, Walter Sande—(Veiller-Hyde).

ONE BIG AFFAIR—Dennis O'Keefe, Evelyn Keyes—(Bogeaus).

SATURDAY ISLAND—Linda Darnell, Donald Grey, Tabi Hunter—(Made in Jamaica)—(Technicolor)—(Rose).

TALE OF FIVE WOMEN, A—Bonar Colleano, Gina Lollobrigida, Lana Morris—(English-made)—(PAAL).

TIGHTROPE, THE—John Forsythe, Harold J. Kennedy, Geraldine Hall—74m.—(English-made).

Universal-International

(1950-51 releases from 101 up)

BRIGHT VICTORY—D—Arthur Kennedy, Peggy Dow, James Edwards—Topnotch—96m.—see Nov. 7 issue—(208).

BROWNING VERSION, THE—D—Michael Redgrave, Jean Kent, Nigel Patrick—Fine dramatic entry for art and specialty spots—89m.—see Nov. 7 issue—(English-made)—(281).

CATTLE DRIVE—W—Joel McCrea, Dean Stockwell, Chill Wills—Pleasing western—77m.—see July 18 issue—(Technicolor)—(128).

CAVE OF OUTLAWS—MD—Macdonald Carey, Alexis Smith, Edgar Buchanan—Names should make the difference—75m.—see Oct. 24 issue—(Technicolor)—(201).

CIMARRON KID, THE—W—Audie Murphy, Beverly Tyler, James Best—Routine Technicolor western—83m.—see Dec. 19 issue—(Technicolor)—(213).

COMIN' ROUND THE MOUNTAIN—F—Bud Abbott, Lou Costello, Dorothy Shay—A and C starrer should ride into the better money—77m.—see June 20 issue—(127).

FINDERS KEEPERS—C—Tom Ewell, Julia Adams, Evelyn Varden—For the lower half—74m.—see Dec. 19 issue.

FLAME OF ARABY—COSMD—Maureen O'Hara, Jeff Chandler, Maxwell Reed—Names may help familiar type costume melodrama—71½m.—see Nov. 21 issue—(Technicolor)—(207).

GOLDEN HORDE, THE—COSMD—Ann Blyth, David Farrar, George Macready—Colorful costume melodrama is packed with selling angles—77m.—see Sept. 26 issue—(Technicolor)—(134).

IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).

LADY FROM TEXAS, THE—OCD—Howard Duff, Mona Freeman, Josephine Hull—Outdoor comedy drama has names to help—77½m.—see Sept. 26 issue—(Technicolor)—(136).

LADY PAYS OFF, THE—CD—Linda Darnell, Stephen McNally, Gigi Perreau—Pleasant programmer—80m.—see Oct. 24 issue—(202).

LAVENDER HILL MOB, THE—CD—Alec Guinness, Stanley Holloway, Marjorie Fielding—Delightful import—80m.—see Oct. 24 issue—(English-made)—(280).

LITTLE EGYPT—CD—Mark Stevens, Rhonda Fleming, Nancy Guild—Moderate programmer has the angles for the selling—82m.—see Aug. 15 issue—(Leg.: B)—(Technicolor)—(131).

MARK OF THE RENEGADE, THE—ACD—Ricardo Montalban, Cyd Charisse, J. Carrol Naish—Fair program—80m.—see Aug. 1 issue—(Technicolor)—(129).

MEET DANNY WILSON—CMU—Frank Sinatra, Shelley Winters, Alex Nicol—Names should prove factor in selling—86m.—see Jan. 16 issue—(205).

POOL OF LONDON—MD—Bonar Colleano, Susan Shaw, Renee Asherson—Interesting British meller—86m.—see Aug. 15 issue—(English-made)—(183).

RAGING TIDE, THE—MD—Richard Conte, Shelley Winters, Stephen McNally—Good program has the angles for the selling—93m.—see Oct. 24 issue—(203).

REUNION IN RENO—C—Mark Stevens, Peggy Dow, Gigi Perreau—Light comedy will fit into the duallers—79m.—see Sept. 26 issue—(135).

THUNDER ON THE HILL—MYD—Claudette Colbert, Ann Blyth, Robert Douglas—Star draw should prove a factor—84m.—see Aug. 15 issue—(133).

WEEK-END WITH FATHER—C—Van Heflin, Patricia Neal, Gigi Perreau—Amusing programmer—83m.—see Dec. 5 issue—(206).

YOU NEVER CAN TELL—CFAN—Dick Powell, Peggy Dow, Charles Drake—Fantasy has the names and angles—78m.—see Aug. 29 issue—(132).

TO BE REVIEWED OR IN PRODUCTION

APPOINTMENT WITH VENUS—David Niven, Glynis Johns—(English-made).

BATTLE AT APACHE PASS, THE—John Lund, Jeff Chondler, Beverly Tyler—(Technicolor).

BEND OF THE RIVER—James Stewart, Arthur Kennedy, Julia Adams—(Technicolor)—(212).

BRONCO BUSTER—John Lund, Joyce Holden, Scott Brady—(Technicolor).

CIMARRON KID, THE—Audie Murphy, Beverly Tyler, James Best—(Technicolor)—Leg.: B—(213).

DUEL AT SILVER CREEK, THE—Audie Murphy, Faith Domergue, Stephan McNally—(Technicolor).

FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild, Francis.

FRANCIS GOES TO WEST POINT—Donald O'Connor, Lori Nelson, Alice Kelley.

HAS ANYBODY SEEN MY GAL?—Charles Coburn, Piper Laurie, Gigi Perreau—(Technicolor).

HEAR NO EVIL—Tony Curtis, Jan Sterling, Mona Freeman—(214).

HERE COME THE NELSONS—Ozzie, Harriet, David and Ricky Nelson—76m.—(219).

LOST IN ALASKA—Bud Abbott, Mitzl Green.

MA AND PA KETTLE AT THE FAIR—Marjorie Main, Percy Kilbride, Lori Nelson.

MA AND PA KETTLE GO TO PARIS—Marjorie Main, Percy Kilbride, Ray Collins.

MAN IN THE WHITE SUIT—Alec Guinness, Joan Greenwood, Cecil Parker—(English-made).

RED BALL EXPRESS—Jeff Chandler, Alex Nicol, Charles Drake.

SCARLET ANGEL—Yvonne De Carlo, Rock Hudson, Richard Denning—(Technicolor).

SON OF ALI BABA—Tony Curtis, Piper Laurie, Susan Cabot—(Technicolor).

STEEL TOWN—Ann Sheridan, John Lund, Howard Duff—(Technicolor)—(215).

TREASURE OF LOST CANYON, THE—William Powell, Julia Adams, Charles Drake—(Technicolor)—(209).

UNTAMED, THE—Joseph Cotten, Shelley Winters, Scott Brady—(Technicolor).

WHITE CORRIDORS—Googie Withers, James Donald, Godfrey Tearle—(English-made).

WORLD IN HIS ARMS, THE—Gregory Peck, Ann Blyth, Anthony Quinn—(Technicolor).

Warners

(1950-51 releases from 001 up)

(1951-52 releases from 101 up)

- CAPTAIN BLOOD**—COSMD—Errol Flynn, Olivia deHavilland, Basil Rathbone—Names will help good reissue—98m.—see Jan. 2 issue.
- CAPTAIN HORATIO HORNBLOWER**—HISTMD—Gregory Peck, Virginia Mayo, Robert Beatty—Topnotch—117m.—see June 20 issue—(Made in England)—(Technicolor)—(030).
- CLOSE TO MY HEART**—D—Ray Milland, Gene Tierney, Fay Bainter—Name draw will make the difference—90m.—see Oct. 10 issue—(107).
- COME FILL THE CUP**—MD—James Cagney, Phyllis Thaxter, Raymond Massey—Well-made entry has names to help—113m.—see Sept. 26 issue—Leg.: B—(106).
- DISTANT DRUMS**—AMD—Gary Cooper, Mari Aldon, Richard Webb—Action show should ride into the better money—101m.—see Dec. 5 issue—(Technicolor)—(111).
- FORCE OF ARMS**—ROMD—William Holden, Nancy Olson, Frank Lovejoy—Well-made drama has names to help—100m.—see Aug. 29 issue—(102).
- I'LL SEE YOU IN MY DREAMS**—BIMU—Doris Day, Danny Thomas, Frank Lovejoy—Highly entertaining musical—110m.—see Dec. 19 issue—(112).
- JIM THORPE — ALL AMERICAN — BID**—Burt Lancaster, Charles Bickford, Phyllis Thaxter—Should land in the better money—105m.—see June 20 issue—(101).
- ON MOONLIGHT BAY**—CMU—Doris Day, Gordon MacRae, Jack Smith—Pleasing musical has the names and angles—95m.—see July 18 issue—(Technicolor)—(029).
- PAINTING THE CLOUDS WITH SUNSHINE**—CMU—Dennis Morgan, Virginia Mayo, Gene Nelson—Names should make the difference—87m.—see Sept. 12 issue—(Technicolor)—(105).
- STARLIFT**—CMU—Doris Day, Gordon MacRae, Virginia Mayo—Star-filled musical should draw the customers—103m.—see Nov. 7 issue—(109).
- STRANGERS ON A TRAIN**—MD—Farley Granger, Ruth Roman, Robert Walker—Tapflight meller—101m.—see June 20 issue—(027).
- STREETCAR NAMED DESIRE**, A—MD—Vivien Leigh, Marlon Brando, Kim Hunter—Vivid picturization of stage hit is packed with selling angles—122m.—see Oct. 24 issue—Leg.: B—(104).
- TANKS ARE COMING, THE**—ACD—Steve Cochran, Philip Carey, Mari Aldon—War film will fit into the dualers—90m.—see Nov. 7 issue—(108).
- TOMORROW IS ANOTHER DAY**—MD—Ruth Roman, Steve Cochran, Lurene Tuttle—Fair program melodrama has names to help—90m.—see Aug. 15 issue—(103).

TO BE REVIEWED OR IN PRODUCTION

- ABOUT FACE**—Eddie Bracken, Gordon MacRae, Aileen Stanley—(Technicolor).
- ALEXANDER, THE BIG LEAGUER**—Doris Day, Ronald Reagan, Frank Lovejoy.
- BIG TREES, THE**—Patrice Wymore, Kirk Douglas, Eve Miller—(Technicolor).
- BUGLES IN THE AFTERNOON**—Ray Milland, Helena Carter, Hugh Marlowe, Forrest Tucker—(Technicolor).
- CARSON CITY**—Randolph Scott, Raymond Massey, Richard Webb—(Warnercolor).
- CRIMSON PIRATE, THE**—Burt Lancaster, Nick Cravat—(Technicolor)—(Made in Italy).
- LION AND THE HORSE, THE**—Steve Cochran, Ray Teal, Sherry Jackson.
- MAN WITH A GUN**—Randolph Scott, Patrice Wymore, Philip Carey.
- MARA MARU**—Errol Flynn, Paul Picerni.
- NORTH OF THE RIO GRANDE**—Joel McCrea, Virginia Mayo, Dorothy Malone.
- ROOM FOR ONE MORE**—Cary Grant, Betsy Drake, Iris Mann—98m.
- RETREAT, HELL!**—Frank Lovejoy, Richard Carlson, Anita Louise.
- SAN FRANCISCO STORY**—Joel McCrea, Yvonne DeCarlo, Sidney Blackmer.
- SHE'S WORKING HER WAY THROUGH COLLEGE**—Virginia Mayo, Ronald Reagan, Gene Nelson.
- THIS WOMAN IS DANGEROUS**—Joan Crawford, Dennis Morgan, David Brian.
- WHERE'S CHARLEY?**—Ray Bolger, Allyn McLerie, Horace Cooper—(Technicolor)—(Made in England).

Miscellaneous

(Distributor's addresses will be furnished on request)

- BASKETBALL FIX, THE**—D—John Ireland, Marshall Thompson, Vanessa Brown—Good topical entry for the dualers—64m.—see Sept. 26 issue—(Realart).
- BORDER FENCE**—W—Walt Wayne, Lee Morgan, Mary Nord—Average western—57m.—see Nov. 7 issue—(Astor).
- BRIDE OF THE GORILLA**—MD—Barbara Payton, Lan Chaney, Raymond Burr—Okeh exploitation film has the angles—65m.—see Nov. 7 issue—(Realart).
- BUSHWHACKERS, THE**—OMD—John Ireland, Wayne Morris, Lawrence Tierney, Dorothy Malone—Okeh offering for the dualers—72m.—see Jan. 2 issue—(Realart).
- DEVIL'S SLEEP**—D—Lita Grey Chaplin, John Mitchum, William Thomason—For the exploitation houses—74m.—see Sept. 12 issue—(Screen Art).
- GAY GIRLIES**—BUR—All burlesque cast—Okeh far spots that can play it—see July 18 issue—(Lust).

- HURLY BURLY**—BUR—Georgia Sathern, Joey Faye, Crystal Ames—Exploitable burlesque entry for spots that can play it—82m.—see Oct. 24 issue—(Cinetech).
- PICTURA-ADVENTURE IN ART**—ED—Vincent Price, narration by Gregory Peck, Lilli Palmer, Martin Gabel, and Henry Fonda—Unusual fare for the art houses—82m.—see Jan. 2 issue—(Pictura).
- RAGE OF BURLESQUE**—BUR—Lillian White, Slim Gaillard Trio, Terry Sisters—Mild burlesque offering—56m.—see Aug. 1 issue—(Schlafer).
- SHIM SHAM FOLLIES**—BUR—All burlesque cast—Okeh for spots that can play it—72m.—see July 18 issue—(Lust).
- SKI CHAMPS**—DOC—Zeno Colo, Dagmar Rom, Steve Knolton—Ski show has limited appeal—76m.—see Jan. 2 issue—(Technicolor)—(Lewis).
- THUNDERING TRAIL, THE**—W—Lash LaRue, Al St. John, Sally Anglim—Mediocre western—55m.—see Dec. 19 issue—(Realart).
- TWO DOLLAR BETTOR**—MD—John Litel, Marie Windsor, Steve Brody—Okeh entry for the lower half—75m.—see Oct. 10 issue—(Realart).

Foreign-Made

(Distributors' addresses will be furnished on request)

- ALICE IN WONDERLAND**—FAN—Pamela Brown, Stephen Murray, Felix Aylmer—Novelty attraction offers plenty of merchandising angles—79m.—see Aug. 1 issue—(European-made)—(Anscocolor)—(Souvaine).
- ANGEL WITH A TRUMPET**—D—Eileen Herlie, Basil Sydney, Norman Wooland—Routine art house offering—98m.—see Jan. 2 issue—(English-made)—(Snader).
- ASSASSIN FOR HIRE**—MYD—Sidney Tafler, Ronald Howard, Katherine Blake—Fair import for the lower half—60m.—see Sept. 26 issue—Leg.: B—(English-made)—(Horne-Dietz).
- BITTER SPRINGS**—OD—Tommy Trinder, Chips Rafferty, Jean Blue—Routine art house offering—73m.—see Aug. 29 issue—(Australian-made)—(Bell).
- BLACKMAILED**—MD—Mai Zetterling, Dirk Bogarde, Fay Compton—Okeh art house attraction—73m.—see Sept. 26 issue—(English-made)—(Bell).
- CAGE OF GOLD**—D—Jean Simmons, David Farrar, James Donald—Import will fit into the lower half—82m.—see Dec. 5 issue—(English-made)—(Ealing).
- CALL OF THE BLOOD**—MD—Lea Padovani, Kay Hammond, John Clements—Routine art house offering—72m.—see Nov. 7 issue—(English-made)—(Distinguished).
- DAYS OF OUR YEARS**—COMP—Catherine Erard, Serge Lafaurie, Florence Verdier—Good offering for the art and class houses—82m.—see Jan. 2 issue—(French-made)—(English commentary and titles)—(Souvaine).
- DEAD WOMAN'S KISS, A**—MD—Virginia Belmont, Gianna Maria Canale—Routine offering for the art and Italian houses—94m.—see Oct. 10 issue—(Italian-made)—(English titles)—(Casolaro).
- DESERT BRIDE**—D—Jean Gabin, Annabella, Aimos—Routine French import—90m.—see July 4 issue—(French-made)—(English titles)—(Hoffberg).
- DIAMOND CITY**—AD—David Farrar, Honor Blackman, Diana Dors—Okeh for the lower half—74m.—see Jan. 2 issue—(English-made)—(Favorite).
- EROICA (The Beethoven Story)**—BIODMU—Ewald Balser, Marianne Schoenauer, Judith Holzmeister—Better than average art and class house offering—89m.—see Nov. 7 issue—(Austrian-made)—(English titles)—(Academy).
- FAR FROM MOSCOW**—ACD—N. Okhlopkov, Lev Sverdlin, P. Kadochnikov—Better than average Russian program—90m.—see July 18 issue—(Magnicolor)—(Russian-made)—(English titles)—(Artkino).
- FLAME OF PARIS, THE**—DMU—Josephine Baker, Albert Prejean, Robert Arrouz—Josephine Baker's current popularity should help import—60m.—see June 20 issue—(French-made)—(English titles)—(Hoffberg).
- GALLOPING MAJOR, THE**—C—Basil Radford, Jimmy Hanley, Janette Scott—Highly amusing import—81½m.—see Oct. 24 issue—(English-made)—(Souvaine).
- GOOSE BOY, THE**—D—Imre Soos, Teri Horvath, Eva Turrkay—Interesting offering for the Russian houses—101m.—see Nov. 7 issue—(Hungarian-made)—(English titles)—(Geva color)—(Artkino).
- HER PANELLED DOOR**—MD—Phyllis Calvert, Edward Underdown, Helen Cherry—Entertaining art, class house attraction—84m.—see Sept. 26 issue—(English-made)—(Souvaine).
- HISTORY OF MR. POLLY, THE**—CD—John Mills, Sally Howes, Megs Jenkins—British comedy has limited art house appeal—77m.—see Nov. 21 issue—(English-made)—(IRO).
- HOUSE OF 1000 WOMEN**—MD—Phyllis Calvert, Flora Robson, Patricia Roc—Exploitable British meller—81m.—see Oct. 10 issue—(English-made)—(Ellis).
- INTERRUPTED JOURNEY**—MD—Valerie Hobson, Richard Todd, Christine Norden—Moderate British meller—80m.—see July 4 issue—(English-made)—(Lopert).
- IT'S FOREVER SPRINGTIME**—CD—Maria Angelotti, Elena Varzi, Donato Donati—Routine entry for the art and Italian houses—89m.—see Jan. 16 issue—Leg.: C—(Italian-made)—(English titles)—(AFE).
- LA RONDE**—D—Anton Walbrook, Danielle Darrieux—Good entry for the art houses—83m.—see Sept. 12 issue—Leg.: C—(French-made)—(English titles)—(Commerclal).
- LAUGHTER IN PARADISE**—C—Alastair SIm, Fay Compton, Guy Middleton—Highly humorous import—96½m.—see Nov. 21 issue—(English-made)—(Stratford).

- LISBON STORY**—MUMD—Patricia Burke, David Farrar, Walter Rella—Fairly interesting art house import—85m.—see Sept. 26 issue—(English-made)—(Four Continents).
- LITTLE MISS EGYPT**—FANMU—Samia Gamal, Farid El Atrache, Lola Sedky—Import is loaded with exploitation angles—95m.—see Dec. 19 issue—(Egyptian-made)—(English titles)—(Oriental).
- LOS OLVIDADOS**—MD—Estela Inda, Alfonso Mejia, Miguel Inclan—Thrilling meller for Spanish speaking audiences—80m.—see Dec. 19 issue—(Mexican-made)—(No English titles)—(Aztec).
- MA POMME**—CD—Maurice Chevalier, Sophie Desmarets, Jean Wall—Routine import has Chevalier name to help draw—90m.—see Nov. 7 issue—(French-made)—(English titles)—(Discina).
- MAN IN THE DINGHY**—F—Michael Wilding, Odile Versois, Jack Hulbert, Constance Cummings—Laugh filled import for the art spots—83m.—see Nov. 7 issue—(English-made)—(Snader).
- MANIACS ON WHEELS**—D—Dirk Bogarde, Bonar Colleano, Renee Asherson—Routine import—76m.—see July 18 issue—Leg.: B—(English-made)—(IRO).
- MARIE OF THE PORT**—D—Jean Gabin, Blanchette Brunoy, Nicole Courcel—Pleasing art house entertainment—90m.—see Aug. 15 issue—Leg.: C—(French-made)—(English titles)—(Bellon-Ffoulke).
- MEDIUM, THE**—OPD—Marie Powers, Leo Coleman, Anna Marie Alberghetti—Powerful, unusual offering for the art houses—84m.—see Sept. 26 issue—(Italian-made)—(sung in English)—(Lopert).
- MILL ON THE PO**—MD—Carla del Poggio, Jacques Sernas, Giacomo Giuradei—Strang Italian meller for the art and class houses—96m.—see Nov. 21 issue—(Italian-made)—(English titles)—(Lux).
- MINERS OF THE DON**—D—V. Doronin, A. Ignatiev, A. Zuyeva—Slow moving Russian import—93m.—see Dec. 5 issue—(Russian-made)—(English titles)—(Artkino)—(Magicolor).
- MURDER WITHOUT CRIME**—D—Dennis Price, Derek Farr, Patricia Plunkett—Fair import for the lower half—76m.—see Oct. 10 issue—(English-made)—(Stratford).
- MUSSORGSKY**—DMU—Alexander Borisov, Nikolai Cherkasov, A. Popov—Superior Soviet offering—113m.—see Sept. 12 issue—(Russian-made)—(English titles)—(Magicolor)—(Artkino).
- MY FIRST LOVE**—CD—Gerard Nery, Jacqueline Delubac, Aime Clairand—Routine French import—76m.—see July 4 issue—(French-made)—(English titles)—(Cohen).
- NATIVE SON**—MD—Jean Wallace, Richard Wright, Gloria Madison—Racial meller may have appeal for art, class spots—90m.—see July 4 issue—Leg.: B—(Argentinian-made)—(English dialogue)—(Classic).
- OUTRAGES OF THE ORIENT**—D—Linda Estrella, Fernando Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).
- PATH OF HOPE, THE**—MD—Raf Vallione, Elene Varzi—One of the better imports, should do well in art spots—104m.—see Jan. 16 issue—(Italian-made)—(English titles)—(Lux).
- PORTRAIT OF CLARE**—D—Margaret Johnston, Robin Bailey, Richard Todd—For the art spots—99m.—see July 18 issue—(English-made)—(Stratford).
- RAMBLE IN ERIN**—TRAV—Sean O'Kelly, Eamon DeValera, Frank Aiken—Mediocre travel film for the Irish spots—80m.—see Dec. 5 issue—(Irish-made)—(Color)—(Irish Productions).
- RELUCTANT WIDOW, THE**—COSMD—Jean Kent, Guy Rolfe, Kathleen Byron—Minor art house entry—86m.—see Sept. 12 issue—(English-made)—(Fine Arts).
- SCARRED**—MD—Anna Magnani, Eduardo de Filippo, Antonio Centa—Routine Italian import—63m.—see Nov. 21 issue—Leg.: C—(Italian-made)—(English titles)—(Casolaro).
- SONG OF DOLORES**—MD—Imperio Argentina, Enrique Diosdado, Ricardo Canales—Okeh offering for Spanish houses—see July 4 issue—(Spanish-made)—(English titles)—(Lux).
- THRILL THAT KILLS, THE**—MD—Uncredited Italian players—Weak Italian import—78m.—see Dec. 19 issue—(Italian-made)—(English dialogue)—(Distinguished).
- TOAST TO LOVE**—DMU—Irina Baronova, David Silva, Miguel Arenas—Mediocre art house offering—82m.—see Dec. 19 issue—(Made in Mexico)—(English titles and commentary)—(Astor).
- UNDER THE OLIVE TREE**—MD—Raf Vallone, Lucia Bose, Falco Lulli—Good for the art houses, Italian spots—107m.—see Sept. 12 issue—(Italian-made)—(English titles)—(Lux).
- WHITE HELL OF PIZ-PALU, THE**—D—Hans Albers, Ellen Widmann, Lisolotte Pulver—Routine art house presentation—98m.—see Jan. 2 issue—(Swiss-made)—(English dialogue and titles)—(Lux).
- WOMEN WITHOUT NAMES**—ADMD—Simone Simon, Valentina Cortesa, Francoise Rosay—Realistic entry has art house appeal—92m.—see Aug. 29 issue—(Italian-made)—(English dialogue and English titles)—(Lopert).
- WONDER BOY**—D—Bobby Henrey, Robert Shackleton, Christa Winter—Good art house entry—86m.—see Jan. 2 issue—(English-made)—(Snader).
- WOODEN HORSE, THE**—AD—Leo Genn, David Tomlinson, Anthony Steel—Interesting art offering—98m.—see Sept. 12 issue—(English-made)—(Snader).
- YOUNG SCARFACE**—MD—Richard Attenborough, Hermione Baddeley, William Hartnell—Minor English import—80m.—see Nov. 21 issue—(English-made)—(MKD).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1950-51 shorts product will be found on pages 3138, 3139, 3140 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
4411	(Sept. 6)	Pleasure Treasure (Clyde)	G	16m.	3164
4412	(Sept. 16)	She Took A Powder (Vague)	G	16m.	3193
4413	(Jan. 10)	A Fool And His Honey (Vernon)	G	16m.	3195
4414	()	Happy-Go-Whacky			
4421	(Oct. 11)	Trouble In Laws (Herbert)	F	16m.	3195
4422	(Nov. 19)	The Champ Steps Out (Baer-Rosenbloom)	F	16 1/2m.	3209
4423	(Dec. 13)	Fraidy Cat (Besser)	G	16m.	3218
COMEDY FAVORITE RE-RELEASES (6)					
4431	(Sept. 20)	She's Oil Mine	F	17m.	3154
4432	(Oct. 20)	Midnight Blunders		17 1/2m.	
4433	(Dec. 27)	Olaf Laughs Last	F	17m.	3218
THREE STOOGES (8)					
4401	(Sept. 6)	Merry Mavericks	G	16m.	3164
4402	(Oct. 4)	The Tooth Will Out	F	16m.	3193
4403	(Nov. 1)	Hula-La-La	G	16m.	3200
4404	(Dec. 6)	Pest Man Wins	F	16m.	3218
4405	(Jan. 13)	A Missed Fortune		16 1/2m.	
SERIALS					
4120	(Dec. 27)	Captain Video	G	15ep.	3209
One Reel CANDID MICROPHONE					
4551	(Oct. 4)	Candid Microphone—No. 1	F	10m.	3179
4552	(Dec. 6)	Candid Microphone—No. 2	F	11m.	3219
CAVALCADE OF BROADWAY					
4651	(Nov. 29)	Eddie Condon's	G	10m.	3211
COLOR FAVORITES (12) (Re-releases) (Technicolor)					
4601	(Sept. 13)	The Horse On The Merry-Go-Round	G	7m.	3165
4602	(Oct. 18)	The Shoemaker And The Elves	G	8m.	3200
4603	(Nov. 8)	Lucky Pigs	G	7m.	3185
4604	(Dec. 13)	Holiday Land			
4605	(Jan. 17)	Snowtime			
JOLLY FROLICS (5) (Technicolor)					
4501	(Sept. 27)	George And The Dragon	E	7m.	3176
4502	(Nov. 29)	Wonder Gloves	E	7m.	3201
4503	(Jan. 24)	The Oompahs	E	7m.	3185
MR. MAGOO (Technicolor)					
4701	(Oct. 18)	Fuddy Duddy Buddy	E	7m.	3194
4702	(Dec. 20)	The Grizzly Golfer	G	7m.	3219
SCREEN SNAPSHOTS (12) (Series 31)					
4581	(Sept. 13)	Hollywood At Play	F	10 1/2m.	3167
4582	(Oct. 18)	Hoppalong In Hopyland	G	9 1/2m.	3200
4583	(Nov. 15)	Hollywood Goes Western			
4584	(Dec. 20)	Hollywood On A Sunday Afternoon	F	10 1/2m.	3211
4585	(Jan. 24)	Memories Of Famous Hollywood Comedians	F	9 1/2m.	
VARIETY FAVORITES (8) (Re-releases)					
4951	(Sept. 20)	Nora Morales and Orchestra	G	11m.	3155
4952	(Oct. 25)	Dick Stabile and Orchestra	G	10 1/2m.	3185
4953	(Dec. 27)	Randy Brooks And Orchestra	G	11m.	3211
WORLD OF SPORTS (12)					
4801	(Sept. 22)	The Willie Hoppe Story	G	9m.	3177
4802	(Oct. 25)	Flying Skis	G	9m.	3200
4803	(Nov. 29)	Gymnastic Champions	G	10 1/2m.	3201
4804	(Dec. 27)	Bicycle Thrills			
MGM					
One Reel CARTOONS (16) (Technicolor) (T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cack-A-Dooodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
W-245	(June 16)	Symphony In Slang	E	7m.	3056
W-246	(July 7)	His Mause Friday (T-J)	F	7m.	3065
(1951-52) (16)					
W-331	(Sept. 8)	Slicked Up Pup	E	6m.	3167
W-332	(Sept. 22)	Car Of Tomorrow	E	7m.	3154
W-333	(Oct. 6)	Nit Witty Kitty	G	7m.	3167
W-334	(Nov. 10)	Inside Cackle Corners		9m.	
W-335	(Nov. 17)	Droopy's Double Trouble	G	7m.	3154
W-336	(Dec. 8)	Cat Napping (T-J)	G	7m.	3194
W-337	(Jan. 12)	The Flying Cat (T-J)	G	7m.	3154
W-338	(Feb. 9)	Magical Maestro	F	7m.	3200
W-339	(Feb. 16)	The Duck Doctor (T-J)	G	7m.	3172
()	()	Little Runaway (T-J)	G	7m.	3177
()	()	The Two Mouseketeers (T-J)	E	7m.	3200
()	()	Triplet Trouble (T-J)	G	8m.	3167
()	()	Push Button Kitty (T-J)	G	6 1/2m.	3219
()	()	One Cab's Family	E	8m.	3164
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-311	(Dec. 1)	Glimpses Of Argentina	F	8m.	3219
T-312	()	Picturesque New Zealand			
T-313	()	Beautiful Brazil			
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallepin' Gals	E	7m.	3043
W-266	(Aug. 4)	The Bodyguard	F	7m.	3105
(1951-52) (6)					
W-361	(Oct. 20)	Puttin' On The Dog	G	7m.	3167
W-362	(Dec. 15)	Mouse Trouble	G	7m.	3185
W-363	(Jan. 19)	The Mouse Comes To Dinner			
()	()	Fraidy Cat (T-J)	F	8m.	3176
PEOPLE ON PARADE (8) (Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks (Traveltalk)	F	8m.	3080
P-216	(June 23)	Romantic Riviera (Traveltalk)	F	9m.	3099
P-217	(Aug. 4)	Glimpses Of Morocco and Algiers (Traveltalk)	F	8m.	3129
P-218	(Aug. 25)	Visiting Italy	F	8m.	3137
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
S-259	(June 16)	Bandage Bait	E	9m.	3088
S-260	(July 14)	Bargain Madness	G	9m.	3113
(1951-52) (10)					
S-351	(Sept. 1)	Football Thrills No. 14	G	9m.	3165
S-352	(Oct. 13)	That's What You Think	F	9m.	3177
S-353	(Nov. 17)	In Case You're Curious	F	8m.	3185
S-354	()	Reducing			
S-355	(Dec. 22)	Fishing Feats		10m.	
Paramount					
Two Reel MUSICAL PARADE FEATURETTES (6) (Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	10m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel CASPER CARTOONS (6) (Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo	G	8m.	3098
B10-5	(July 27)	Boo Scout	G	8m.	3112
B10-6	(Aug. 10)	Casper Comes To Clown	G	7m.	3154
(1951-52)					
B11-1	(Dec. 7)	Casper Take A Bow Wow	F	7m.	3209
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
R10-9	(May 11)	The Jumping Off Place	G	10m.	3080
R10-10	(May 25)	Close Decisions	G	10m.	3113
R10-11	(June 22)	City Of Ball Tossers	G	10m.	3113
R10-12	(July 20)	Follow The Game Trails	G	10m.	3113

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(1951-52) (12)					
R11-1	(Oct. 5)	Allen's Animal Kingdom	G	7m.	3177
R11-2	(Nov. 2)	Ridin' The Rails	G	10m.	3194
R11-3	(Nov. 16)	Fresh Water Champs	G	9m.	3200
R11-4	(Dec. 7)	Water Jockey Hi-Jinks	G	10m.	3219
R11-5	(Dec. 7)	Ski-Lark In The Rockies	G	10m.	3212
KARTUNES (6)					
X11-1	(Nov. 9)	Vegetable Vaudeville	G	7m.	3194
X11-2	(Dec. 28)	Snooze Reel	F	7m.	3211
NOVELTOONS (10) (Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches	G	9m.	3080
P10-8	(June 1)	As The Crow Lies	F	6m.	3098
P10-9	(July 6)	Slip Us Some Redskin	G	7m.	3112
P10-10	(Aug. 3)	Party Smarty	F	7m.	3129
(1951-52) (10)					
P11-1	(Oct. 12)	Cat Choo	G	7m.	3176
P11-2	(Oct. 26)	Audrey The Rainmaker	G	8m.	3176
P11-3	(Nov. 9)	Cat Tamale	G	7m.	3194
P11-4	(Dec. 14)	By Leaps And Hounds	F	8m.	3209
P11-5	(Dec. 21)	Scout Fellow	G	8m.	3211
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just For Fun	E	10m.	2983
K10-2	(Oct. 27)	The City Of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littlest Expert	G	10m.	3080
(1951-52) (6)					
K11-1	(Oct. 5)	Way Out West In Florida	F	10m.	3155
K11-2	(Oct. 5)	Mermaid Bay	G	9m.	3155
K11-3	(Nov. 2)	A Ring For Roberta	F	9m.	3194
K11-4	(Nov. 9)	I Cover The Everglades	F	10m.	3185
K11-5	(Nov. 23)	Sadie Hawkins Day	G	10m.	3212
K11-6	(Nov. 2)	The Littlest Expert On Football	G	10m.	3194
POPEYE CARTOONS (8) (Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
(1951-52) (4)					
23501	(Sept. 7)	Mad About Moonshine.....	F	19m.	3185
23502	(Sept. 28)	It Happened All Night.....	G	19m.	3185
23503	(Oct. 26)	An Apple In His Eye.....	G	14m.	3193
23504	(Nov. 16)	Slightly At Seas.....	F	16m.	3193
LEON ERROL COMEDIES (6)					
13701	(Sept. 15)	Texas Tough Guy.....	F	18m.	2944
13702	(Dec. 1)	Spooky Woogy.....	F	15m.	2998
13703	(Jan. 26)	Chinatown Chump.....	F	16m.	3035
13704	(Mar. 30)	Punchy Pancho.....	G	16m.	3028
13705	(May 25)	One Wild Night.....	G	17m.	3087
13706	(Aug. 3)	Deal Me In.....	G	16m.	3172
(1951-52) (6)					
23701	(Sept. 21)	Lord Epping Returns.....	G	19m.	3193
23702	(Dec. 21)	Too Many Wives.....	F	16m.	3218
MUSICAL REVIEWS (2)					
23201	(Oct. 5)	Tex Beneke's Orchestra.....	E	18m.	3179
23202	(Nov. 9)	Let's Make Rhythm.....	F	20m.	3179
MY PAL (2)					
13201	(Oct. 6)	Pal, Fugitive Dog.....	F	21m.	2986
13202	(Feb. 16)	Pal's Gallant Journey.....	G	20m.	3035
SPORT SPECIALS (3)					
13001	(Sept. 29)	You Can Beat The A-Bomb.....	E	19½m.	2998
13901	(Dec. 8)	Football Headliners of 1950.....	F	17m.	3012
13801	(Apr. 13)	Basketball Headliners of 1951.....	G	16m.	3064
(1951-52) (2)					
23901	(Dec. 14)	Football Headliners of 1951.....	F	14m.	3209
23801	(Apr. 11)	Basketball Headliners of 1952.....	F	14m.	3209
SPECIALS (13)					
23101	(Sept. 14)	Here Comes The Band.....	E	17m.	3154
23102	(Oct. 12)	Last Of The Wild West.....	G	16m.	3179
23103	(Nov. 9)	Railroad Special Agent.....	E	15m.	3194
23104	(Dec. 7)	Lady Marines.....	E	16m.	3209
23105	(Feb. 1)	Songs Of The Campus.....	E	16m.	3209
THIS IS AMERICA (13)					
13101	(Sept. 15)	Pinkerton Man.....	F	16m.	2943
13102	(Oct. 15)	Seven Cities Of Washington.....	G	15m.	2986
13103	(Nov. 10)	Whereabouts Unknown.....	E	15m.	2998
13104	(Dec. 8)	Letter To A Rebel (Reissue).....	G	16m.	2974
13105	(Jan. 5)	Airlines To Anywhere.....	G	16m.	3028
13106	(Feb. 2)	Lone Star Roundup.....	G	15m.	3056
13107	(Mar. 2)	Cruise Ship.....	G	16m.	3056
13108	(Mar. 30)	Day Of The Fight.....	E	16m.	3067
13109	(Apr. 27)	The MacArthur Story.....	G	16m.	3064
13110	(June 22)	They Fly With The Fleet.....	E	16m.	3105
13111	(July 20)	Ambulance Doctor.....	E	16m.	3129
13112	(Aug. 17)	Prison With A Future.....	E	14m.	3154
TRUE-LIFE ADVENTURES (2)					
(Technicolor)					
(1951-52)					
23301	(July 28)	Nature's Half Acre.....	E	33m.	3154
23302	(.....)	Olympic Elk.....	E	33m.	3154
UNCLASSIFIED SPECIALS					
241	(.....)	World Championship Fight -Turpin Vs. Robinson.....	G	20m.	3164
242	(.....)	World Championship Fight -Pep Vs. Saddler.....	G	21m.	3172
One Reel					
SCREENLINERS (13)					
14201	(Sept. 8)	It's Only Muscle.....	G	9m.	2938
14202	(Oct. 6)	Fairest Of The Finest.....	G	8m.	2965
14203	(Nov. 3)	The Big Appetite.....	G	9m.	2986
14204	(Dec. 1)	Package Of Rhythm.....	G	10m.	3013
14205	(Dec. 29)	Research Ranch.....	F	8m.	3013
14206	(Jan. 26)	Movie Oldies.....	G	9m.	3035
14207	(Feb. 23)	Life Guard.....	G	8m.	3051
14208	(Mar. 23)	Flying Padre.....	G	9m.	3057
14209	(Apr. 20)	Your Fate Is In Your Hands.....	E	8m.	3088
14210	(May 18)	Florida Cowhands.....	G	9m.	3098
14211	(June 15)	Card Sharp.....	G	9m.	3105
14212	(July 13)	Cleopatra's Playground.....	G	9m.	3129
14213	(Aug. 10)	Antique Antics.....	F	8m.	3136
(1951-52) (13)					
24201	(Sept. 7)	Recording Session.....	F	9m.	3165
24202	(Oct. 10)	Icebreaker.....	E	9m.	3179
24203	(Nov. 2)	America's Singing Boys.....	G	10m.	3194
24204	(Nov. 30)	Riders Of The Andes.....	E	8m.	3219
24205	(Dec. 28)	Man With A Record.....	G	9m.	3219
24206	(.....)	Sweet Land Of Liberty.....	G	9m.	3219
SPORTSCOPES (13)					
14301	(Sept. 22)	Crocodile Hunters.....	F	9m.	2960
14302	(Oct. 20)	Football's Mighty Mustang.....	F	8m.	2975
14303	(Nov. 17)	Diving Dynasty.....	F	8m.	3004
14304	(Dec. 15)	Connie Mack.....	F	8m.	2975
14305	(Jan. 12)	Canadian Snow Fun.....	G	8m.	3035
14306	(Feb. 9)	Big House Rodeo.....	F	8m.	3075
14307	(Mar. 9)	The Big Shoot.....	G	8m.	3059
14308	(Apr. 6)	Slammin' Sammy Snead.....	G	9m.	3057
14309	(May 4)	First Lady Of The Turf.....	G	8m.	3088
14310	(June 1)	Ted Williams.....	G	8m.	3059
14311	(June 29)	Lake Texoma.....	G	8m.	3105
14312	(July 27)	Rainbow Chasers.....	G	8m.	3129
14313	(Aug. 24)	Bride Belles.....	F	8m.	3155
(1951-52) (13)					
24301	(Sept. 28)	Chancel Swimmer.....	G	9m.	3179
24302	(Oct. 19)	Touchdown Town.....	G	9m.	3195
24303	(Nov. 16)	Backyard Hockey.....	G	9m.	3212
24304	(Dec. 14)	Feathered Bullets.....	G	8m.	3212
24305	(Jan. 11)	Winter Holiday.....	G	8m.	3212
THE MOVIES AND YOU					
(All-Industry Shorts)					
14801	(Sept. 13)	The Costume Designer.....	E	9m.	2769

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
WALT DISNEY CARTOONS (18)					
(Technicolor)					
(C—Chip'm Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
14101	(Sept. 1)	Hook, Lion And Sinker(D).....	G	7m.	2965
14102	(Sept. 22)	Camp Dog (P).....	G	7m.	2965
14103	(Oct. 13)	Bee At The Beach (D).....	F	7m.	2974
14104	(Nov. 3)	Hold That Pose (G).....	G	7m.	2998
14105	(Nov. 24)	Morris The Midget Moose (S).....	G	8m.	2938
14106	(Dec. 15)	Out On A Limb (D).....	G	7m.	3013
14107	(Jan. 5)	Lion Down (G).....	G	7m.	3013
14108	(Jan. 19)	Chicken In The Rough.....	G	7m.	3035
14109	(Feb. 9)	Cold Storage (P).....	E	7m.	3040
14110	(Mar. 2)	Dude Duck (D).....	F	7m.	3056
14111	(Mar. 23)	Homemade Home (G).....	F	7m.	3065
14112	(Apr. 6)	Corn Chips (D).....	G	7m.	3064
14113	(Apr. 27)	Cold War (S).....	G	7m.	3087
14114	(May 18)	Plutopia (P).....	G	7m.	3087
14115	(June 8)	Test Pilot Donald (D).....	G	7m.	3098
14117	(July 20)	Lucky Number (D).....	G	7m.	3129
14118	(Aug. 10)	R'Coon Dawg (M).....	G	7m.	3155
(1951-52) (18)					
24101	(Aug. 31)	Get Rich Quick (G).....	E	6m.	3195
24102	(Sept. 21)	Cold Turkey (P).....	G	7m.	3179
24103	(Oct. 12)	Fathers Are People (G).....	E	7m.	3194
24104	(Nov. 2)	Out Of Scale (D).....	G	7m.	3209
24105	(Nov. 23)	No Smoking (G).....	E	6m.	3209
24106	(Dec. 14)	Bee On Guard (D).....	E	7m.	3209
24107	(Jan. 4)	Father's Lion (G).....	G	7m.	3209
24108	(Jan. 18)	Donald Applecore (G).....	G	7m.	3209
24109	(Dec. 24)	Lambert The Sheepish Lion (S).....	G	7m.	3209
24110	(Feb. 24)	Hello Aloha (G).....	G	7m.	3209
24111	(Mar. 21)	Two Chips And A Miss (C).....	G	7m.	3209
24112	(Apr. 4)	Man's Best Friend (G).....	G	7m.	3209
24113	(Apr. 25)	Let's Stick Together (D).....	G	7m.	3209
24114	(May 16)	Two-Gun Goofy (G).....	G	7m.	3209
24115	(June 6)	Susie, The Little Blue Coupe (S).....	G	7m.	3209
24116	(June 27)	Teachers Are People (G).....	G	7m.	3209
24117	(July 18)	Uncle Donald's Ants (D).....	G	7m.	3209
24118	(Aug. 8)	The Little House (S).....	G	7m.	3209
WALT DISNEY REISSUES (6)					
(Technicolor)					
14701	(Oct. 27)	The Moth And The Flame.....	E	8m.	2975
14702	(Dec. 29)	Donald's Golf Game.....	E	8m.	2985
14703	(Feb. 23)	Merbabies.....	E	9m.	2985
14704	(Apr. 20)	The Practical Pig.....	E	8m.	2985
14705	(July 6)	Polar Trappers.....	E	8m.	2985
14706	(Aug. 24)	The Old Mill.....	E	9m.	2985
Republic					
SERIALS (4)					
5181	(July 14)	Government Agents Vs. Phantom Legion.....	F	12ep.	3167
5182	(Sept. 26)	Pirates' Harbor (Reissue Of Haunted Harbor).....	G	15ep.	3167
5103	(Jan. 9)	Radar Men From The Moon.....	G	12ep.	3167
One Reel					
THIS WORLD OF OURS (6)					
(Tricolor)					
5085	(July 15)	Belgium.....	G	9m.	3137
5086	(Sept. 1)	Switzerland.....	G	9m.	3165
5087	(Nov. 1)	Italy.....	F	9m.	3200
5088	(Dec. 15)	Egypt.....	F	9m.	3200
20th Century-Fox					
Two Reel					
THE MARCH OF TIME (6)					
(Vol. 17)					
(Feb.)		No. 1—Strategy For Victory.....	G	17½m.	3028
(Mar.)		No. 2—Flight Plan For Freedom.....	E	18½m.	3049
(Apr.)		No. 3—The Nation's Mental Health.....	E	19m.	3072
(June)		No. 4—Moroccan Outpost.....	G	17m.	3098
(Aug.)		No. 5—Crisis In Iran.....	E	18½m.	3129
(Aug.)		No. 6—Formosa.....	E	17m.	3136
One Reel					
SPORTS REVIEW (26)					
(T—Technicolor)					
3101	(Jan.)	Arrow Artistry.....	F	9m.	3056
3102	(Mar.)	Let's Go Marlin Fishing (T).....	G	10m.	3065
3103	(June)	Mr. Basketball.....	G	9m.	3120
3104	(Aug.)	Football Winning Ways.....	G	10m.	3166
3105	(Oct.)	Accent On Balance.....	G	9m.	3219
3106	(Dec.)	Untitled.....	G	9m.	3219
TERRYTOONS (26)					
(Technicolor)					
5101	(Jan.)	The Talking Magpies In Rival Romeos.....	F	7m.	2965
5102	(Jan.)	Nutsy In Squirrel Crazy.....	G	7m.	3021
5103	(Feb.)	Little Roquefort In Three Is A Crowd.....	G	7m.	3021
5104	(Feb.)	Woodman Spare That Tree.....	F	6½m.	3013
5105	(Mar.)	Half Pint In Stage Struck.....	F	7m.	3021
5106	(Mar.)	Super Mouse In Sunny Italy.....	G	7m.	3021
5107	(Mar.)	Gandy Goose In Songs Of Erin.....	G	7m.	3021
5108	(Apr.)	The Talking Magpies In Bulldozing The Bull.....	F	6m.	3040
5109	(Apr.)	Gandy Goose In Spring Fever.....	F	6½m.	3051
5110	(May)	Mighty Mouse In Goons From The Moon.....	G	7m.	3065
5111	(May)	Little Roquefort In Musical Madness.....	F	7m.	3056
5112	(June)	Half Pint In Elephant Mouse.....	G	7m.	3065
5113	(June)	The Talking Magpies In The Rainmakers.....	G	7m.	3065

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5114	(June)	Mighty Mouse In Injun Trouble.....	F	7m.	3120
5115	(July)	Little Roquefort In Seasick Sailors.....	F	7m.	3098
5116	(July)	The Terry Bears In Tall Timber.....	F	7m.	3105
5117	(Aug.)	Aesops Fables: Golden Egg Goose.....	G	7m.	3120
5118	(Aug.)	Mighty Mouse In A Swiss Miss.....	G	7m.	3120
5119	(Sept.)	Heckle And Jeckle In Steeple Jacks.....	G	7m.	3120
5120	(Sept.)	Terry Bears In Little Problems.....	G	7m.	3120
5121	(Oct.)	Little Roquefort In Pastry Panic.....	F	7m.	3136
5122	(Oct.)	The Helpful Geni.....	G	7m.	3166
5123	(Nov.)	Heckle and Jeckle In 'Sno Fun.....	G	7m.	3167
5124	(Nov.)	Mighty Mouse In A Cat's Tale.....	E	7m.	3166
5125	(Dec.)	Beaver Trouble.....	G	7m.	3166
5126	(Dec.)	Little Roquefort In The Haunted Cat.....	G	7m.	3166
(1951-52)					
(.....)		Heckle And Jeckle In Movie Madness.....	F	7m.	3195
(Reissues) (4)					
5127	(Jan.)	Lucky Duck.....	G	7m.	3013
5128	(Feb.)	The Bird Tower.....	G	7m.	3012
5					

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6386	(June 25)	Hilly Billy	F	10m.	3098	7332	(Aug. 18)	Wacky Weed				8402	(Nov. 10)	So You Want To Be A Plumber	F	10m.	3194
6387	(July 30)	Macdonald's Farm	G	10m.	3113	7333	(Sept. 15)	Musical Moments				8403	(Jan. 12)	So You Want To Get It Wholesale	F	10m.	
6388	(Sept. 10)	Down The River	G	10m.	3165	WOODY WOODPECKER CARTUNES (6) (Technicolor)											
7331	(Nov. 12)	Reuben, Reuben	G	10m.	3185	6351	(Jan. 22)	Puny Express	E	7m.	3035	MELODY MASTER BANDS (6)					
7332	(Dec. 31)	Uncle Sam's Songs	G	10m.	3211	6352	(Mar. 26)	Sleep Happy	F	7m.	3049	8801	(Oct. 13)	U. S. Army Band	G	9m.	3157
VARIETY VIEWS (8)						6353	(May 28)	Wicket Wacky	G	7m.	3080	8802	(Nov. 17)	Jan Garber and Orchestra	E	10m.	3194
6341	(Jan. 22)	Battle Of The Bulge	F	9m.	3021	6354	(July 23)	Sling Shot 67's	F	7m.	3098	MERRIE MELODIES (22) (Technicolor)					
6342	(Feb. 19)	Brooklyn Goes To Beantown	F	9m.	3028	6355	(Oct. 1)	Redwood Sap	G	7m.	3165	8701	(Sept. 8)	Lovelorn Leghorn	G	7m.	3155
6343	(Mar. 5)	Springboard To Fame	G	9m.	3049	6356	(Oct. 29)	Woody Woodpecker Polka	E	7m.	3167	8702	(Sept. 22)	Tweety's S.O.S.	G	7m.	3165
6344	(Apr. 30)	Hickory Holiday	G	9m.	3074	(1951-52) (6)						8703	(Oct. 20)	A Bear For Punishment	E	7m.	3172
6345	(May 21)	Finny Business	F	9m.	3075	7351	(Dec. 24)	Destination Meatball	G	7m.	3185	8704	(Nov. 3)	Sleepy Time Possum	F	7m.	3177
6346	(June 18)	Clubby Cub	F	8m.	3080	7352	(Feb. 25)	Little Monster	G			8705	(Nov. 17)	Drip-Along Daffy	E	7m.	3188
6347	(Aug. 6)	Romeo Land	G	9m.	3113	Warners						8706	(Dec. 15)	Tweet Tweet Tweety	G	7m.	3194
6348	(Sept. 10)	Monkey Island	G	10m.	3113	Two Reel SPECIALS (8) (Technicolor)						8707	(Dec. 22)	The Prize Pest	F	7m.	3219
(1951-52) (8)						8001	(Sept. 8)	Winter Wonders	E	20m.	3176	8708	(Jan. 5)	Who's Kitten, Who		7m.	
7341	(Nov. 5)	Italian Interlude	G	9m.	3212	8002	(Oct. 27)	Ride, Cowboy, Ride	G	20m.	3195	SPORTS PARADE (10) (Technicolor)					
7342	(Jan. 21)	Brooklyn Goes South	G	9m.	3219	8003	(Dec. 8)	Lincoln In The White House	E	20m.	3193	8501	(Oct. 6)	Art Of Archery	G	10m.	3177
7343	(Feb. 25)	Sail Ho	E	9m.	3219	8004	(Jan. 26)	Land Of The Trembling Earth	E	20m.	3193	8502	(Nov. 3)	Cowboy's Holiday	G	10m.	3194
7344	(Apr. 14)	Rhythm On The Reef	E	9m.	3219	FEATURETTES (6)						8503	(Dec. 22)	Every Dog Has Its Day	G	9m.	3194
WALTER LANTZ CARTUNES (13) (Reissues) (Technicolor)						8101	(Sept. 29)	The Knife Thrower	G	20m.	3176	VITAPHONE NOVELTIES (7)					
6321	(Nov. 6)	Life Begins For Andy Panda	G	7m.	2985	8102	(Nov. 24)	A Laugh A Day	G	20m.	3218	8601	(Sept. 15)	To Be Or Not To Be	F	10m.	3177
6322	(Dec. 4)	Three Lazy Mice	G	7m.	2999	8103	(Dec. 29)	I Won't Play				8602	(Jan. 5)	Lighter Than Air		10m.	
6323	(Dec. 25)	Chew Chew Baby	F	7m.	3012	One Reel BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)						8603	(Oct. 20)	Stop, Look And Laugh	G	9m.	3194
6324	(Jan. 15)	Dippy Diplomat	B	7m.	3021	8301	(Sept. 15)	Holiday For Shoestrings	F	7m.	3155	Miscellaneous					
6325	(Feb. 12)	The Adventures Of Tom Tom Thumb, Jr.	G	7m.	3043	8302	(Oct. 13)	The Lady In Red	E	7m.	3157	Balzac (AF)	G	23m.	3193		
6326	(Mar. 19)	Woody Dines Out	F	7m.	3035	8303	(Nov. 10)	Sniffles And The Bookworm	G	7m.	3194	Challenge Of The Wilderness (MGM)	G	10m.	3219		
6327	(Apr. 23)	Andy Panda Goes Fishing	G	7m.	3074	8304	(Dec. 1)	Goldilocks' Jivin' Bears	E	7m.	3194	Dancing Fleece, The (Mayer)	E	15m.	3167		
6328	(May 14)	Springtime Serenade	G	7m.	3080	8305	(Jan. 12)	Of Thee I Sting	F	7m.	3219	Grand Design, The (UN)	G	9m.	3188		
6329	(June 18)	Jungle Jive	G	7m.	3087	BUGS BUNNY SPECIALS (10) (Technicolor)						Guardian Angel, The (Marathon)	G	11m.	3201		
6330	(July 16)	Who's Cookin' Who	E	7m.	3105	8723	(Oct. 6)	Ballot Box Bunny	G	7m.	3172	It Can Happen Here (Astor)	F	30m.	3219		
6331	(Aug. 20)	Pied Piper Of Basin Street	G	7m.	3120	8724	(Dec. 1)	Bigtop Bunny	F	7m.	3194	One Who Came Back (DAV)	E	20m.			
6332	(Sept. 17)	100 Pygmies And Andy Panda	G	7m.	3165	8725	(Jan. 19)	Operation Rabbit				Pacific 231 (Pathe Cinema)	E	10m.	3165		
6333	(Oct. 15)	The Fox And The Rabbit	G	7m.	3166	JOE McDOAKES COMEDIES (6)						Paris, City Of Fashion (Stratford)	(Technicolor) G	15m.	3219		
7321	(Oct. 29)	Loose Nut	G	7m.	3185	8401	(Sept. 22)	So You Want To Be A Bachelor	G	10m.	3177	Time, The Story Of (Goetz)	G	10m.	3188		
7322	(Nov. 19)	Abou Ben Boogie	F	7m.	3185												
7323	(Dec. 12)	Painter And Pointer	F	7m.	3211												
7324	(Jan. 7)	Bathing Buddies	G	7m.	3219												
7325	(Feb. 4)	Sliphorn King Of Polaroo	F	7m.	3219												
7326	(Mar. 3)	Crow Crazy															
7327	(Mar. 31)	Reckless Driver															
7328	(Apr. 28)	Poet And Peasant															
7329	(May 26)	Mousie Come Home															
7330	(June 23)	Fairweather Fiends															
7331	(July 21)	Apple Andy															

THINGS YOU SHOULD KNOW — about this service — THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatched . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 8 Months, . . . PLUS information on all that are in production for early release.

THE NATIONAL RELEASE DATE GUIDE

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
DECEMBER Ten Tall Men B. Lancaster, J. Lawrence, G. Roland (Technicolor) The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holdren, T. Romano Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W C. Starrett, S. Burnette	DECEMBER Tales Of Robin Hood R. Clarke, M. Hatcher, B. Weldon The Great Adventure D. Price, J. Hawkins (English-made) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	DECEMBER The Light Touch S. Granger, P. Angeli, G. Sanders (Made in Italy) Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	DECEMBER Texas Lawmen, W J. M. Brown Northwest Territory K. Grant, G. Saunders, Chinook Stage To Bug River, W W. Wilson	DECEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor) Overland Telegraph, W T. Holt, R. Martin, G. Davis	DECEMBER Double Dynamite J. Russell, F. Sinatra, G. Marx The Wild Blue Yonder W. Corey, V. Ralston, F. Tucker Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez Storm Bound C. Dowling, A. Checki (Italian-made)	DECEMBER The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Bayonets M. Basehart, M. O'Shea, G. Evans Elopement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	DECEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest Week-End With Father V. Heflin, P. Neal, R. Denning Pool Of London B. Colleano, S. Shaw, R. Asherson (English-made) The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)	DECEMBER The Big Night P. Foster, J. Barrymore, Jr. J. Lorring (Waxman-Losey)	DECEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest Week-End With Father V. Heflin, P. Neal, R. Denning Pool Of London B. Colleano, S. Shaw, R. Asherson (English-made) The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)	DECEMBER Starlift D. Day, G. MacRae, R. Roman, G. Nelson, J. Rule, and guest stars Captain Blood (Re-release) E. Flynn, O. DeHavilland, B. Rathbone Distant Drums G. Cooper M. Aldon (Technicolor)
JANUARY Boots Malone W. Holden, J. Stewart, S. Clements Indian Uprising G. Montgomery, A. Long (Supercinacolor) Storm Over Tibet R. Reason, D. Douglas The Old West G. Autry, G. Davis, P. Buttram Smoky Canyon, W C. Starrett, S. Burnette, J. Mahoney	JANUARY For Men Only P. Henreid, M. Field Man Bait G. Brent, M. Chapman (English-made)	JANUARY Westward The Women R. Taylor, D. Darcel, J. McIntire It's A Big Country All-Star Cast Pandora And The Flying Dutchman J. Mason, A. Gardner, N. Patrick (Made in Europe) (Technicolor)	JANUARY Aladdin And His Lamp J. Sands, P. Medina, D. Erdman (Cinecolor) The Steel Fist R. McDowall, K. Miller Texas City, W. J. M. Brown, J. Ellison, L. Hall	JANUARY Hong Kong R. Reagan, R. Fleming (Technicolor) Tembo Howard Hill documentary (Anscolor) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn) The Hunchback Of Notre Dame C. Laughton, M. O'Hara (Re-release) Cat People S. Simon, K. Smith (Re-release)	JANUARY On Dangerous Ground R. Ryan, I. Lupino, W. Bond Woman In The Dark R. Elliott, P. Edwards, R. Vallin A Lady Possessed J. Mason, J. Havoc, P. Kellino	JANUARY Captive Of Billy, The Kid, W A. Lane, D. Edwards, C. Bevans Woman In The Dark R. Elliott, P. Edwards, R. Vallin A Lady Possessed J. Mason, J. Havoc, P. Kellino	JANUARY The Model And The Marriage Broker J. Crain, S. Brady, T. Ritter Decision Before Dawn R. Basehart, G. Merrill, H. Neff (Made in Germany) Japanese War Bride S. Yamaguchi D. Taylor, C. Mitchell, M. Windsor	JANUARY The Lady Says No D. Niven, J. Caulfield (Ross-Stillman) Chicago Calling D. Duryea, M. Anderson (Bernes) Another Man's Poison B. Davis, G. Merrill, E. Williams (Angel) (Made in England)	JANUARY Flame Of Araby M. O'Hara, J. Chandler, M. Reed (Technicolor) Bright Victory A. Kennedy, P. Dow, J. Edwards Finders Keepers T. Ewell, J. Adams, E. Varden The Cimarron Kid A. Murphy, B. Tyler, J. Best (Technicolor)	JANUARY I'll See You In My Dream D. Day, D. Thomas, F. Lovejoy, P. Wymore Room For One More C. Grant, B. Drake
FEBRUARY Death Of A Salesman F. March, M. Dunnock, K. McCarthy, C. Mitchell The Dark Page B. Crawford, J. Derek, D. Reed The Harem Girl J. Davis, A. Blake, P. Castle The Hawk Of Wild River, W. C. Starrett, S. Burnette Songa, The Wild Scillion F. Stone R. Hudson, R. Fiske (Re-release)	FEBRUARY The Sellout W. Pidgeon, J. Hodiak, A. Totter Invitation V. Johnson, D. McGuire, R. Roman, L. Calhern Shadow In The Sky R. Meeker, N. Davis, J. Whitmore Lone Star C. Gable, A. Gardner, B. Crawford, L. Barrymore	FEBRUARY Night Raiders, W. W. Wilson, L. Hall, F. Knight Fort Osage R. Cameron, J. Nigh (Cinecolor) Waco, W. B. Elliott, P. Blake, S. Jolley	FEBRUARY Sailor Beware D. Martin, J. Lewis, C. Calvet Flaming Feather S. Hayden, A. Whelan, F. Tucker (Technicolor)	FEBRUARY The Las Vegas Story J. Russell, V. Mature, V. Price A Girl In Every Port G. Marx, W. Bendix, M. Wilson At Sword's Point C. Wilde, M. O'Hara, R. Douglas (Technicolor) Snow White And The Seven Dwarfs Walt Disney feature cartoon (Technicolor) (Re-release)	FEBRUARY Colorado Sundown, W. R. Allen, M. E. Kay, S. Pickens Hoodlum Empire B. Donlevy, F. Tucker, C. Trevor	FEBRUARY David And Bathsheba G. Peck, S. Hayward, R. Massey (Regular release) (Technicolor) Phone Call From A Stranger G. Merrill, B. Davis, S. Winters Red Skies Of Montana R. Widmark, C. Smith, R. Boone (Technicolor)	FEBRUARY The Green Glove G. Ford, G. Brooks, Sir C. Hardwicke (Foreign-made)	FEBRUARY Meet Danny Wilson F. Sinatra, S. Winters, A. Nicol Here Come The Nelsons Ozzie Nelson and family Bend Of The River J. Stewart, A. Kennedy, J. Adams (Technicolor)	FEBRUARY This Woman Is Dangerous J. Crawford, D. Morgan, D. Brian	

OBSERVANCES
Feb. 12—Lincoln's Birthday
Feb. 22—Washington's Birthday
Feb. 27—Ash Wednesday

REALART
Dec.—The Bushwhackers—W. Morris, L. Tierney, M. Dell (Broder)
Jan.—The Thundering Trall—L. LaRue, A. St. John, S. Anglim

A SPECIAL
SERVICE FOR
EXHIBITORS...

... DESIGNED
TO HIGHLIGHT
CURRENT AND
CHOICE PRODU

THE BOOKING OF THE WEEK

THE BAREFOOT MAILMAN

THINGS YOU'LL WANT TO KNOW

TYPE OF STORY:

Adventure-Romance
in SuperCinecolor

LOCALE:

Florida

CAST:

Robert Cummings
Terry Moore
Jerome Courtland

RUNNING TIME:

83 minutes

HIGHLIGHTS:

Startling new locale for adventure thriller! Florida when the Everglades were wilder than the West. Presold by the shock-filled best selling novel by Theodore Pratt. Girl vs. crocodile! Ragging hurricanes! Hitherto-untold story of Miami's bandit era! Thrill to tug-of-love between Cummings and Courtland for Terry Moore. "Plenty B. O. potential." (Film Daily) "Entertainment for the entire family." (Showmen's Tr. Rev.)

RELEASE DATE:

In release

DISTRIBUTOR:

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NEWSPAPER
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SENSATIONAL ADVENTURE ON AMERICA'S
LAST FRONTIER

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best-seller that
thrilled millions!

COLUMBIA PICTURES presents

ROBERT CUMMINGS
TERRY MOORE · JEROME COURTLAND

THE BAREFOOT
MAILMAN

with JOHN RUSSELL · Will Geer

Screen Play by JAMES GUNN and FRANCIS SWANN
Produced by ROBERT COHN · Directed by EARL McEVROY
Based upon the novel by Theodore Pratt

in SUPERCINECOLOR

Two men and a girl brave
the terrors of Florida's
hurricane route—when the
crocodile was king
and the death throats called the
mailman to every crossroads!

SEE a lone
woman battle
crocodiles!
SEE tropical
storms unleash
their full fury!
SEE the scum
of the pirate
seas make their
last stand!



and, says VARIETY:

"Twentieth Century-Fox led all other companies with greatest number of pictures in top-grosser class!"

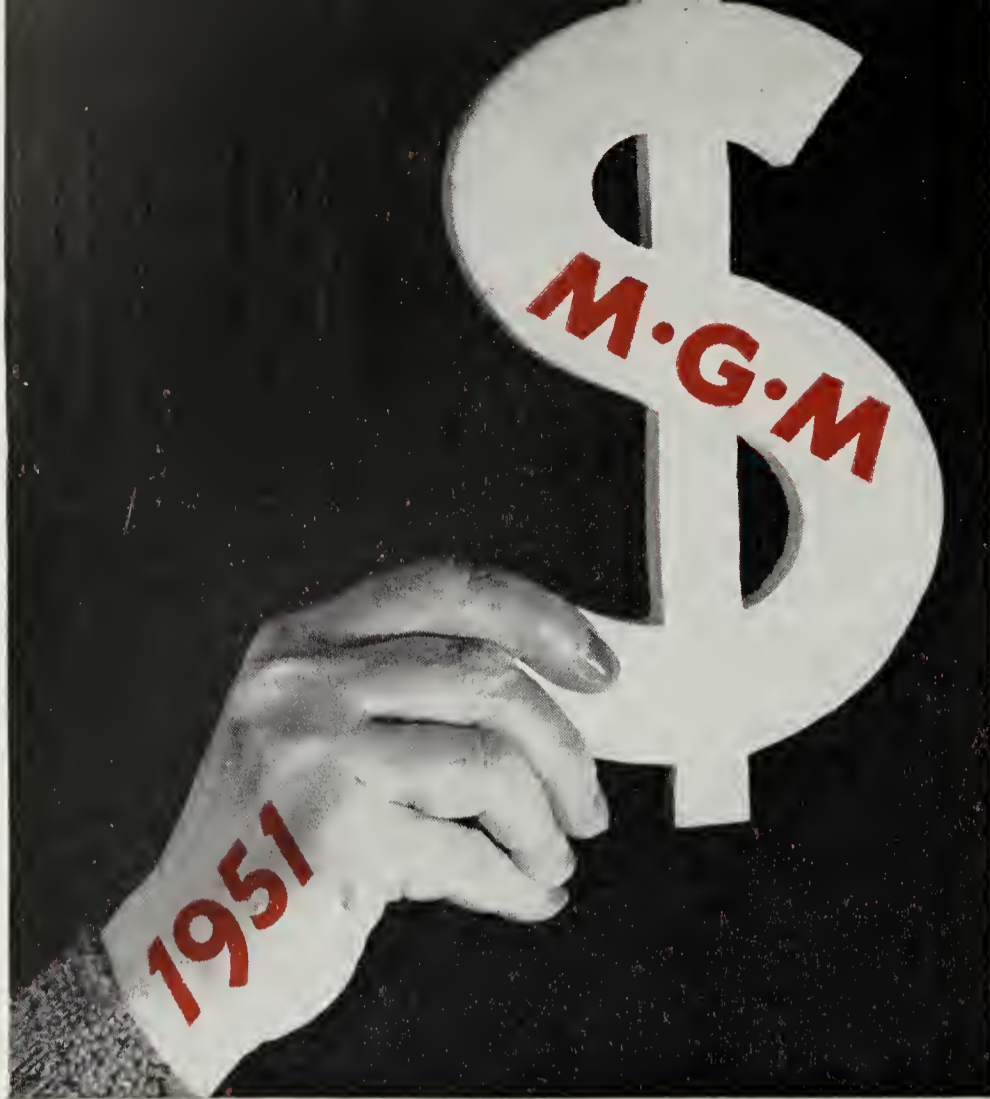
There's No Business Like  Business!

pl. 47 Number 11 **JANUARY 16, 1952**
Two Sections: Section One

REGISTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
featuring **EXTRA PROFITS**

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M-G-M LEADS THE INDUSTRY

The First Reports Are In!

Variety, Showmen's Trade Review, M.P. Herald, M.P. Daily, announce "Top Hits of 1951" as voted by exhibitors. M-G-M leads with not just one top hit, but with more top money hits than any other company.* Watch for more trade paper annual reports. Prediction: a landslide for M-G-M, as usual!

* In Variety, M-G-M has 8 out of first 20; next company 2. In Showmen's Trade Review Annual, M-G-M has the 2 top pictures and 4 out of first 10, which is twice any other company. In M. P. Herald, M-G-M has 4 out of the 7 top-grossing pictures, nearest company 1. In M. P. Daily, out of the 7 listed M-G-M has 4, nearest company 1.



FORECAST: M-G-M AGAIN IN '52!

The M-G-M Studio has never in its history had a more powerful array of product than right now. To mention just a few: "THE WILD NORTH" (AnSCO color), "LONE STAR", and the following in Technicolor — "IVANHOE", "SINGIN' IN THE RAIN", "THE MERRY WIDOW", "SCARAMOUCHE", "SKIRTS AHOY!", "LOVELY TO LOOK AT" and many more. And of course, The Great "QUO VADIS", the box-office giant of all time!

The First M-G-M Trade Shows of 1952



FEB. 12th (Except N.Y.)
Feb. 15th

"THE BELLE of NEW YORK"

a gay **TECHNICOLOR**
Musical in the
M-G-M manner

Starring Fred Astaire • Vera-Ellen • Marjorie Main • with Keenan Wynn • Alice Pearce • Clinton Sundberg • Gale Robbins • Color by Technicolor • Screen Play by Robert O'Brien, Irving Elinson Adapted for the Screen by Chester Erskine • From the Play by Hugh Morton • Music by Harry Warren • Lyrics by Johnny Mercer • Directed by Charles Walters • Produced by Arthur Freed

ALBANY	20th-Fox Screen Room	1052 Broadway	2/12	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2/12	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2/12	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2/12	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	2/12	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	2/12	1:30 P.M.
CINCINNATI	20th-Fox Screen Room	1638 Central Parkway	2/12	2 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	2/12	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	2/12	2:30 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	2/12	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	2/12	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	2/12	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	2/12	1 P.M.
JACKSONVILLE	Florida State Screen Room	128 East Forsyth Street	2/12	8 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	2/12	1:30 P.M.
LOS ANGELES	United Artists' Scr. Room	1851 S. Westmoreland	2/12	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	2/12	12 Noon
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	2/12	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2/12	2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	2/12	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	2/12	1:30 P.M.
NEW YORK	M-G-M Screen Room	630 Ninth Avenue	2/15	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	2/12	1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	2/12	1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	2/12	11 A.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2/12	2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2/12	2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	2/12	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	2/12	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	2/12	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	2/12	1 P.M.
WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	2/12	2 P.M.

ALBANY	20th-Fox Screen Room	1052 Broadway	1/21	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	1/21	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	1/21	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	1/21	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	1/21	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	1/21	1:30 P.M.
CINCINNATI	20th-Fox Screen Room	1638 Central Parkway	1/21	2 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Avenue	1/21	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	1/21	2:30 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	1/21	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	1/21	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	1/21	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	1/21	1 P.M.
JACKSONVILLE	Florida State Screen Room	128 East Forsyth Street	1/21	8 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	1/21	1:30 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	1/21	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	1/21	12 Noon
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	1/21	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	1/21	2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	1/21	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	1/21	1:30 P.M.
NEW YORK	M-G-M Screen Room	630 Ninth Avenue	1/21	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	1/21	1 P.M.
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WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	1/21	2 P.M.



JAN. 21st

"INVITATION"

The Story of A
Borrowed Love

Starring Van Johnson • Dorothy McGuire • Ruth Roman • co-starring Louis Calhern • Screen Play by Paul Osborn • Based on a Story by Jerome Weidman • Directed by Gottfried Reinhardt • Produced by Lawrence Weingarten • An M-G-M Picture

There's an important phone call coming through...

**"PHONE CALL FROM
A STRANGER"**

it's for you!



Great Cast! Great Story!! Great Boxoffice!!!

20th Century-Fox's

**"PHONE CALL FROM
A STRANGER"**

A great motion picture in the tradition of "A LETTER TO THREE WIVES" and "ALL ABOUT EVE."

starring

**SHELLEY WINTERS • GARY MERRILL
MICHAEL RENNIE • also starring BETTE DAVIS**

with KEENAN WYNN • EVELYN VARDEN

Written for the Screen and Produced by

NUNNALLY JOHNSON • JEAN NEGULESCO

Based on a story by I.A.R. WYLIE



Don't miss this "call" - if you know what's good for you

There's No Business Like **20** Business

CENTURY-FOX





REPORTS from the midwest say that a patron who was apparently unconscious in a theatre was sent to the hospital in an ambulance. It developed later that he was really a heavy sleeper, and needed no hospitalization. The name of the picture which brought it on wasn't given.



A THEATRE in England used to give a lower price to old-age pensioners until it learned that most of the folks were coming to the house by taxi.



ACCORDING TO a new edict in Brazil, an exhibitor can't pay any more for an American import than he does for a Brazilian-made show, with quality having nothing to do with it.



A COAST THEATRE, after a couple of months of watching its seats being cut and children being noisy, instituted a policy of making at least one parent accompany each child to an evening show. Saturday matinees are excepted.



A THEATREMAN in the midwest, seeing inductees going off without any attention being paid to them, inaugurated a plan whereby once a month he plays host to the men, their wives or sweethearts at a special program.



A THEATRE in the southwest eliminated its popcorn and candy counter, and, instead, installed a coffee bar, giving free coffee to the patrons.

—H. M. M.

I N D E X

VOL. 47, No. 11 JANUARY 16, 1952

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THE COVER PHOTO

Orville Crouch, left, Laew's Theatres eastern division manager, is seen with Major General Thomas W. Herren and Captain Raymond Harvey at the recent premiere of 20th-Fox's "Fixed Bayonets!", Loew's Palace, Washington, D. C.

EXHIBITOR

VOL. 47, No. 11



JANUARY 16, 1952

"Monogram Week" Nears

ON many occasions, this department has called attention to the need for encouraging the independent companies, those small producer-distributors whose contributions to the field have helped ease the burden for exhibitors as well as bringing to the market pictures of a type that fit in closely with the theatreman's scheme of operations.

IN THIS category, Monogram Pictures Corporation has ranked high.

DURING the 21 years that the company has been operating, it has made an honest effort to supply exhibitors with product that fits their needs, and, despite the fortunes of the trade, has been a steady producer.

Now, as is fitting the occasion, Monogram is again celebrating "National Monogram Week."

DURING the period from Feb. 10-16, the company, through its branches, is trying to have a Monogram subject on every theatre screen in the country.

LAST YEAR, when "Monogram Week" made its bow, it wasn't thought possible that a small, independent company could reach such an objective but Monogram accomplished its task, and attained its goal.

THIS YEAR, Monogram points to the fact that it is especially strong in the color division, which should make its product even more attractive to those who will cooperate with "Monogram Week."

UNDER the guidance of Steve Broidy, the company has been held in a firm grasp, which is another reason why "Monogram Week" should again find 100 per cent assistance from exhibitors during the 1952 big push.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; Max Xavier Cades, business manager; Marguerite Gibson, circulation manager; George Frees Nonomaker and Mel Konecuff, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia-Washington, Southern, Midwest, Midwest-Western): one year, \$2; two years, \$3.50; three years, \$5. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 246-248 North Clarion Street, Philadelphia 7, Pennsylvania.



A MILITARY BAND ASSEMBLES IN FRONT OF THE RIVOLI, NEW YORK CITY, DURING THE BENEFIT PREMIERE OF 20TH-FOX'S "FIXED BAYONETS!"

More Than Just Ballyhoo

20th-Fox's "Fixed Bayonets!" Premieres Also Tied In With The Blood Bank



Spyros P. Skouras, president, 20th-Fox, and his wife, left, arrive at the premiere with Walter Young, The New York Journal-American, and wife.

MOST of the major war pictures in recent years have been launched in a similar fashion, with parades of uniformed men, military bands, and the appearances of war heroes sparking the festivities. There's something about the pomp and color of a military opening that never loses its flavor through repetition, and the similarity of most war picture premieres is entirely justified.

While the recent key city openings of 20th-Fox's "Fixed Bayonets!" followed the pattern in this regard, there was something more significant than usual in that the premieres aided the wounded of the Korean war, and promoted local Red Cross blood drives across the nation.

Key figure at the "Fixed Bayonets!" openings was Captain Raymond Harvey, Congressional Medal of Honor winner who was technical advisor on the Korean background of the film. In connection with the world premiere in New York City,

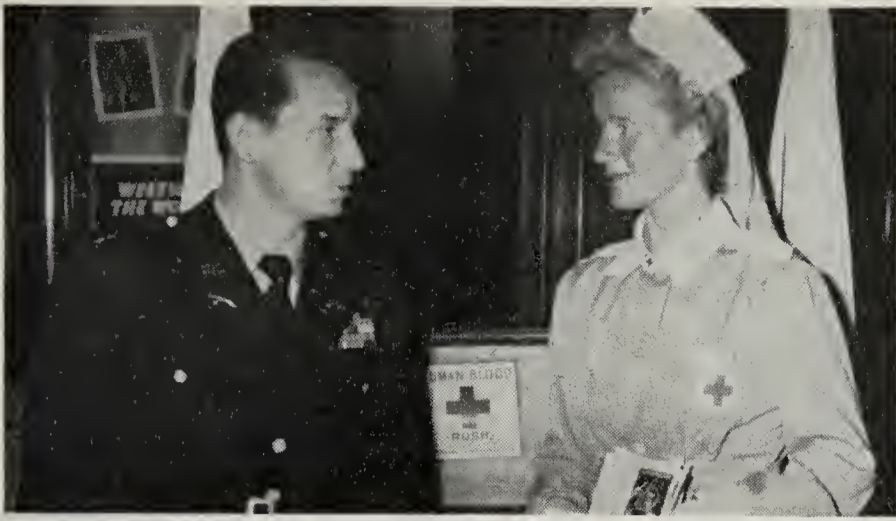
Captain Harvey addressed blood donor rallies, and appeared on radio and TV.

Following the pattern established in New York, Captain Harvey planned to Chicago, where the launching of "Fixed Bayonets!" met with equally successful results at the boxoffice and blood banks.

Returning to his native California, the war hero attended the San Francisco opening, then proceeded to premiere at Grauman's Chinese, where bands, stars, and industry notables were on hand.

The colorful bows in Washington, D. C., Boston, Milwaukee, and Denver signalled the three-quarter mark on Captain Harvey's junket. By the time he had visited Kansas City, San Antonio, Tex., Dallas, and Atlanta, the "Fixed Bayonets!" campaign had taken him an additional 9,000 miles, and resulted in the collection of countless pints of urgently needed blood.

Shown on these pages are a few of the highlights of "Fixed Bayonets!" campaign.



Captain Raymond Harvey, Congressional Medal of Honor winner, stops to chat with the wife of Secretary of Army Frank Pace at the Washington bow.



A half-hour concert by the United States Army Band in front of Loew's Palace, Washington, D. C., gives a stirring sendoff to the "Fixed Bayonets!"



Harold Seidenberg, managing director, Fox, Philadelphia, welcomes to the opening Colonel John Welch, commanding officer, Valley Forge Hospital.



Crowds gather at the Fox, Philadelphia, to hear a band from the Valley Forge Army Hospital help set the scene for the premiere of the war picture.



Captain Harvey is welcomed to Chicago by Mayor Kennelly and a Red Cross official as he arrives to aid blood drive and the opening at the Wood.



Soldiers from nearby Fort Devens, Mass., take part in the colorful military parade being a highlight of premiere activities at Boston's Metropolitan.



"Fixed Bayonets!" stars Richard Basehart, with wife Valentina Cortesa, Gene Evans, and Michael O'Shea arrive at the Chinese, Los Angeles, for opening.



At the Fox, San Francisco, "Fixed Bayonets!" is launched, with festivities including a concert by the Sixth Army Bagpipe Band in front of the theatre.

Mel Konecoff's NEW YORK

UNITED ARTISTS is well on the road to prosperity, Arthur Krim, president, announced last week at a press conference to hail the passing of an era. Krim reported that the company had finished 1951 with a substantial profit, which will be transferred into stock ownership following an audit of the books. It means that Krim and the other partners in the organization will receive 8,000 shares of stock of the total outstanding, which is 16,000, after which they will come into a "10-year voting trust." This, when translated, means that they will also be able to vote the 8,000 shares of stock owned by Mary Pickford and Charles Chaplin, and that the control of the company will be solely in their hands.



KONECOFF

The announcement was particularly gratifying in that when the group first took over some nine months before, the losses were so large that they thought it would be some time before they could overcome them. Instead, with the cooperation of all concerned, especially exhibitors, they were able to follow through in record time. Special tribute was paid to exhibitor friends who agreed to forego immediate interests so that all could profit eventually.

The company's reorganization was in the process since the new group took over, and they have come a long way domestically as well as foreignwise. They now feel that they can do a good distribution job on any film in any part of the world. The 1952 outlook for product is bright, with many more significant deals in the works, and this year should see the company become increasingly healthy. As for the Eagle-Lion product that was absorbed in the early stages, about 40 to 50 per cent has been liquidated, while some hasn't even gone into release as yet.

There has been, still is, bank support and sufficient funds available for the company to take financial interest in the films of its producers. The policy will be continued.

Pictures which UA distributes or has license to distribute will not be available to television but the company has no control of the actions of member producers after they have regained their films from the company. Presently, the company has no control over features appearing on television.

Notes: UA was last in the black in 1946. . . . When we asked whether or not Louis B. Mayer was joining the company, Krim replied, "No comment," so make your own conclusions. . . . Bill Heineman reported that some exhibitors wanted to donate money to the company before the end of the year just to make sure it wound up in the black. . . . Krim, Bob Benjamin, and Max Youngstein were off to the coast to work on deals, and look at new product

Loew's Divorcement Plans Due On Jan. 23

NEW YORK—Loew's plans for divorcement and divestiture may be formally submitted to the Department of Justice on Jan. 23, it was reported last week.

Filing of the plans with the government would merely be a formality incidental with the signing of the consent judgment, and thereby would complete separation arrangements of all major film company defendants in the government's equity suit against Paramount et al. Ben Melniker, attorney for Loew's, met in Washington with Justice Department representatives to complete details.

The pattern of separating exhibition from production-distribution interests stipulated in all other decrees affecting the majors will be adhered to in Loew's case as well. The consent decree calls for divestiture of several small theatre circuits, including the Poli group in New England.

now being completed. . . . Incidentally, Youngstein related that the company was preparing to experiment with the idea of the company buying 600 line ads for regional playoffs of "Cyrano" on a multiple basis where it has not played to date, following a campaign touching on women's clubs, organizations, etc., in the areas, and, if necessary, to send in field men to help promote the dates.

TGSOE: C. B. DeMille, producer of renown, to say nothing of "The Greatest Show On Earth", was in prior to the opening for a series of press interviews as per usual, and reported that the film cost in the neighborhood of \$3,900,000 without prints or advertising, which is some neighborhood. Eighty-three actual camera days were involved, over 60,000 miles were traveled, and some 200,000 feet were exposed, out of which 13,770 feet are to be seen on the screen.

A rather novel approach was that the picture was finished before the writers finished the script which was completed for the use of press agents, etc. DeMille used the silent film technique. The general ideas on how the film should be shot were put on paper, and the full continuity and situations and their direction were built from there on in as the shooting got under way.

DeMille believed that the length of the film, close to three hours, should be well received since no boredom was registered at any of the showings of the film, and, as long as the overall program is not padded, it should pay off very well. He opined that the future of the industry looked very bright, and that production of films was being handled with more care and with greater hope of turning out quality films to bring patrons into theatres.

Incidentally, his "Samson And Delilah" has grossed a little over 12 millions to date. He believes that it will reach 17½ millions by the time it has played off. He expects his latest to be just as good a grosser. He is also considering the story of Helen of Troy for his next feature.

In addition to aiding in press and radio promotion of the film, DeMille will tour

"Greatest Show" Strong In B'way Bow

NEW YORK—Business continued fairly good in most Broadway spots last weekend. "The Greatest Show On Earth", Radio City Music Hall, started fast. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"DISTANT DRUMS" (WB). Warner reported \$20,000 for the third, and last, week.

"DOUBLE DYNAMITE" (RKO). Paramount, with stage show, hit \$55,000 on the third, and last, week.

"DECISION BEFORE DAWN" (20th-Fox). Rivoli did \$21,000 on the fourth week.

"THE MODEL AND THE MARRIAGE BROKER" (20th-Fox). Roxy, with stage show, claimed \$56,000 for Friday, Saturday, and Sunday, with the first week anticipated at \$95,000.

"THE GREATEST SHOW ON EARTH" (Para.). Radio City Music Hall, with stage show, rang up \$90,000 for Thursday through Sunday, with the first week sure to hit \$145,000.

"I WANT YOU" (Goldwyn-RKO). Criterion expected the fourth week to tally \$18,000.

"MY FAVORITE SPY" (Para.). Globe reported \$15,000 for the third, and last, week.

"DETECTIVE STORY" (Para.). Mayfair did \$23,000 on the 10th week.

"QUO VADIS" (MGM). Astor, now playing at popular prices, claimed \$31,000 on the 10th week. Corrected figures for the ninth week are \$35,000.

"THE WILD BLUE YONDER" (Rep.). Loew's State did \$15,000 on the second, and last, week.

"WESTWARD THE WOMEN" (MGM). Capitol announced \$23,000 for the second, and last, week.

"DEATH OF A SALESMAN" (Col.). Victoria expected the fourth week to reach \$25,000.

a number of cities, meeting local exhibitors and the press. So will a number of personalities in the film, Betty Hutton, James Stewart, Dorothy Lamour, Charlton Heston, etc.

Get set for the circus on film!

THE PREXY RETURNS: Eric Johnston, MPAA president, upon his return to an active part once again in industry affairs after close to a year's leave with the government, hosted a luncheon at the Harvard Club for trade press editors and publishers at which he made the following points and observations:

(A) The future of the industry looks bright, and audiences are still interested in good entertainment, which means that the industry will still have its huge audiences. Of course, there are problems, but these can be solved with the proper efforts of all concerned. If he thought that the industry was on its way out, he wouldn't have rejoined it.

(B) One of the prime domestic problems facing the industry as a whole is the Federal Communications Commission hearings in several weeks to determine whether the industry shall be allocated television channels, means, methods, etc. He is meeting with representative groups in the business to determine what stand shall be taken and also the method of approach. He predicted that if the industry's appeal

(Continued on page 13)

20th-Fox Holds Sales Convention

NEW YORK—Product and policies highlighted the week-long convention of 20th Century-Fox last week.

Spyros P. Skouras, president, in a message to delegates stated that the techniques of the advertising and distribution departments must be completely reorganized and reset to conform with conditions faced today. Superior showmanship will be the outstanding requirement of the new year, Skouras declared, with other necessities including good business judgment, statesmanship, alert distribution techniques, and modern advertising methods.

"I prefer to approach the coming year with optimism and enthusiasm, because in our business it is fundamentally inherent that a dejected and depressed attitude is ruinous, while a fighting optimistic spirit will bring success," Skouras said.

The company has an advantage this year, he observed, in that practically all the important 20th-Fox pictures will be in the hands of the distribution department far ahead of release, and thus will be assured of proper handling.

The first session opened with an invocation by W. C. Gehring. Following welcoming addresses by Al Lichtman, President Skouras, and Murray Silverstone, an open discussion in the form of a merchandising clinic was led by Lichtman, Gehring, Edwin W. Aaron, and Arthur Silverstone.

In addition to the above, on the dais were W. C. Michel, Charles Einfeld, Donald Henderson, and W. J. Eadie.

The delegates also witnessed a screening of "Viva Zapata!"

20th-Fox Announces Complete 1952 Program

NEW YORK—With more than three-quarters of its production schedule completed or shooting, 20th Century-Fox last week announced a complete year's release schedule for 1952, presented at the company's sales convention by Al Lichtman, director of distribution.

January releases are "Decision Before Dawn," produced by Anatole Litvak and Frank McCarthy, directed by Litvak, featuring Richard Basehart, Gary Merrill, Oskar Werner, and Hildegard Neff; "Japanese War Bride," a Joseph Bernhard production, starring Shirley Yamaguchi and Don Taylor, and "The Model And The Marriage Broker," starring Jeanne Crain, Thelma Ritter and Scott Brady, produced by Charles Brackett and directed by George Cukor.

February offerings are "David And Bathsheba," a Darryl F. Zanuck production, directed by Henry King, in color by Technicolor, starring Gregory Peck and Susan Hayward; "Phone Call From A Stranger," produced by Nunnally Johnson, starring Shelley Winters, Gary Merrill, Michael Rennie, and also starring Bette Davis, under the direction of Jean Negulesco, and "Red Skies Of Montana," color by Technicolor, starring Richard Widmark, Constance Smith, and Jeffrey Hunter, produced by Samuel G. Engel, and directed by Joseph Newman.

For March there are "5 Fingers," produced by Otto Lang, and directed by Joseph L. Mankiewicz, starring James Mason, Danielle Darrieux, and Michael

Milgram Asks Damages In Allentown, Pa., Case

PHILADELPHIA—David Milgram, who recently won a decision in the federal courts giving his Boulevard Drive-In, Allentown, Pa., the same clearance status as indoor theatres, last week filed a damage action in U. S. District Court asking for \$300,000 in treble damages from the major film companies for losses allegedly suffered from March, 1950 to March, 1951.

Rennie; "Return Of The Texan", starring Dale Robertson and Joanne Dru, directed by Delmer Daves, and produced by Frank Rosenberg, and "Viva Zapata!", a Darryl F. Zanuck production, directed by Elia Kazan, starring Marlon Brando and Jean Peters.

April features "With A Song In My Heart", in color by Technicolor, starring Susan Hayward, Rory Calhoun, David Wayne, and Thelma Ritter, produced by Lamar Trotti, and directed by Walter Lang; "Pride Of St. Louis", produced by Jules Schermer, starring Dan Dailey and Joanne Dru, under Harmon Jones' direction, and "Rose Of Cimarron", an Edward L. Alperson production filmed in color, directed by Harry Keller, and starring Jack Buetel, Mala Powers, and Bill Williams.

Offerings for May are "Belles On Their Toes", color by Technicolor, produced by Samuel G. Engel, and directed by Henry Levin, starring Jeanne Crain, Myrna Loy, Debra Paget, Jeffrey Hunter, and Edward Arnold; "Down Among The Sheltering Palms", starring William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne, and Gloria De Haven, in color by Technicolor, with Fred Kohlmar producing, and Edmund Goulding directing, and "Outcasts Of Poker Flats", produced by Julian Blaustein, directed by Joseph Newman, starring Dale Robertson and Ann Baxter.

June will be represented by "Kangaroo", produced in color by Technicolor by Robert Bassler, with Lewis Milestone directing and Maureen O'Hara and Peter Lawford starring, and "We're Not Married", written and produced by Nunnally Johnson, starring David Wayne, Marilyn Monroe, Ginger Rogers, Fred Allen, Paul Douglas, Mitzi Gaynor, and Eddie Bracken.

Scheduled for July showings are "Lydia Bailey", produced by Jules Schermer in color by Technicolor, directed by Jean Negulesco, and starring Dale Robertson and Anne Francis; "Cry Of The Swamp", starring Jean Peters, Jeffrey Hunter, and Constance Smith, produced in color by Technicolor by Robert L. Jacks, and directed by Jean Negulesco, and "Don't Bother To Knock", produced by Julian Blaustein, and starring Richard Widmark and Marilyn Monroe, under Roy Baker's direction.

Set for August are "Diplomatic Courier", starring Tyrone Power, Patricia Neal, Hildegard Neff, and Stephen McNally, directed by Henry Hathaway, and produced by Casey Robinson; "Dream Boat", starring Clifton Webb, Ginger Rogers, and Anne Francis, produced by Sol C. Siegel and directed by Claude Binyon, and "Les Miserables", produced by Fred Kohlmar, and directed by Lewis Milestone, starring Debra Paget, Louis Jourdan, and Michael Rennie.

September showings include "Wait Till The Sun Shines, Nellie", produced by George Jessel, in color by Technicolor, starring David Wayne, Jean Peters, and Hugh Marlowe, under Henry King's direction, and "O. Henry's Full House", collection of famous O. Henry stories, co-

starring Jeanne Crain and Farley Granger, directed by Henry King, and produced by Andre Hakim; "The Cop And The Anthem", starring Charles Laughton and David Wayne, written by Lamar Trotti, and directed by Henry Koster; "The Clarion Call", starring Richard Widmark and Dale Robertson, produced by Andre Hakim, and directed by Henry Hathaway; "The Last Leaf", starring Anne Baxter, and "The Ransom Of Red Chief", starring Clifton Webb.

Due in October are "Way Of A Gaucho", with color by Technicolor, starring Gene Tierney and Rory Calhoun, directed by Jacques Tourneur, and produced by Philip Dunne; "Deadline U.S.A.", produced by Sol C. Siegel, directed by Richard Brooks, and starring Humphrey Bogart, Ethel Barrymore, and Kim Hunter.

The November roster spotlights "Darling, I Am Growing Younger", starring Cary Grant, and produced by Sol C. Siegel, and "What Price Glory", produced by Sol C. Siegel in color by Technicolor, starring James Cagney, Dan Dailey, and Corinne Calvet, under the direction of John Ford.

Completing the schedule are "How High Is Up?", produced by Charles Brackett, and starring Anne Baxter, with color by Technicolor, and "Snows Of Kilimanjaro", directed by Henry King for producer Darryl F. Zanuck, starring Gregory Peck and Susan Hayward, and in color by Technicolor.

In addition to the studio produced product, a total of five additional films will be released through the auspices of 20th-Fox, swelling the final number to 36.

Lichtman Outlines Three-Fold Plan

NEW YORK—A threefold program of accomplishment aimed at assuring the continued success of the company's operation as well as that of the nation's theatres, was keynoted by Al Lichtman, director of distribution, last week at the opening session of the annual 20th Century-Fox sales convention in New York.

The plan of action, involving all phases of the company's operation, was stated by Lichtman as dependent on the following:

1. The ability of the production organization to produce the highest quality pictures at costs commensurate with the current market.

2. A topnotch distribution effort by every member of the sales force to ensure widest circulation of the company's films, via a sales policy calling for fair and square dealing on all sides, and

3. An equal advertising, publicity, and exploitation effort aiding exhibitors to reach a maximum audience for every picture with the highest returns.

Stating that 1951 had added a great deal to the men's experience, he looked forward to the new year with great hope and courage.

Lichtman then discussed the economic picture, hailing the company's consistent efforts to bring costs down despite the increasing figures for production, advertising, legal expenses, print costs, and operation of the company's branches and home office. He also cited the studio's cost reduction program.

Executives Upped In Sales Changes

NEW YORK—Important structural changes in the 20th Century-Fox sales organization were announced last week by Al Lichtman, director of distribution, at the sales meeting.

(Continued on page 16)

FRANKIE

and



WHAT

A DYNASTY

"ALL OF ME"

"I'VE GOT A CRUSH ON YOU"

THAT OLD BLACK MAGIC"

"WHEN YOU'RE SMILING"

"HOW DEEP IS THE OCEAN"

GOOD MAN IS HARD TO FIND"

UNIVERSAL-INTERNATIONAL presents

Frank SINATRA

Shelley WINTERS • Alex

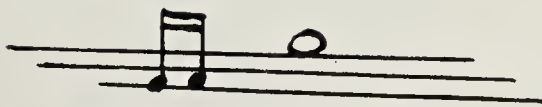
U-I Makes the Money-Makers!



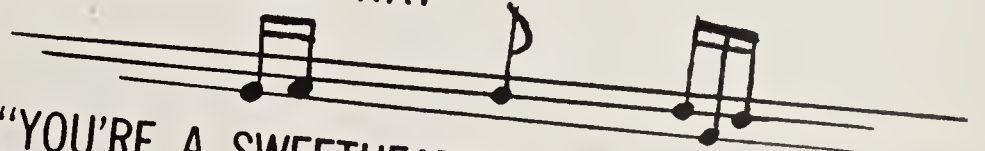
SHELLEY

WHITE DUO!

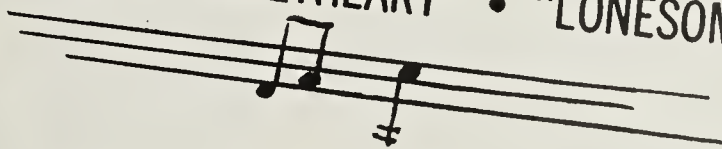
When they get together
Romance goes wild and
Rhythm runs riot!



"SHE'S FUNNY THAT WAY"



"YOU'RE A SWEETHEART" • "LONESOME MAN BLUES"



NICOL

"Meet DANNY WILSON"



with **Raymond BURR**



Story and Screenplay by DON MCGUIRE • Directed by JOSEPH PEVNEY • Produced by LEONARD GOLDSTEIN

THE INTERNATIONAL SCENE

Canadian Comment

Canadian Union Leader Dies

TORONTO—William P. Covert, second vice-president, International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators, died last week. He had been ill with a heart condition.

A member of Toronto Local 173 since it was chartered in 1910, he had served it as chairman of the board of trustees, vice-president, president, and business agent. He had held the latter post continuously since 1917.

Covert became a vice-president of the Alliance in 1917, when the Canadian locals were given representation on the General Executive Board, and has served continuously since that time. In 1949, he was a Canadian government representative at the convention of the International Labor Organization in Geneva, Switzerland.

Italian Remittances Forwarded

ROME—Italian remittances totaling \$1,467,000 will be forwarded to American film companies for the quarter ended on Dec. 31, following unblocking of the lire at the official rate representing that amount last week. The remittances are a provision of the Italo-American film agreement.

L. J. Malcolmson Mourned

TORONTO—L. J. Malcolmson, pioneer theatreman, died in Toronto Western General Hospital last week after a brief illness. He was 82. His daughter, Mrs. James R. Nairn, is the wife of Famous Players Corporation's advertising director.

Fernando Gimenez Passes

NEW YORK—Fernando Gimenez, in charge of the Spanish titling department, foreign division, RKO, died last week after a prolonged illness. He was 53.

American Newsreels Stop Brazilian Shipments

NEW YORK—American newsreel companies last fortnight revealed that shipments of their reels to Brazil have been suspended as a result of the Brazilian government's action in making effective that part of a December decree requiring distributors of newsreels to export from Brazil domestic newsreels, documentaries, and short subjects equivalent to 10 per cent of newsreels imported.

A second provision of the decree which provides for a screen quota remains inoperative. The quota provision would require Brazilian theatres to show one domestic feature for every eight foreign features played.

The American newsreels are protesting through the MPAA.

Toronto Variety Scores With Charity Performance

TORONTO—Betty Hutton in person and Cecil B. DeMille's "The Greatest Show On Earth," combined last week to give Tent 28, Variety Clubs International, its most impressive and successful benefit show since it was organized, according to Chief Barker Rube Bolstad.

Every seat of the 3,400-seat Imperial was filled by an enthusiastic audience whose members paid from \$5 to \$25 admission. The gala affair was held for the benefit of the Variety Village, an occupational school for crippled children.

"Goliath" Extends Tour

NEW YORK—It was learned last week that Walter Talun, the giant "Goliath" in "David and Bathsheba," will return to the United States next month following an exploitation tour of Europe to cover scores of towns not included in his highly successful junket last year. Talun's tour will lend considerable promotional interest to the forthcoming national release of the Technicolor spectacle, which goes out to theatres in February.

The tour will take Talun across the land into every territory. His appearances in Europe, resulted in record-breaking business in England, France, Belgium, Holland, Switzerland, and Italy.

Uruguayan Festival On

PUNTA DEL ESTE, URUGUAY—Several American producers have entered features in Uruguay's second International Film Festival, which opened last week, and which will run until Jan. 31.

Included among the American entries are "The Well", produced by Clarence Greene and Leo Popkin; Samuel Goldwyn's "I Want You", Wald-Krasna's "The Blue Veil", and Walt Disney's "Nature's Half Acre."

Mesibov Heads Paramount Club

NEW YORK—Sid Mesibov, exploitation manager, was last week elected president, Paramount Pictures Club for 1952. Other officers include Paul Ackerman, vice-president; Herbert Smidt, treasurer; Ida Miller, secretary, and Mary Brady, board of governors (second class). Retiring president is Albert Deane.



Americo Aboaf, U-I foreign sales manager, and a friend are seen with Piper Laurie at the recent series of conferences of U-I production, distribution, and promotion executives at the coast studio.

Announce Results In RKO Theatres Vote

NEW YORK—Results of the postponed first annual meeting of the RKO Theatres Corporation were announced last week.

Stockholders approved, 1,930,795 to 83,709 shares, with the opposition not voting, a proposal to increase the board of directors from five to six members, and then elected the following:

For the management, 1,085,124 votes: Edward C. Raftery and Sol A. Schwartz.

For the opposition, 1,341,058 votes: David J. Greene and A. Louis Oresman.

For the Irving Trust Company, voting according to the court decision in the divorcement proceedings: Ben-Fleming Sessel and William J. Wardall.

Isadore J. Kessel asked that the inspectors of election be disqualified as biased in favor of the management. He charged that, had they not overruled a challenge on 150,000 shares of stock, the opposition would have been able to elect three directors. He also challenged the proxy submitted by the Irving Trust Company as not in good form, and that it had been submitted after the closing of the polls.

The Hughes shares are in the hands of a trustee awaiting his formal decision on an order to relinquish his holdings in one resulting company or the other.

A resolution was adopted providing for an amendment to the charter by which the directors can not issue stock options to "officers, directors, or employes" without sanction of the stockholders. Price, Waterhouse and Company were engaged as auditors for the 1951 fiscal year.

Recruiting Aid Planned

NEW YORK—Tentative plans for industry cooperation with the Department of Defense in promoting recruitment of women for the armed forces were discussed last week at a meeting in the COMPO offices.

At the meeting were Colonels Clark Newlon and William R. Berkeley, attached to the Defense Secretary's office; David Selznick; Jay Bonafield, producer of shorts for RKO, and Arthur L. Mayer, Robert W. Coyne, and Charles E. McCarthy, COMPO.

Further discussion of the project is expected at a meeting of industry leaders expected to be held later this month in Washington.

George Giroux, Jr., Clicks

HOLLYWOOD—George Giroux, Jr., son of the prominent Technicolor field representative and recently upped to director on TV station KTTV, was last fortnight assigned to take over the reins on the Ada Leonard TV show.

In addition, young Giroux has been writing on the side, was co-author of "Operation Airlift" last summer, has done some ghost writing, and has created some shorts for TV producers.

All of which makes dad very proud.

Republic Holds Four Meetings

NEW YORK—Announcement of a series of four Republic regional sales meetings was made last week by James R. Grainger, Republic executive vice-president in charge of sales and distribution.

President Herbert J. Yates will address each of the sessions.

This Was The Week When . . .

Theatres throughout the country began showing the 1952 "March of Dimes" trailer, "You'll Never Walk Alone", starring Howard Keel, and handled by National Screen Service. . . . The motion picture division, General Federation of Women's Clubs, chose "The River" as the best film of 1951, with "A Streetcar Named Desire", "An American In Paris", "Death Of A Salesman", "Bright Victory", "Tales Of Hoffman", "Detective Story", "Quo Vadis", "People Will Talk", and "Decision Before Dawn" also in the "Best 10."

Marc J. Wolf, International Chief Barker, Variety Clubs International, announced that the Pepsi-Cola Company would present a \$500 honorarium in Las Vegas, Nev., during the spring convention to the tent that wins the annual charity citation for the outstanding charitable activity, with the money to be used for the winning charity project. . . . Paramount held its first division sales meeting in New York City. . . . Paramount set up a series of tours of exchange centers for Cecil B. DeMille, Betty Hutton, Dorothy Lamour, Charlton Heston, and James Stewart, to coincide with the trade screenings of "The Greatest Show On Earth." . . . "The Well" was selected to represent this country in the International Film Festival at Punta Del Este, Uruguay. . . . UA announced four films for February, "The River", "The Green Glove", "One Big Affair", and "Buffalo Bill In Tomahawk Territory." . . . U-I's "The Cimarron Kid" had its premiere in Kansas City.

U-I made final plans for the world premiere of "Bend Of The River" at the Broadway, Portland, on Jan. 23, climaxing Oregon's "Covered Wagon Centennial." . . . Loretta North, named "Miss Kangaroo", arrived in San Francisco to begin a 31-city tour in connection with 20th-Fox's "Kangaroo."

Kramer Files Million Dollar Suit

HOLLYWOOD—A \$1,000,000 libel-damage suit was filed in Superior Court here last fortnight by Stanley Kramer against the Wage Earners Committee of the U.S.A., its President Norman S. Smith, other officers, and 100 "John Does."

The organization has been picketing Warners' Beverly Hills where Kramer's "Death Of A Salesman" is running.

Kramer claims that the committee has circularized printed matter containing the allegation that he is "notorious for his Red-slanted, Red-starred films."

In a wire sent later to Kramer, the Council of Motion Picture Organizations aligned itself with other industry groups that announced their backing of Kramer in his libel suit.

Others who joined in praising Kramer's stand were Y. Frank Freeman, chairman, AMPP; I. E. Chadwick, president, IMPPA, and Eric Johnston, MPPA head.

Konecuff

(Continued from page 8)

is not successful, we will never get the representation.

(C) The State Department has asked him to go to Brazil and Uruguay. He will try to straighten out restrictions imposed upon the industry by the Brazilian government. Local exhibitors have to play one week of local product to every eight weeks of American product, and American distributors having to buy and export the equivalent of 10 per cent of the newsreel and documentary footage that is brought into the country by us. Naturally, Brazil doesn't care whether we use the stuff or not, and, as a result, the American newsreel companies have suspended all shipments to that country. While exhibitors are resisting the impositions, it was still felt that Johnston's presence might prove effective. The visit to Uruguay will be to attend the international film exposition.

(D) The Washington operation of the MPAA is to be expanded as it is becoming more and more important as time goes by. The organization's research department will include economic data in its future analysis.

SHOWMANSHIP: Dave Katz, recently appointed executive director, Roxy, announced that the house would go in for a policy of booking, buying, and trying any type of attraction that will bring customers into the theatre. He will go after personalities, such as Milton Berle, Sid Caesar, Lucille Ball, Desi Arnaz, and Tallulah Bankhead, in addition to symphony presentations, the ballet, and other acts. Not only does he want good live attractions, but he is seeking exploitable films that will lend themselves to showmanship campaigns. Incidentally, Dorothy Lamour is booked for mid-February.

When 20th Century-Fox brings over the Eidiphor television equipment for demonstrations, the Roxy will install the equipment to be used as a large screen attraction when the "go ahead" signal is given. Katz expects that the house might become a regional production center for live theatre television shows via a closed circuit.

The theatre already has its bookings through Easter, all 20th-Fox films, "Phone Call From A Stranger", "Five Fingers", "Red Skies Of Montana", "Belles On Their Toes", and "With A Song In My Heart." Incidentally, the house will celebrate its 25th anniversary on March 11, and a huge celebration is planned to recreate the atmosphere of a quarter of a century ago, etc.

COCKTAILS: Gus Eyssell hosted a reception in honor of C. B. DeMille and Betty Hutton, producer and star, respectively, of "The Greatest Show On Earth" in the studio apartment of the Radio City Music Hall. Among those present were Russell Downing, Barney Balaban, Adolph Zukor (to whom everybody sang "Happy Birthday"), Paul Raibourn, Al Schwalberg, Ted O'Shea, Jerry Pickman, Sid Blumenstock, Monroe Goodman, Hugh Owen, Oscar Morgan, Lou Nevins, Arthur Israel, Robert Rubin, Charleton Heston, Lindsay Durand, Louis Sobel, Danton Walker, Earl Wilson, Kate Cameron, Wanda Hale, Dorothy Masters, Jesse Zun-

Universal Shows Greater Profit

NEW YORK—Universal Pictures Company, Inc., last week reported a consolidated net profit for the year (53 weeks) ended on Nov. 3, 1951, of \$2,092,783, after provision of \$3,300,000 for federal taxes on income and excess profits and after a provision of \$500,000 for contingent liabilities. These figures are subject to year-end audit adjustments. After deducting dividends on the preferred stock, this is equivalent to \$1.92 per share on the 960,498 shares of common stock outstanding.

For the preceding fiscal year, consolidated net profit was \$1,355,886, after provision of \$950,000 for federal taxes on income, equivalent, after dividends on the preferred stock, to \$1.14 per share on the common stock.

During 1951, the company reduced its indebtedness under the 1950 bank credit by \$1,741,000 to \$3,312,000. It also acquired \$1,190,000 principal amount of its 3¾ per cent debentures, reducing the amount in the hands of the public to \$3,205,000 at the fiscal year-end. The total reduction in these two items during the year was \$2,931,000.

During the past three fiscal years, the company has reduced the aggregate of its domestic bank debt and 3¾ per cent debentures from \$15,815,000 to \$6,517,000, a reduction of close to \$9,300,000.

The company closed its fiscal year with a cash balance of approximately \$6,750,000, which represents an increase of over \$1,000,000, as compared with its cash balance at the end of the previous fiscal year. It also held \$2,200,000 U. S. tax notes in its treasury which were acquired during the year. Net working capital amounted to over \$26,500,000 on Nov. 3, 1951.

Since the end of the fiscal year, the company resumed dividends on the common stock by a payment of a \$.60 year-end dividend, paid on Dec. 19, 1951.

ser, Fred Robbins, Howard Thompson, Constance Collier, Carmel Meyers, Leo Mishkin, Nancy Craig, George Delacorte, etc.

THE METROPOLITAN SCENE: The 1952 "March of Dimes" campaign gets under way in theatres with a trailer, "You'll Never Walk Alone", starring Howard Keel in acting and singing roles, and featuring a song written by Rodgers and Hammerstein. National Screen Service is distributing in support of the infantile paralysis drive. It was produced at the MGM studios, and is for release in most areas from Jan. 24-31. . . . Walt Disney's annual report is a neat 18-page production, well made and informative. . . . Max Weinberg, MGM's eastern shorts representative, will speak on "Films In Education" at the Arts Seminar sponsored by the Child Education Foundation. . . . U-I's "Meet Danny Wilson" was sneaked, and the audience seemed to have an enjoyable time. . . . "The African Queen" is booked into the Capitol. . . . A session on abstract films was presented at the Museum of Modern Art. . . . Okeh pressbooks are out on "Chicago Calling", "Japanese War Bride", "Another Man's Poison", "I'll Never Forget You", and "The Model And The Marriage Broker."

THE PRE-PROVED BOXOFFICE SENSATION!

Theatre-tested in a half-score top situations by a showman! Proved a mighty money success BEFORE RKO TOOK IT ON! Exhibitor R. J. O'Donnell, of the Interstate Circuit, showed the way with terrific engagements in Dallas (two weeks),

Houston, Ft. Worth, El Paso, Albuquerque and elsewhere. Now it's your turn to rake in the dough, and RKO helps make it possible with flash showmanship accessories that help you

SELL IT LIKE A CIRCUS!



Distributed by
RKO
RADIO
PICTURES



HOWARD HILL PRODUCTIONS

presents

EMBOO

Featuring

HOWARD HILL

Photographed in
KODAK ANSCO COLOR

Produced and Directed by HOWARD HILL

World's Champion Archer, pitted against the
deadliest denizens of African veldt and jungle
armed only with bow and arrow!

GREATEST OF ALL WILD ANIMAL PICTURES!



PEOPLE

NEW YORK—A series of promotions and realignments last week in the United Artists sales line-up was announced by William J. Heineman, vice-president in charge of distribution, with salesman Manny Brown, Buffalo exchange, upped to branch manager in Cleveland. Brown replaces Sid Cooper, who shifts to New Haven as branch manager, filling in the spot formerly occupied by Joe Callahan, who takes over the west Massachusetts block, working out of the Boston exchange under Harry Segal.

NEW YORK—John Cunningham, who joined Columbia in October, 1950, as special assistant for advertising to the advertising-publicity director, was last week named creative advertising manager by the company.

NEW YORK—The appointment of Max Peiken to the office of comptroller was announced last week by Jack H. Levin Associates.

CHICAGO—A. Jack Shumow resigned last week as branch manager, Warners, and was replaced by George Lefko.

Harry Lubliner Mourned

CHICAGO—Harry M. Lubliner, 72, mid-west pioneer motion picture theatre owner, passed on from a heart attack while vacationing in Miami, Fla., last week. He was former president of the old Lubliner and Trinz Circuit, which at one time operated 25 theatres. Before entering business in Chicago, Lubliner opened the first house in Milwaukee, the Electric.

Three sons of the pioneer partners, Robert and Howard Lubliner and Bruce Trinz, are closely associated in the operation of the Clark and 4 Star. Samuel and Edward Trinz, who hold interests, reside in California.

Busy Schedule For Wolf

NEW YORK—A busy January schedule was revealed last week for Marc J. Wolf, Chief Barker, Variety Clubs International, as follows:

January 5, Installation of officers, Chicago tent; 7, dedication ceremonies, Variety Children's Cancer Research Clinic, Boston; 11, Charles E. Lewis testimonial dinner, New York; 14, installation of new officers and crew, Indianapolis tent; 19, installation of officers and crew, Buffalo tent, and 20, annual banquet, Pittsburgh tent.

Charles E. Lewis Honored

NEW YORK—Charles E. Lewis was honored at a testimonial dinner at the Hotel Astor last week for his work on behalf of Variety Clubs International and the Will Rogers Memorial Hospital.

Checks totaling \$68,000 were turned over to Lewis for the hospital, \$57,000 from the Christmas "Salute", \$10,000 from Tent 35, and \$1000 dinner surplus. Over 400 were present.

NY Film Board Installs

NEW YORK—The Film Board of Trade held installation of new officers last week at the home of attorney Louis Nizer. After business was completed, the members enjoyed cocktails, dinner, and show.

Skouras, Hayden Honored At New York Dinner

NEW YORK—A dinner honoring George P. Skouras and J. Willard Hayden, principal benefactors of the Boys' Club of Queens, L. I., will be given at the Grand Ballroom of the Hotel Astor on Jan. 17, it was announced by Meyer J. Baranco, president, Boys' Club of Queens, last week.

Skouras, on behalf of the Skouras Theatres Corporation, has donated the land for the Boys' Club of Queens, and Hayden, through the Hayden Foundation, has pledged a conditional gift of \$500,000 for the erection of the building. Skouras is the founder and president, Skouras Theatres Corporation and also president, United Artists Theatre Circuit, Inc. Hayden is president, Charles Hayden Foundation. The Boys' Club of Queens is affiliated with the Madison Square Boys' Club.

Tex McCrary, newspaper writer and TV and radio personality, will act as toastmaster at the dinner.

The \$500,000 grant is a conditional offer based upon the ability of the committee of the Boys' Club of Queens to raise a working capital fund of \$200,000, and secure a suitable plot for the erection of the building. With the land already donated by Skouras Theatres Corporation, the committee, under the presidency of Baranco, has embarked on a \$200,000 fund-raising campaign.

20th-Fox

(Continued from page 9)

Named as executive assistant general sales manager was W. C. Gehring, who will continue to assist Lichtman in all matters pertaining to the operation of the distribution department. Edwin W. Aaron and Arthur Silverstone, who have been functioning as western and eastern sales managers, respectively, were designated as assistant general sales managers, with Aaron responsible for the detail operation of all sales throughout the United States, while Silverstone will supervise all circuit and key city sales as well as the Canadian branches.

Glenn Norris, Washington branch manager, has been promoted to division manager of a newly constituted Atlantic division, Washington, Pittsburgh, and Philadelphia. E. X. Callahan will resume his duties as New England division manager, supervising Boston and New Haven. Joseph Rosen, branch manager for Cincinnati, has been transferred to head the Washington office, while Robert McNabb, formerly sales manager in Cincinnati, has been promoted to the branch manager-ship of that exchange. Marvin Doris, formerly salesman in Atlanta, will manage the new Jacksonville, Fla., exchange.

Einfeld Explains Point-Of-Contact Plan

NEW YORK—A plan for point-of-contact showmanship was laid before the 20th Century-Fox delegates last week by vice-president Charles Einfeld at the company's annual sales convention.

Closely interwoven with the studio's production pace, currently far in advance of schedule for the 1952 season, the delegates were urged by Einfeld to present a campaign plan for each picture at the moment

the deal is consummated. Einfeld told the men that all campaigns would be ready long in advance of the release of each picture, enabling the sales force to present to their customers all necessary facts and information for long-range planning.

Through this method, Einfeld informed the gathering, greater implementation of the policy of merging sales and advertising will be effected in aiding the exhibitors of the nation to attract greater audiences to their theatres.

Einfeld will supplement the sales forces efforts through his staff of "project officers", all of whom will be traveling throughout the country setting publicity and exploitation on their individual pictures.

Einfeld and his aides offered advertising, publicity plans, and exploitation ideas both accomplished and in the making on "Decision Before Dawn", "Japanese War Bride", "The Model And The Marriage Broker", "David And Bathsheba", "Phone Call From A Stranger", "Red Skies Of Montana", "5 Fingers", "Return Of The Texan", "Viva Zapata!", "With A Song In My Heart", "Pride Of St. Louis", "Belles On Their Toes", "Lydia Bailey", and "Kangaroo."

Among the department members addressing the delegates on various phases of the campaigns were Rodney Bush, Alec Moss, Stirling Silliphant, Martin Michel, Ed Sullivan, Ed Solomon, Earl Wingart, Max Stein, Dena Justin, Will Yolen, Blake McVeigh, and Leo Pillot.

Leslie Whelan, director of advertising and publicity, international organization, and Roger Ferri, editor, The Dynamo, also presented material pertinent to their operations.

MGM Sets "Promotion" Prizes

NEW YORK—MGM announced last week, through Howard Dietz, vice-president and director of advertising, publicity, and exploitation, that it would award a "Promotion Prize of the Month", with prizes totalling \$1,000 to be given each month for the next six months to the exhibitors creating the best campaigns for the designated attraction of the month. The contest starts on Feb. 1 with "Invitation."

Although a new MGM production will be designated each month, exhibitors will have approximately four months in which to complete campaigns and submit them. The closing deadline for entries on "Invitation," the initial attraction in the contest, is May 30, and submissions must be postmarked no later than that date to be eligible.

First prize each month will be \$500, with the second prize of \$250 and five additional prizes of \$50. An impartial panel of judges has been selected.

In making reports, no elaborate presentations are required. Contestants should submit a direct factual report of the campaign, including activities in the fields of advertising, tieups, publicity, window display, theatre fronts, etc. Tear sheets, photographs, or photostats should be included as evidence of the results obtained.

All entries should be submitted after the engagement of any designated attraction has closed. Entries should be addressed to "Promotion Prize of the Month," MGM Pictures, third floor, 1540 Broadway, New York, 19, N. Y.

Columbia Seeks Okeh On Stock Dividend

NEW YORK—Application was made last fortnight by Columbia to the Securities and Exchange Commission for the registration of 17,611 additional shares of common stock, 16,395 of which are to go to stockholders in payment of a 2½ per cent stock dividend on the common. The company stated that the additional 1,216 shares will be issued upon the exercise of outstanding warrants and options.

Columbia has agreed under a loan agreement it has with four banks not to pay any dividends other than in its own stock, including split-ups, or make any disbursements other than in its own stock to its stockholders. Dividends on preferred stock which can be issued at a rate not exceeding \$318,750 yearly from June, 1950, are excepted.

According to the company, the shares of common to be issued in payment of the dividend as of Dec. 28, 1951, will be capitalized at a sum representing stated value which is higher than the average reasonable market value thereof over the period from Oct. 1, 1950, to Oct. 13, 1951, after giving effect to such dividend. The common capital stock account will also be increased by the transfer from the

Paramount Month Scores

NEW YORK—One of the most successful sales drives in Paramount's history was concluded last week when the final results of the company's "Booker-Salesman's Month" were tabulated. Twenty-nine domestic and Canadian branches went high over their quotas, with New Haven and Saint John, Canada, scoring the top sales marks.

Gulf Allied To Meet

NEW ORLEANS—Abe Berenson, president, ATO of the Gulf States, announced last fortnight that his group will sponsor a cocktail party on Jan. 21 at the Roosevelt Hotel and a luncheon on Jan. 22 at L'Enfants Canal Boulevard, with both members and non-members invited.

earned surplus account of the sum of \$262,071. The 36 shares representing the difference between the 16,395 dividend total and the number which will be so capitalized will be added to the 1,477 shares now held by the company.

The 1,216 shares will be added to the present reserve of 48,675 shares of common against warrants and options held by company executives A. Montague, B. B. Kahane, L. W. Roth, Irving Briskin, Gerald Rackett, A. Schneider, and Joseph McConville, it was said.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

WARNERS

"Rcom For One More"—Good program.

RKO

"The Las Vegas Story"—Fair programmer.

20TH-FOX

"Phone Call From A Stranger"—Good program.

Grainger Leaves Shea Post

NEW YORK—Gerald Shea, president, Shea Enterprises, last week confirmed that the services of Eddie Grainger, general manager, has been "regretfully discontinued" as of Jan. 1, and that he would take over the general manager's duties.

Meanwhile, Grainger has a motion on file in New York Supreme Court seeking to compel Shea Enterprises and Shea, to arbitrate their differences as is said to be provided in Grainger's contract. Arthur Mayer, executive director, Council of Motion Picture Organizations, was named as an arbitrator by Grainger.

Douglas Fairbanks, Jr. proudly announces



for
BETTE DAVIS

at
her
electrifying
best!

"ANOTHER MAN'S POISON"

GARY MERRILL · EMIYLN WILLIAMS



A Douglas Fairbanks, Jr. and Daniel M. Angel presentation • Also starring Anthony Steel (By permission of J. Arthur Rank Productions, Ltd.) with Barbara Murray, Reginald Beckwith • Edna Morris • Screenplay by Val Guest • From the play, "Deadlock," by Leslie Sands • Produced by Daniel M. Angel • Directed by Irving Rapper

another
BIG ONE
thru
UA

Hollywood Suits Due To Be Withdrawn

HOLLYWOOD—As a result of out-of-court settlements of separate actions brought on an individual basis, the collective-conspiracy action brought against the studios by the Hollywood writers and directors who were discharged in 1947 for refusing to testify before the House Un-American Activities Committee is expected to be withdrawn, it appeared last week.

The suits of Lester Cole and Dalton Trumbo against MGM for a total of \$350,000 in unpaid wages have been settled, and withdrawn, while further settlements were under discussion in the actions brought by Ring Lardner, Jr., against 20th-Fox, and Adrian Scott, against RKO. Agreements are expected to be reached before the scheduled trial date.

The joint action, brought in Superior Court for damages aggregating \$61,000,000, claims the studios disrupted the livelihoods of the "Hollywood 10" by refusing to employ them.

If the collective suit is withdrawn, the issue of whether the industry has the right to refuse employment to known and suspected Communists would be undetermined, with the question left to the U. S. District Court in New York, where the Screen Writers Guild filed a suit charging the companies' anti-Communist employment policy constitutes an illegal conspiracy. Pre-trial conferences in connection with this action are scheduled for Feb. 24.

Also left unresolved by the Hollywood settlements is the scope of the "morals" clause of the standard contract, under which the plaintiffs were discharged.

Those reported joining in the settlements and their contributions are MGM, \$650,000; U-I, \$13,750; Columbia, \$13,750, and Warners, \$15,000, a total of \$107,500, for which actions totaling \$325,000 in damages claims have been dismissed against those defendants.

Beneficiaries are understood to be, in addition to Lardner, Scott, Cole, and Trumbo, Albert Maltz, Herbert Biberman, Alvah Bessie, John Howard Lawson, Samuel Robertson, and Samuel Ornitz.

Edward Dmytryk served a sentence for contempt of Congress, changed his mind, and testified before the House Un-American Activities Committee, and has since been removed from the list of the original "Hollywood 10."

Philly \$750,000 Action Filed

PHILADELPHIA—An anti-trust suit was filed last week in U. S. District Court by the Roxy Amusement Company, former operator, Roxy, against all major distributors, Warner Brothers Circuit Management, Warner Brothers Theatres, and Stanley Company of America, asking \$750,000 in trebled damages.


The plaintiff claims a loss of \$250,000 from September, 1936, to November, 1944, when the defendants allegedly "conspired" to force the house to have a seven-day clearance after the Vernon, Colonial, and Orpheum, then S-W Germantown neighborhood houses. Harry Norman Ball is counsel for the plaintiff.


Present operator of the house is Robert Nissenon.


THE TIP-OFF ON BUSINESS


(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The rating given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. The rating given does not constitute the business of each individual engagement but an honest attempt is made to present a general average. By studying the ratings, which may be changed in accordance with newer information, exhibitors will be able to determine how to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (JANUARY 16, 1952)


Swell, topnotch, record-breaking or close to it in all types of houses. 

Just fair, nothing out of the ordinary, returns about average. 

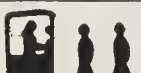
Good, although not breaking the walls down, but solid returns. 

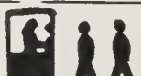
Disappointing, way below the average expected, decidedly off. 


The Week's Newcomers

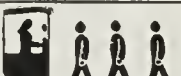
CALLING BULLDOG DRUMMOND (80m.) (MGM) 


HONG KONG (90m.) (Paramount) 

IT'S A BIG COUNTRY (90m.) (MGM) 

ON DANGEROUS GROUND (82m.) (RKO) 

PANDORA AND THE FLYING DUTCHMAN (123m.) (MGM) 


THE AFRICAN QUEEN (104m.) (UA) 

THE BIG NIGHT (75m.) (UA) 


THE FAMILY SECRET (85m.) (Columbia) 


THE GREATEST SHOW ON EARTH (151m.) (Paramount) 

THE LADY SAYS NO (80m.) (UA) 


THE MODEL AND THE MARRIAGE BROKER (103m.) (20th-Fox) 

DISTANT DRUMS (101m.) (WB) 


DOUBLE DYNAMITE (80m.) (RKO) 


ELOPEMENT (82m.) (20th-Fox) 


FLAME OF ARABY (77½m.) (U-I) 


HONEYCHILE (90m.) (Republic) 


HOTEL SAHARA (87m.) (UA) 


I WANT YOU (102m.) (RKO) 


I'LL NEVER FORGET YOU (92m.) (20th-Fox) 

I'LL SEE YOU IN MY DREAMS (110m.) (WB) 

MAN IN THE SADDLE (87m.) (Columbia) 

MY FAVORITE SPY (93m.) (Paramount) 

QUO VADIS (170m.) (MGM) 


THE LIGHT TOUCH (93m.) (MGM) 


THE RAGING TIDE (93m.) (U-I) 


THE STRANGE DOOR (81m.) (U-I) 

THE UNKNOWN MAN (86m.) (MGM) 


THE WILD BLUE YONDER (98m.) (Republic) 


TWO TICKETS TO BROADWAY (106m.) (RKO) 


WEEK-END WITH FATHER (83m.) (U-I) 


WESTWARD THE WOMEN (118m.) (MGM) 

Continuing


AN AMERICAN IN PARIS (113m.) (MGM) 

ANOTHER MAN'S POISON (89m.) (UA) 

CALLAWAY WENT THATAWAY (80m.) (MGM) 

DEATH OF A SALESMAN (111m.) (Columbia) 

DECISION BEFORE DAWN (119m.) (20th-Fox) 

DETECTIVE STORY (103m.) (Paramount) 

Reeve Plan Would Cut Shipping Costs

NEW YORK—A proposal to effect a saving of from 33 to 40 per cent in the transportation of film by exhibitors was made by Henry Reeve, Menard, Tex., president, Texas Theatre Owners, Inc., last week.

Reeve's plan, which, he declared, can be beneficial to all exhibitors, and particularly so to the many smaller operators situated far from exchange centers to whom film transport costs are a serious overhead consideration, was given to the headquarters of the Theatre Owners of America.

"Rounding out 30 years in this business," he said, "I note that film carrying containers today are identical to the ones used in 1922. In the last 18 months, we know how largely the industry's print situation has been changed to acetate-non-inflammable stock. Why, then, the continued use of unnecessary heavy cans in view of the miracles of modern scientific development of plastics, veneers, and many lightweight metals?

"A varying transportation saving of 33 1/3 to 40 per cent is possible to theatre owners on single and two-reel subjects, and a considerable saving on larger shipments, not at all a small item to small town theatres which are today paying \$100 and upward each month on 200-mile hauls, and more and more as exchange distance increases.

Towne Appeal Denied

WASHINGTON, D. C.—Petitions of all six distributor defendants and the plaintiff for a review of the damages awarded the Towne, Milwaukee, by the Seventh Circuit Court of Appeals were denied last week by the U. S. Supreme Court.

Trebled damages awarded to the Towne operators had been reduced by the lower court from \$1,295,827 to \$941,574, and counsel fees were cut from \$250,000 to \$75,000. Seeking restoration of the original damages in the anti-trust suit, the Towne operators filed petition for review in November, and the defendants filed one shortly afterward, maintaining that the damages should be further reduced to about \$50,000. The petition of the distributor defendants contended that Milwaukee distributors had abandoned the trade practices which the Towne decision condemned as an illegal conspiracy.

Peerless Sets More Deals

NEW YORK—George T. Shupert, vice-president, Peerless Television Productions, Inc., announced last week that during the past 10 weeks contracts have been signed in Los Angeles, San Francisco, Salt Lake City, Dayton, O., Chicago, Atlanta, Cleveland, Philadelphia, and Milwaukee, for the television showing of 26 Peerless feature films.

"Incidentally, the fact that our government is greatly concerned over the metal situation is another prime consideration."

Disney Profit In Slight Decrease

LOS ANGELES—Consolidated net profit of Walt Disney Productions in the fiscal year ended on Sept. 29, 1951, was \$429,840, equal, after preferred dividends, to 65 cents a share on the 652,840 common shares outstanding, president Roy O. Disney said last week in his annual report to shareholders. This compared with a profit of \$717,542, equal to \$1.06 a common share, in the preceding year.

Gross income for the 1951 fiscal year amounted to \$6,287,539, compared with \$7,293,849 the year before. The 1951 gross reflects only slightly the returns from the company's highest cost feature, "Alice In Wonderland," released in July, since first cash returns were received only one week before the fiscal year ended.

The company redeemed all of its outstanding preferred stock on Jan. 1, 1951, at the redemption price of \$25 per share, plus accrued dividends.

Outstanding debentures were reduced by \$40,110 and on Sept. 29 last totaled \$660,210, a reduction of \$703,990 from the original obligation of \$1,364,200 in 1945. A long-term serial loan, which originally was \$1,000,000 in 1948, was reduced by \$279,224 during the year, amounting to \$57,085 at the year-end. This balance was paid off in December, 1951. The increase in current bank loans of \$423,197, Disney said, was less than had been anticipated.

**LONGEST RUN MOVIE
IN NEW YORK** on Oct. 18, 1951

**658
PERFORMANCES**
AT THE
TIMES
THEATRE

**Sensational
All Over!**
BEST GROSS
IN MONTHS AT
RKO LIBERTY
NEW YORK

PROFITS

MORE PROFITS FOR YOU

Ask any one of the many circuits or independents who have played these MISHKIN SHOWS (produced in Hollywood) about their sensational grosses.

Many other shows (including some top foreign films) not listed here. MANY TERRITORIES STILL WIDE OPEN!

Inquiries welcome from Exchanges Roadshowmen and Exhibitors. Get on the gravy train now! Wire, phone or write

WILLIAM MISHKIN

1564 BROADWAY, NEW YORK CITY

JUdson 2-2928

OTHER MISHKIN SHOWS

AND MANY OTHERS

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Washington, D. C.: Churchill here for talks. England: "Enterprise" under tow. Washington, D. C.: Senator Lodge puts "Ike's" hat in ring.

IN ADDITION TO THE ABOVE:

MOVIE-TONE NEWS (Vol. 35, No. 4) Camp Desert Rock, Nev.: Troops take part in atom bomb test. Australia: Australia keeps Davis Cup. Fort Lauderdale, Fla.: Aqua artistry.

NEWS OF THE DAY (Vol. XXIII, No. 238) Camp Desert Rock, Nev.: Troops take part in atom bomb test. Australia: Australia keeps Davis Cup. Fort Lauderdale, Fla.: Aqua artistry.

PARAMOUNT NEWS (No. 41) Indo-China: Rebels beaten again. Camp Desert Rock, Nev.: Troops take part in atom bomb test. Toronto, Canada: Trotting races in cold. Miami, Fla.: Sunshine regatta.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 524) Indo-China: Rebels beaten again.

WARNER PATHE NEWS (Vol. 23, No. 43) Camp Desert Rock, Nev.: Troops take part in atom bomb test. France: General Eisenhower reports on NATO's first year. Australia: Australia keeps Davis Cup.

TELENEWS DIGEST (Vol. VI, No. 2-A) Washington, D. C.: Churchill here for talks. England: "Enterprise" under tow. France: General Eisenhower reports on NATO's first year. Washington: Senator Lodge puts "Ike's" hat in ring. Bear Mountain, N. Y.: Night skiing; Norwegian ace Sorenson defeats Art Devlin, two-time American Olympian in Swedish Ski Club's invitation event.

MOVIE-TONE NEWS (Vol. 35, No. 3) Salamanca, N. Y.: Air tragedy. Korea: Cardinal Spellman holds Mass. Erdling, Germany: Ransomed fliers. London, England: Ball. The Bowl Games: Rose Bowl, Sugar Bowl (except Dallas, Cincinnati, and Indianapolis), Cotton Bowl (only Dallas, Cincinnati, and Indianapolis).

NEWS OF THE DAY (Vol. XXIII, No. 237) The Bowl Games: Rose Bowl, Orange Bowl, Sugar Bowl; Cotton Bowl (Cincinnati, Indianapolis, and Dallas only). Libya: King Idris I takes throne (except Cincinnati, Indianapolis, and Dallas). Salamanca, N. Y.: Air tragedy (except Cincinnati, Indianapolis, and Dallas). Erdling, Germany: Ransomed fliers (except Cincinnati, Indianapolis, and Dallas).

PARAMOUNT NEWS (No. 40) The Orange, Sugar, Cotton, and Rose Bowl games.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 523) The Orange, Sugar, Cotton, and Rose Bowl games.

WARNER PATHE NEWS (Vol. 23, No. 42) The Orange, Sugar, Cotton, and Rose Bowl games. Erdling, Germany: Ransomed fliers. Salamanca, N. Y.: Air tragedy. England: London fights a fire.

TELENEWS DIGEST (Vol. VI, No. 1-B) Korea: Fighting goes on. New York: Secretary of State Acheson. Austria: Airmen freed. New Jersey: Slow job of retooling. England: Gale. Holland: Royal Dutch Navy ends post-war chore. England: "The Adominable Snowman" gives Londoners a laugh. New Orleans: Sugar Bowl.

MGM Records Sets "Quo Vadis" Promotion

NEW YORK—The MGM Record promotion department last week revealed all-out promotion for "Quo Vadis" under the supervision of Sol Handwerker, publicity, advertising, and exploitation manager.

The record company is tying up as many outlets as it can for publicizing and advertising the "Quo Vadis" album, a series of records of the actual music used in the picture with the score by Miklos Rozsa. MGM Records has distributed 8,000 dummy covers of the album in two sizes, one for the 78 RPM and the other, a smaller size for 45 RPM. Tape streamers also have been supplied music shops for booths and windows, and they are also being used on car bumpers to exploit the picture.

Additionally, 150,000 theatre ticket envelopes have been imprinted for distribution in theatres, primarily where the picture has been, and may be, played on a reserved seat basis. Also 18,000 colorful one-sheets have been printed up advertising the album for the picture coming to Loew's theaters. Credits on the posters are given to the two stars, Robert Taylor and Deborah Kerr, and that the records are available in all three speeds, namely, the two mentioned above and 33 $\frac{1}{3}$ RPM long playing records. Snipes are also being prepared for posting over the Loew imprint on the one-sheet so that these posters can be used for other theatres where tieups are made to promote the record album. These one-sheets likewise may be used for display in music shops and windows.

Dividend Payments Revealed

WASHINGTON—Motion picture industry dividend payments in November totaled \$588,000, bringing cumulative dividends up to that month of 1951 to \$28,109,000 it was revealed last week by the Department of Commerce. Payments in November, 1950, were \$762,000, and the cumulative total was \$30,463,000.

It was reported that Columbia paid \$562,000 in November, 1950, and \$339,000 in November, 1951. Continental Amusement Company paid \$125,000 in November, 1950, and \$150,000 in the corresponding month of 1951. Loew's Boston Theatres paid \$39,000 in both periods.

Mono. Sets "Week" Features

HOLLYWOOD—Steve Broidy, president, Monogram-Allied Artists, announced last fortnight that a total of 87 features, plus the "Little Rascals" short subjects, are being made available for "Monogram Week", Feb. 10-16.

NATIONAL BOARD OF REVIEW

Jan. 5, 1952

STARRED SELECTED FEATURE: "Murder In The Cathedral" (Classic); SELECTED FEATURES: "The Greatest Show On Earth" (Para.); "I Want You" (Goldwyn-RKO).

Dec. 22, 1951

STARRED SELECTED FEATURES: "Rashomon" (Japanese-made) (RKO); "Death Of A Salesman" (Col.).

Distributors Aid Alliance Campaign

CHICAGO—Alliance Theatre Corporation, operating in Indiana, Illinois, and Wisconsin, last week announced a tieup between distributor and exhibitor which may become an annual affair.

At a recent meeting in the Chicago home office, Alliance executives S. J. Gregory, general manager; James Gregory, in charge of field operations; Pete Panagos, assistant to James Gregory and head, booking department, and John Doerr, film buyer, laid plans for their annual January activity month, concentrated showmanship effort designed to get the new year off to a good start.

During the "Movietime" marathon, a special week was set aside as "United Showmanship Week," where the circuit solicited the aid of the film companies' branch managers and exploiters to join with the managers and supervisors in showmanship and exploitation efforts on campaigns.

The branch managers pledged 100 per cent cooperation. They agreed to go all-out in working with the managers, not only in exploitation, but also agreed to visit the towns. On these visits, sessions will be held with the theatre manager and entire staff and newspaper and radio men. Exploitation men will also work directly on exploitation campaigns.

The activities are well under way, with Dick Frank, Paramount, and Claude McKean, Warners, leading the way. A meeting was set in Logansport, Ind., where the Alliance managers in Peru, Rochester, and Logansport, all in Indiana; newspaper men and radio station managers convened with Dick Frank and other Paramount executives. This meeting, sponsored by Paramount, was used to discuss exploitation campaigns, the community benefits of the theatre, and coming Paramount product.

Meetings were also set in Anderson, Ind., and Frankfort, Ind., sponsored by McKean and Warners, and in Marion, Ind., sponsored by 20th-Fox. Meetings are also being set up in the various other Alliance houses by managers Russ Brentlinger, RKO; Sam Oshry, U-I; Abe Gelman, Columbia; Foss Gauker, Metro; E. Embleton, Monogram, and B. Brager, Republic.

Broidy Calls Coast Confab

HOLLYWOOD—Steve Broidy, Monogram and Allied Artists president, last week set a sales conference for later this month with five of the companies' top executives.

Scheduled to leave New York by plane to meet with Broidy and Harold Mirisch and G. Ralph Branton, vice-presidents, are Morey R. Goldstein, vice-president and general sales manager, Edward Morey, vice-president, and Lloyd Lind, supervisor of the companies' exchanges.

Hughes, Wald, Krasna Agree

HOLLYWOOD—Howard Hughes, RKO's managing director of production, last week announced that his company has extended its working contract with Jerry Wald and Norman Krasna for another year.

The new pact provides for Wald to supervise production matters as executive producer, and for Krasna to write and direct two top-budget films.

Details Revealed In Trade P. R. Plan

NEW YORK—Emphasis on the motion picture theatre as being backed by unparalleled entertainment resources is the keynote of the public relations plan which COMPO has submitted to the presidents of the major companies, it was revealed last week when the plan was made public by Arthur L. Mayer, COMPO executive vice-president.

The plan calls for a cooperative advertising campaign, a renewal of the "Movie-time" star tours, a speakers' bureau, and a heightened publicity effort aimed to focus the attention of the public on the film theatre as the only place where the best in entertainment is available.

At their meeting, the presidents of the major companies appropriated \$150,000 for a new series of star tours. Differences of opinion, however, developed on the manner in which the companies should participate in the advertising campaign, although no objections were voiced as to the kind of industry message the advertising should carry. In view of these differences, the proposal for a cooperative advertising campaign was referred for further study to the MPAA advertising committee, made up of the advertising heads of all the major companies.

Declaring that motion pictures have production assets beyond the reach of any other medium of entertainment, the COMPO proposals call for a switch of emphasis from Hollywood to the local theatre.

"Instead of glorifying Hollywood as the source of the best entertainment, instead of making claims for the industry," the plan says, "our public relations program should point to the local movie theatre as the possessor of these vast entertainment resources.

"For it is not Hollywood that is in competition with television. Nor is it the industry. The competition is between the local movie theatre and the living room television set.

"In meeting it, and in destroying the public's belief that pictures are not as good as they used to be, we must not only convince the public that the movie theatre has production values possessed by no other form of entertainment; we must make the public believe these values are so important that they outweigh the comfort and convenience of staying home and watching a show in the living room."

Companies cooperating in the advertising program, the plan states, could use one of two space schedules. The first calls for the use of 600 lines in 220 daily papers in 103 cities of more than 100,000 population, at a cost of \$54,000. The second would use 1,000 lines in the same papers, at a cost of \$90,000.

Instead of having, as in the campaign conducted in October, one big advertisement, with pictures from all 10 companies listed, it is suggested that the new campaign be conducted over a period of several months, with a newspaper advertisement for each month. Each of the participating companies would be responsible, both financially and in the preparation and placement of the copy, for the advertising of a single month. All participating companies would use the same ap-

Highest Court Hears Hughes Case Arguments

WASHINGTON—In arguing Howard Hughes' appeal from a final judgment of the U. S. Court for the Southern District of New York ordering Hughes to dispose of his holdings in RKO Theatres, attorney T. A. Slack last week told the U. S. Supreme Court that "partial confiscation without due process of law" would result by Hughes being forced to sell his holdings. He added that such a ruling would be contrary to the consent decree of a New York federal district court.

Slack contended that Hughes adhered to the terms of the consent decree in every respect, and had not used any of the voting powers vested in the stock, and argued that there was no provision in the original consent decree which compels trustees to dispose of the stock, even though the decree stipulates that Hughes must sell the stock within a certain time or place it in a voting trusteeship. The attorney asserted that the final judgment ordering sale of the stock was invalid because there is no evidence that Hughes' ownership is contrary to law.

Philip Marcus, appearing for the Justice Department's anti-trust division, maintained that the lower court's order merely complied with provisions of the anti-trust act and previous U. S. Supreme Court decisions calling for complete divorcement of production and exhibition.

Loew's, WB Report To SEC

WASHINGTON—The Securities and Exchange Commission revealed last fortnight that according to reports from the film companies, the highest paid industryites were Louis B. Mayer, who received \$300,000 remuneration from MGM; and Harry M. Warner, paid a salary of \$185,900 from Warners.

Other MGM salaries included Nicholas M. Schenck \$130,357 in fees, salary, and commissions and \$94,410 as bonuses and shares in profits; J. Robert Rubin, vice-president and counsel, who received \$104,285, plus \$76,611, and Edgar J. Manix, vice-president, who received \$159,035, plus \$43,571. Salaries paid to other Loew's vice-presidents were William F. Rodgers, \$114,714; Charles C. Moskowitz, \$156,428; Joseph R. Vogel, \$156,428, and Leopold Friedman, \$130,357. Eugene W. Leake, director and chairman, audit and finance committee and employes' retirement plan committee, received \$25,100.

On the Warner list, Jack L. Warner, vice-president, received \$185,550; Harry M. Kalmine, vice-president, \$130,000; Albert Warner, vice-president and treasurer, \$105,050; Samuel Carlisle, controller and assistant treasurer, \$51,070; Stanley P. Friedman, vice-president, \$66,150; Robert W. Perkins, vice-president, secretary, and general counsel \$105,150, and Samuel Schneider, vice-president, \$105,150.

proximate amount of space in their ads for an industry institutional message, the rest of the space being given over to a display of their current top pictures.

Loew's Stockholder Files New Action

NEW YORK—Geramy Holding Corporation, owners of 100 shares of Loew's common stock, last fortnight filed a stockholders' suit in U. S. District Court asking recovery of all monies paid by Loew's, Inc., to Louis B. Mayer and J. Robert Rubin since Sept. 1, 1949 under their company contracts and in settlement of Mayer's holdings in the company's film library. The action also names Nicholas M. Schenck and all other Loew's directors. Recovery for the corporation is also sought of more than \$2,000,000 paid Mayer under the settlement of his residual rights and interests in pictures made during his regime as head of MGM studios. According to the complaint, this settlement, reached in December, 1951, also provides for payment of \$1,080,000 to Rubin for his percentage of the residual rights.

The plaintiff contends that the proxy statement for the stockholders' meeting of March 23, 1950, at which the employment contracts of Mayer and Rubin were confirmed by shareholders, failed to furnish full information on bonuses, profit sharing, and other remunerative plans as required by the Securities and Exchange Commission. The charge is made, that stockholders' approval of the two contracts was secured by use of false and misleading statements, and that stockholders were not informed that contracts could be commuted, and settled, without their approval.

The plaintiff holds also that the corporation is entitled to recover \$850,000 in salaries and percentages paid Mayer and Rubin from Sept. 1, 1949, until the settlement of the contracts on Aug. 31, 1951. An injunction is also sought against future payments.

Sutphen Rehearing Denied

WASHINGTON—The U. S. Supreme Court last week turned down another motion seeking a rehearing of Sutphen Estates' claim of the right to intervene in the Warner consent judgment. Sutphen, owner, Warner, New York City, objected to the transfer of a guarantee of the lease from the integrated Warner company to one of the companies to be formed in the divorcement proceedings.

Every woman who ever
kissed will go...
**FOR
MEN
ONLY**
More profit with **LIPPERT!**

New WB Plan Needed For Reorganization

NEW YORK—Harry M. Warner, president, Warners, revealed last fortnight in a statement to stockholders included with the annual financial report that the board of directors is convinced that a new plan of reorganization will be necessary to complete the division of the company into separate production-distribution and theatre entities. He pointed out that the original plan, adopted by the board on Jan. 11, 1951, and approved by stockholders on Feb. 20, 1951, reflected the judgment of the board as to existing conditions and conditions that might exist when divorcement should be effected.

Conditions have changed since then, the Warner head observed, in both the industry and in the company's business, including the sales of theatres and properties and the acquisition of common stock. He also said that the recent federal revenue act contains a new section commonly called the "spin-off" section, relating to tax free reorganizations, which would not require the dissolution of the present company, and that it might be beneficial to take advantage of this provision.

Warner reported that a new plan has not been prepared, but will be adopted at the appropriate time, and recommended to stockholders for approval. Any such new plan would be in conformity with the consent judgment, as modified, but would be prepared in the light of conditions then existing.

He also revealed that the board is giving consideration to the appropriation of another sum of approximately \$15,000,000 to be used to purchase about 1,000,000 shares of common stock pursuant to invitations to tender shares, to be mailed stockholders shortly after the annual meeting scheduled to be held on Feb. 19 at Wilmington, Del.

As a result of invitations to tender stock sent to stockholders on July 17, 1951, Warners purchased 1,015,915 shares of common for \$15,000,000. Thus, while the company's net profit for the year ended on Aug. 31 was \$844,000 less than in the previous year, earnings were equal to \$1.67 per share, compared with \$1.46, and book

MPAA Indicates Added Aid For COMPO Plans

NEW YORK—The board of directors of the Motion Picture Association of America, meeting last fortnight with the advertising - publicity directors' committee and representatives of COMPO, indicated that continued financial support would be forthcoming to COMPO, and voted to extend the star tours over a lengthy period and to continue the institutional newspaper advertising used during the former COMPO "Movietime U.S.A." campaigns, leaving the exact details to be worked out by the ad.-publicity committee headed by Charles Simonelli. Eric A. Johnston presided at the session, which found Arthur L. Mayer, COMPO executive vice-president and COMPO President Ned E. Depinet coming in for commendation on COMPO's "Movietime" accomplishments.

value per share increased from \$18.60 to \$20.69.

During the financial year, Warners sold 24 theatres, including eight required to be divested under the consent judgment. Of these, 16 were owned in fee, and eight were leased. The company also sold six non-theatrical properties owned in fee. Leases on five theatres expired, and were not renewed, including one scheduled to be divested.

Since Aug. 31, eight additional theatres owned in fee have been sold, two of which were subject to divestiture. Five other properties owned in fee have been sold, and the lease on one theatre expired, and was not renewed.

The aggregate sales price of the 43 properties was \$7,106,000, representing a net profit of \$2,208,000 before federal income taxes. Of the profit, \$1,079,000 was included in the fiscal year operations.

Other contracts have been entered into for the sale of two theatres and one non-theatrical property, one of the theatres subject to divestiture provisions.

Warners thus far has sold, contracted for sale, or permitted leases to expire on 11 theatres of the 54 required to be divested within two years from Jan. 5, 1951, of which 24 were to be divested within one year. The Department of Justice has agreed to an extension of six months for the disposition of the remaining theatres to be divested during the first year.

The consent judgment, Warner recalled, provides for the divestiture of up to 27 additional theatres upon the happening of certain contingencies. Five of these theatres have been disposed of, and only one is presently affected by those contingencies, he reported.

Warner revealed that banks participating in the company's two per cent loan last month agreed to modifications of the restrictive provisions of the loan whereby Warners is given greater latitude in relation to the sale of properties, the payment of dividends, and the purchase of common stock. Funded and other long term debt as of Aug. 31 was \$11,836,000, with the principal item the bank loan in the amount of \$9,546,000, of which \$1,591,000 was paid on Nov. 1. The balance is payable in semi-annual installments of \$1,591,000, commencing on May 1, 1952.

Drive-In Meeting Set For March 4-6

KANSAS CITY—March 4, 5, and 6 have been announced as dates for the national drive-in theatre owners convention, in conjunction with the annual spring convention of Allied Independent Theatre Owners of Kansas and Missouri, it was revealed last week. The equipment show will again be a feature.

The convention will be held in Kansas City's Hotel Continental. With drive-in owners from every state having attended last year's conclave, much advance work and planning is being done by Jay Wooten, president, Kansas-Missouri Allied, and his board of directors.

Among the topics already slated for discussion are: Theatre's own production of light and power where present service is unsatisfactory or rates are excessive, Wage and Hour Laws, OPS ceilings on concessions, taxation, film buying, and discriminatory insurance rates.

"Jimmy Fund" Building Opened

BOSTON—The Citation Banquet at the Hotel Statler last week in conjunction with the dedication of the "Jimmy Fund" building of the Children's Cancer Research Foundation was attended by over 600 industry leaders, government officials, and baseball executives.

Austen Lake, representing the press of New England; J. Wells Farley, president, Children's Medical Center; Brigadier General Elbert Decoursey, Armed Forces Institute of Pathology; Horace C. Stoneham, president, New York Giants; Richard Walsh, president, IATSE; Daniel Brunton, mayor of Springfield, Mass., and president of the Massachusetts Mayors' Association; Walter F. O'Malley, president, Brooklyn Dodgers; Leonard Goldenson, president, United Paramount Theatres; Branch Rickey, vice-president and general manager, Pittsburgh Pirates; John B. Hynes, mayor of Boston; Robert R. M. Carpenter, president, Philadelphia Phillies; Marc Wolf, International Chief Barker, Variety Clubs, and Sidney Farber, M.D., scientific director, Children's Center Research Foundation, were speakers.

The \$1,500,000 "Jimmy Fund" building of the Children's Cancer Research Foundation was formally dedicated earlier in the day, with exercises held in the auditorium of the building. A highlight of the occasion was the message of Archbishop Richard J. Cushing, head, Catholic Archdiocese of Boston.

The operating results for the quarter ended on Dec. 1, 1951, were not available but profit before capital gains and federal income tax provisions and contingencies was expected to be slightly larger than the \$3,846,000 earned for the same period of the previous year. The increase in federal income taxes will be more than offset by larger capital gains, he predicted.

Boxoffice reports of Warner Theatres since Aug. 31 still show a decline as compared with the year before, Warner said, but the percentage of decline is smaller than in the year before.

Film rentals, it was said, were reported greater than in earlier periods, both in the domestic and foreign fields.

Every woman who ever flirted will go...



FOR MEN ONLY

More profit with LIPPERT!

CANDYDLY SPEAKING

(Editor's Note: EXTRA PROFITS begins a new policy, a guest columnist each issue. Leading executives in the concessions and extra profits fields will be invited to give expression to their viewpoints. Leading the 1952 parade is Jack Fitzgibbons, Jr., whose articles have graced the pages of EXTRA PROFITS on many occasions.)

ACCORDING to the economists, 1952 could be a year of "uneasy stability" because it is expected that higher taxes and rising living costs will add to the burden of the individual. However, in spite of the picture painted by the economists, we in Canada feel that, in the concession field, 1952 will be a banner year, and we base our predictions on the following:



J.J. FITZGIBBONS, JR. will release, some excellent pictures, which means that patrons will be attracted to the theatres.

(2) Theatre owners and operators are swinging back to emphasis on service and comfort, in addition to good entertainment for the theatre patrons.

(3) Concession stands and attendants are receiving greater attention from the owners and managers as the extra profits are important:

a. The stands are being renovated with the latest equipment to make them attractive and a definite impulse centre.

b. The attendants are being supervised more closely in that they are receiving proper instruction in setting up displays and methods of merchandising. Stress is placed on courtesy, in addition to neatness and cleanliness, not only personally, but also with regard to the equipmen in the stands.

(4) The brand name confection manufacturers are providing quality merchandise packaged with lots of eye-appeal, re-

(Continued on page EP-8)

The concession center of the Cinema, Framingham, Mass., in the Shoppers' World, is not only a treat for the digestion but also for the eye.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS





Preview OF A GOOD PROFIT PICTURE

For a preview of a good profit picture, step into a house where a vending machine to sell Coca-Cola has been installed. Making Coke available to theater patrons turns a few square feet into a nice round profit. People go for Coca-Cola... before the show, between features, and on their way home. When they do, your extra profit becomes the hit of the house. Best of all, there's no increase in overhead. For the money-making details, address: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS.

Servants of the Public

Factors that go to make up a good, successful operation of candy stands and concession departments are discussed by a trade expert.

(Editor's Note—Recently, Lee Kohen, RKO concessions department head, gave a talk to New York home office operating executives, supervisors, and candy stand attendants of ABC Vending Corporation at a special breakfast. His remarks include fundamentals which should be of interest anywhere.)

I REPRESENT RKO Theatres in its vending and concession operations from coast to coast. Here, in New York, the ABC Vending Corporation, your company, services our theatres.

Whether we are running a theatre or a candy stand, we are servants of the public. We serve the public, and we strive to please them.

In running a candy stand, and serving the public, many factors go to make up a good, successful operation: courtesy, cleanliness, salesmanship, a fully stocked stand, and harmony.

LET'S take each one of these five factors, one by one.

Courtesy

Making a habit of courtesy will work wonders not only with the customers but with yourselves as well. If you are courteous, and smile when you wait on your customers, and say "Thank you" after each sale, you will find that your work will be more enjoyable, and the day will go faster. In fact, you will feel better. Pleasant, courteous treatment of your customers will pay dividends to you.

Cleanliness

Cleanliness and neatness are both conducive to good sales. It is vitally important that your stand always be neat and clean. You know that when you go shopping, you like to go to a store that is neat and clean. You like to eat in a restaurant that is clean.

Your stand is no different. You are selling things to eat. Candy, popcorn, and ice cream are foods. Yes, the same applies to your candy stand as applies to a store or restaurant. Please keep your stands clean and neat, and your storerooms as well.

While on the subject of cleanliness, RKO Theatres has a service that you should make use of. I am speaking of the exterminator service. If your stand or storeroom needs such attention, make arrangements with the theatre manager. Make an appointment with the exterminator so that he will call at the theatre when you are on duty, and can get into the storeroom and stand.

Salesmanship

The dictionary says that salesmanship is the art of selling, the ability in selling goods, the skill in the presentation of goods for sale.

In our business, I would say that it is also the power of suggestion. When a customer makes a purchase, say to him: "Anything else?", "Would you like to try

a 'So And So' bar?", or "Have you tried our delicious new ice cream 'Bon Bons'?" In other words, try to sell him more than he intended to buy, or some higher-priced merchandise. When a patron asks for popcorn, say: "A box?" Always try to sell a 15-cent box of popcorn instead of a 10-cent bag.

Always keep 15-cent boxes filled with corn in your warmers as well as 10-cent bags. Also make a display of the 15-cent boxes by stacking them, and displaying several stacks on your counter, back bar, or on top of the warmer itself.

Visual displays are also good salesmanship. I just mentioned popcorn displays. Sometime you can make a display on top of your counter or back bar of a certain candy item that you want to push, but be sure it is a higher-priced item, and not a five-cent or six-cent item.

A Fully Stocked Stand

This is the fourth factor that helps to make a successful candy stand operation. Always keep your stand fully stocked with a wide variety of candy. A fully stocked stand will sell more candy than a stand that is half empty. The same applies to your popcorn warmers. A full warmer will sell more corn than will a warmer with only a thin layer of corn on the bottom. No one likes to purchase scrapings. Your popcorn warmer and nut warmer should heat properly because hot popcorn sells, and makes for future resales. Cold corn or lukewarm corn will never make a customer come back for more.

Harmony

The last factor is "harmony."

The dictionary says "'Harmony' is the quality or art of blending voices or music, pleasing to the ear." Of course, that is not the "harmony" I am referring to. I mean the "harmony" that results in better working conditions, the "harmony" that creates more pleasant relationships with your fellow workers, and the one that can be pleasing, not to the ear, but to one's self and one another.

"Harmony" can also mean cooperation. It should exist between attendants working together or on different shifts in the same theatre. It should exist between the theatre management, their staffs, and you. "Harmony" cannot be obtained without trying to "Do unto others as you would have them do unto you." This can be accomplished by working together, helping one another equally. Whether you are on the same shift, or come on duty at different times to relieve one another, leave the stand fully stocked, and see that the freezer is full of ice cream, so that the next attendant can start the day of her shift with merchandise to sell. This is especially true the night before a holiday or a day when there is no school.

It is very hard to open a stand in the morning with a million kids around, no stock, only one girl opening, and then have to lug a lot of stock up to the stand. This is not only hard on the opening attendant but results in lost sales. Let's all try for a harmonious operation.



Popcorn sales zoomed at the recent convention of Allied Independent Theatre Owners of Wisconsin, and, left to right, are F. E. Malia, district manager, Manley, Inc., Kansas City; Jane Hintze, Manley "Popcorn Girl"; Fred Fast, Hiway, Hustisford, Wis.; Mert Miller, May, Mayville, Wis.; Leon J. Bamberger, sales promotion manager, RKO; Jerry Goderski, Airway, Milwaukee; Fred Leinhardt, Glarus, New Glarus, Wis., and Ed Johnson, Roosevelt, Milwaukee. Extra profits was a major topic on the agenda.



Toronto's University has this custom-built counter ice cream display case.



Shea's, Toronto, Canada, uses an open type self-service ice cream freezer.

ICE CREAM IS A YEAR-ROUND ITEM

In Canada, for example, the companies have found that the sales have continued to climb, regardless of the season, and this has resulted in special theatre merchandising attention.

By J. J. Fitzgibbons, Jr., Theatre Confections, Limited, Toronto, Canada

ICE CREAM sales in theatres are increasing steadily, and are definitely year-round items.

FOR QUITE some time, the ice cream companies were reluctant to make an effort to push their sales in theatres, but, in spite of the apparent lack of cooperation, the sales continued to climb, and will go higher.

IN CANADA, the fastest selling item, and easiest to handle, is the chocolate-coated ice cream bar, three and one-half fluid ounces, packaged in an envelope bag, which retails for 10 cents. Recently, the cup sundae at 15 cents has caught the public's fancy, and is quite popular in the larger cities.

THE SIZE of the display unit depends on just how much space is available on the counter. We knew we were on the right track in 1949, at which time the unit was being tested in a small account. When we asked the attendant what she thought of it, she replied—"Awful, because all I do is keep refilling it!"

RECENTLY, the ice cream companies have shown a decided interest in theatre outlets, and are going all out to give every assistance possible. They know that there is an untapped source of additional revenue available throughout the year, and they like it.

MERCHANDISING aids to promote sales are numerous. Along with regular signs, some managers have gone to the trouble to

make animated displays which attract a good deal of attention. The most important change was taking the freezer from beneath the counter, where it was well hidden, and bringing it out in the open.

In situations where this was impossible because of space, ice cream display cases were designed to fit on top of the counter. This definitely made the ice cream bar an impulse item and increased sales beyond expectations.

EXTRA PROFITS

Vol. 6, No. 11 January 16, 1952

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-4B North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 962B Cresta Drive, Beverlywood, Los Angeles 36, California.

Advisory boards—

Composed of executives and heads of the concessions and vending departments of theatre circuits: Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Dannell, Interstate Circuit, Dallas; Raymond Willie, Interstate Theatres, Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Wometca Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections, Ltd., Toronto, Canada.

Composed of manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields: A. F. Rathbun, Fred W. Amend Company, Chicago; Richard C. Fowler, The Coca-Cola Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Said, McPhail Chocolate Company, Oswego, N. Y.

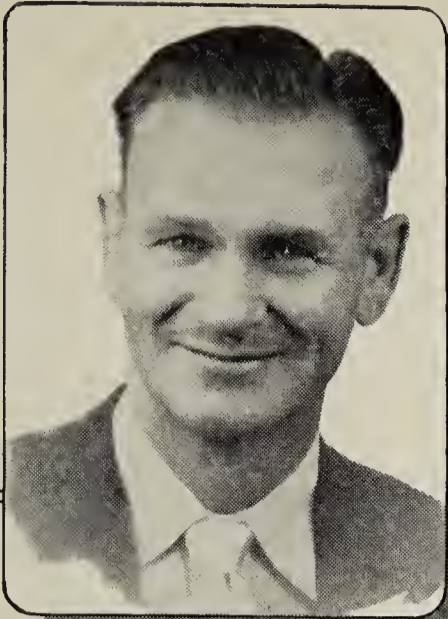
Chase, Nutrine In Merger

St. Louis—With the approval of stockholders voted recently, the Nutrine Candy Company, Chicago, is being dissolved, and the inventory, trade names, good will, and certain assets of Nutrine are being taken over by the Chase Candy Company.

Prior to the merger, Chase sales were approximately \$12,000,000 per year, and Nutrine approximately \$4,000,000.

Ralph A. Wenger, chairman of the board, Chase Candy Company, continues in that position, and W. A. Yantis, formerly president of Chase, becomes vice-chairman. New president of Chase is Neal Diller, formerly Nutrine president. In addition to F. M. Yantis, first vice-president; G. D. Belcher, vice-president; and H. L. Rothleitner, vice-president; Roy Turner, sales manager, Nutrine, becomes a Chase vice-president. F. S. Yantis continues as treasurer, and R. M. Ravenscroft as vice-president and secretary.

Nutrine candy, manufactured in the Chase plant at St. Louis, will be warehoused in the former Nutrine factory at Chicago, and will be shipped from that point to Nutrine customers. Nutrine customers in the south and west will receive candy shipped direct from St. Louis.



A. L. Royal, Owner, Royal Theaters,
operating 14 theaters in Mississippi,

**says: "I consider chewing gum
essential to a live concession
business. All our theaters carry
the popular brands."**



Yes...Chewing Gum Improves Your Profit Picture!

*It Pays to Display and Sell
Your Patrons' Favorite Brands*

● People just naturally like to chew gum at the movies. Chewing gum freshens the taste after they've had a snack or treat from the refreshment counter—helps them relax and adds to their enjoyment of the theater. And—they buy their chewing gum where it's conveniently displayed for them.

Take advantage of this fact to build extra profits and good will for your theater. Display Wrigley's Spearmint, Doublemint, "Juicy Fruit" and other popular, fast-selling brands of chewing gum in a convenient location. Your patrons will appreciate it, and you'll find it profitable.



PROFIT ITEMS

Of special interest to theatremen are new developments in the field, offering possibilities of extra sales opportunities to alert showmen-tradesters

Butter Churn

West Coast Sheet Metal Company, Los Angeles, recently announced the introduction of a stainless steel, animated BUT-R Churn. Precision-made to resemble the old-time butter barrel, complete with automatic push-pull wooden handle, the unit has high visual impact for installation in theatre lobbies and refreshment booths of all types, wherever popcorn is sold. Through a stainless steel measuring valve, identical amounts of butter are dispensed each time the valve is turned. Hot butter, maintained at proper pouring temperature by thermostatic controls, is completely automatically stirred by stainless steel paddles. Of particular interest is the construction of the drip-cup holder. In addition to stopping both soilage and waste, the drip-cup holder is so attached that the operator need not move it in order to butter a bag of popcorn. In this way, the chance of spilling or losing butter is said to be reduced to a minimum. Taking up less than a square

foot of table or counter space, the unit stands 28 inches high, has fittings of glistening chrome, and comes in two-tone baked enamel finish. The BUT-R-CHURN gives 30 or more servings to a pound of butter.

Portable Dispenser

The Tote Bar, a two-part beverage vending system consisting of a portable dispenser and a filling station, is now available to drive-ins from the Pepsi-Cola Company. The portable dispenser of the equipment, made for Pepsi-Cola by the Charpiat Corporation, Denver, is carried on the back. The harness is so designed that the dispenser "is perfectly comfortable when fully loaded", and the faucet is attached to the harness in a convenient position to permit immediate dispensing at any time. The dispenser is described as sturdy, long-lasting, handsome, and clean. Another advantage cited is that it is easy to operate. Weight with capacity load is under 40 pounds, and capacity is



This stainless steel, animated BUT-R Churn, precision-made to resemble the old time butter barrel, complete with automatic push-pull wooden handle, was recently created by West Coast Sheet Metal Company, Los Angeles, for use wherever popcorn is sold. Wanda McKay is seen demonstrating the attractive butter dispenser.

50 six-ounce drinks. The filling station, which requires floor space of only 42 by 25½ inches, needs only three connections, for water, carbonating gas, and electricity. It is finished in baked enamel and has two hinged lids which can be opened from either end. Inside are the water-cooling coil, water storage tanks, lifetime continuous carbonator, and two five-gallon syrup tanks. All that is needed to put the unit into service is to fill the two tanks with syrup, and pack with crushed ice.

Soft Drink Dispenser

A new soft drink dispenser was recently announced by the Uniflow Manufacturing Company, Erie, Pa. This comes in a variety of models with three-way faucets available on either the front of the cabinet or the gooseneck type on the top of the cabinet. The soft drink dispenser comes complete with an attached cabinet for syrup tanks which can be remoted away from the dispenser or left attached to it. This

(Continued on page EP-7)



This new soft drink dispenser recently announced by the Uniflow Manufacturing Company, Erie, Pa., will give four different flavors of carbonated drinks, plus plain soda and ice water.

"My, that popcorn smells good... let's go back and get some!"

ONLY

popsit plus

WITH BUTTERLIKE FLAVOR AND AROMA—BRINGS 'EM BACK EVERY TIME!

Check the plusses of Popsit Plus

- the only popping oil with a real butter-like flavor
- measures more accurately
- pours readily in all kinds of weather
- costs less per bag
- produces fewer "duds"

Made of American Ingredients—Always Available!

popsit plus!

Made by **C. F. Simonin's Sons Inc.** Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

New Year's Resolutions Could Have Good Effect

TORONTO—Some good suggestions for the New Year recently came from Theatre Confections, Limited, Canadian unit, as follows:

I resolve:

"To train each employe personally, so that the good will, respect, and confidence of patrons may be established for my theatre.

"To gain the loyalty of each employe, and so create the desire to do a better and more profitable job for our customers and our company.

"To be certain that the counter and all equipment are clean, inviting, and attractive, and that a complete stock of merchandise is available always, and

"To be proud of the quick, competent, and smiling service to be offered throughout this coming year, to guarantee complete consumer satisfaction."

Supurdisplay Sets New Sales Division

MILWAUKEE—Supurdisplay last week announced the creation of a specialty sales division to offer theatre-styled equipment and sales accessories as well as a refreshment sales promotion service. Gene Kilburg, general manager, will be directing the new company's activities from a central office, assisted by Pat Gardiner.

Equipment and services of the division will be advertised to conventional and outdoor theatres through trade papers, trade showings, special sales clinics, and direct mail literature.

The now-famous open-top popcorn box was claimed to have been originated over six years ago by Supurdisplay, the company also claims to have been the first to integrate into a single overall pattern the various counters and pieces of equipment that go to make up a vending counter.

The Supurdisplay Butter-Mat all-electric butter dispenser is now being used by a large number of the major circuits.

Current headliner of the new division is Buttercup—a new trade-name container for butter corn, first introduced at the

Theatre Owners of America convention in New York City in September.

In announcing the Buttercup popcorn trademark, Supurdisplay emphasizes the value to the theatre vending counter of having a trade-name product.

The Buttercup container and trademark displayed with Supurdisplay's attractive accessories, over-size Buttercup display, container, dispenser, napkin dispenser, sign, colored translite displays for the front of the Butter-Mat, and sales attendants' specially printed disposable caps and aprons, make up a complete sales program.

As a special service to customers of Butter-Mats, popcorn boxes and other products, Supurdisplay now has available a gratis press book on how to sell buttered popcorn, including all phases of advertising, display, personnel, signs, contests, promotion, and accounting.

Automatic Canteen Profit Up

CHICAGO—It was reported recently that the Automatic Canteen Company of America had a net income of \$769,580, or \$1.65 per common share, for the year ended on Sept. 30, 28 per cent better than the \$600,461, or \$1.33 per share, earned in the previous fiscal year.

Dispenser

(Continued from page EP-6)

dispenser will give four different flavors of carbonated soft drinks, plus plain soda and ice water. The company claims capacity large enough to meet any peak period which might come up or a long continuous draw at a low temperature. The Uniflow soft drink dispenser incorporates a "liquid carbonic" carbonator along with all necessary refrigeration.



Paul N. Sportell, recently appointed district salesman covering New York and New Jersey for Mission Dry Corporation, will contact fountain supply jobbers and theatre supply companies in that area to promote sales on Mission Fountain Orange Base, used extensively for mixing of orange drinks at stands in theatre lobbies.

For Top Performance

**Feature Nestlé's Nationally Advertised—
Nationally Known Candy Bars**



Famous Nestlé's Crunch, Milk and Almond Bars available in both 5¢ and 10¢ sizes



Both 5¢ and 10¢ sizes packed 100 count and 24 count



A favorite of both young and old!

Nestlé's Chocolate Company, Inc., 60 Hudson Street, New York 13, N. Y.

Cady Offers Advice On Selling Candy

ST. LOUIS—At a recent meeting of exhibitors, Smith H. Cady, Jr., merchandising manager, Chase Candy Company, spoke on "Candy Sales In The Theatre", which was illustrated by a series of charts to emphasize the various points he sought to make.

He said, in part:

The sale of refreshments, including popcorn, candy, beverages, and ice cream is a function of the theatre which contributes to the enjoyment of the customers, and adds materially to the income of the theatre each day.

There is considerable debate over the exact size of the refreshment sales in the nation's 22,000 motion picture theatres, he continued, but everybody knows it has become a large item.

I can talk to you only about candy, in other words about one-third of your concession sales, but the same policies and the same merchandising which sell candy will also sell popcorn, drinks, and ice cream.

And, incidentally, the very same policies and the same merchandising which sell candy in variety stores, food stores, drug stores, and in innumerable other places will sell candy and other concession items in your theatres. People are people, whether they are walking across your lobby or shopping in a neighborhood store. I don't believe that the point that you have a "captive audience" more or less means much.

Your audience isn't captured until it is past your ticket taker and, when your show is over, it becomes uncaptured again.

So you should work for your candy while you have the chance. Otherwise your patrons shall buy their candy from a neighborhood store before coming into the theatre or after the show is over.

The candy business is definitely a repeat business, so keep them satisfied so they shall continue to buy candy from you.



The Paramount, Rutland, Vt., owned by New England Theatres, Inc., Boston, recently installed a new candy and popcorn booth in the lobby. Faced with aluminum and knotty pine, the booth has facilities for handling 500 items. Seen in the picture is Mrs. John Clark, who is in charge of the stand.

Have an attractive candy stand or snack bar in a good location.

Keep it clean. The public demands absolute cleanliness.

Sampling sells candy in the stores; why not also in the theatre.

Use girls who can, and will, smile. Smiles keep the customers happy and eating candy.

Dramatized displays get the customers' attention, and build sales.

Change displays regularly, and sell more candy.

The American public buys \$2.5 billions of candy every year. Be sure to sell your share to them. You can by selling the right kinds of candy, and have a sufficient variety to meet various tastes.

Have the right kind of displays, the right kind of promotion and, of course, do the right kind of selling.

Most theatres don't give their customers the variety of candies that they should. The people resent a merchant trying to push on them something they don't like. It isn't necessary to carry great stocks of candy but there should be representation of the principal types of candy bars and other items that are popular.

Theatre men should teach their girls how to sell candy and other concession goods, emphasizing that they have a knowledge of the goods sold.

If necessary, let them eat some candy to learn about it.

Chase Appoints Representatives

ST. LOUIS—Appointment of B. C. "Bud" Quigley, veteran food salesman, as representative of the Chase Candy Company in the southern Illinois territory, was announced. Richard Jackson, who joined the Chase Candy Company as a special representative at Indianapolis, has been named sales representative for the state of Tennessee, exclusive of Memphis. Appointment of Larry Johnson, formerly assistant to the merchandising manager of the Curtiss Candy Company and earlier on the sales staff of Mars, Inc., as representative of the Chase Candy Company in Oregon, was also announced.

Candyly Speaking

(Continued from page EP-1)

tailoring in the 10-cent to 25-cent price range.

(5) Improved ice cream merchandising methods and a greater interest in the theatre ice cream field by the manufacturers indicate that ice cream grosses will be a very important factor in overall sales.

(6) Buyers, whether independent, circuit, or concession operators, are only handling items which have universal appeal and a fast turnover. So-called bargains in "junk candy" with high markups, cut-rate corn, and seasoning have no place in a well-operated, modern-looking stand.

PROVIDING we make available good entertainment, excellent service from our theatre staffs, clean and comfortable theatres, and confection stands handling quality merchandise which is the right price and sold by well trained candy attendants, concession sales cannot miss hitting a new high in the year 1952.

Popcorn Harvesting Down

CHICAGO—The Department of Agriculture recently reported that growers in 11 commercial popcorn-producing states harvesting approximately 192,000,000 pounds of popcorn in the ear in 1951, 21 per cent less than the 1950 total of 242,000,000 pounds for the same states.

Growers planted 151,000 acres of popcorn this year, or about four per cent more than the 1950 acreage, but because of unusual acreage losses during the growing season, only 132,000 acres were harvested. In Kansas and Missouri, flood damages to the popcorn crop were very severe. Growers reported that about 82 per cent of this year's crop was yellow varieties and 18 per cent white varieties. Sixty-four per cent of the crop was contracted for this year.

90% more
Popcorn Profits!



Butter-Maid
Automatic Hot Butter Dispenser

colorful...
animated...
illuminated

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PLaza 7-3123

FOR COMPLETE DETAILS TEAR OUT AND MAIL THIS AD TODAY!

OUTDOOR REFRESHMENT SERVICE
from Coast to Coast over 1/4 Century

Refreshment Service for DRIVE-IN THEATRES

SPORTSERVICE CORP.
SPORTSERVICE BLDG. • BUFFALO, N. Y. Phone MA. 5014

NEWS OF THE

Territory

Atlanta

Jack Jackson, for several years head, accounting department, Republic, resigned to head the accounting department of 20th-Fox at the Jacksonville, Fla., branch.

The following theatres closed: Cottage, Petersburg, Tenn., and Center, Nashville, Tenn.

Visiting were: B. L. Buzbee, Ritz, Dadeville, Ala., and Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga.

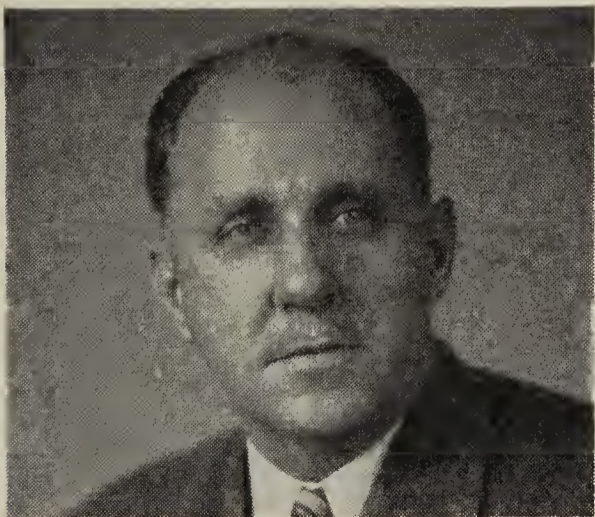
Jack Hunt, sales representative, Wil-Kin Theatre Supply, installed a new Cycloramic screen in the City, Spring City, Tenn.

Mayor Hartsfield vetoed a Council-approved ordinance requiring theatremen to submit a list of bookings at least a week before they are to be exhibited so that a public hearing could be held. The measure was designed to expedite the work of Miss Christine Smith, censor. Executives told the mayor that sometimes a picture must be substituted, and the ordinance would bar any picture which had not been listed previously. The mayor told Miss Smith and Councilman Archie Lindsey, chairman, Council library committee, that he was sending the measure back for further study and a hearing so details can be worked out.

James Crockett, former booker, Brannon Film Exchanges, was visiting. . . . The Palm Drive-In, Daytona Beach, Fla., closed.

Jesse L. Clark, general manager, Florida State Theatres, with headquarters in Jacksonville, Fla., died in Boston. Service was held in Tampa, Fla. Clark has been with Florida State Theatres since 1914.

The stork passed over the home of Mr. and Mrs. P. L. Taylor, Bishop Theatres,



C. J. "Jimmy" Briant, resident manager, Loew's, Inc., New Orleans, was recently awarded a bronze plaque citing his work in the recent Community Chest campaign. He is chairman of the campaign executive committee, an office he has held for several years.



These pretty lasses on the beach at St. Augustine, Fla., members of a Gary Cooper fan club, recently called attention to the fact that Warners' "Distant Drums" was having its world premiere in the city with bally at the Matangas.

Columbus, Ga., and left a little baby son. P. L. Taylor is also editor, The Columbus World. . . . William Rierson and Charles Kallam sold the Benbo, East Bend, N. C., to Debs Holder, manager, King Drive-In, King, N. C., for the last three years. Holder's brother will manage the King.

Visiting were: Dixie Graham, formerly with exchanges in Atlanta; Walter Morris, Knoxville, Tenn.; Colonel T. E. Orr, Orr Theatres, Alabama; John Gaither, Heflin, Heflin, Ala.; Ernest Ingram, Lineville, Lineville, Ala.; John Moffitt, Montgomery, Ala.; R. E. Cannon, Lake City, Fla., and Live Oak, Fla.; W. W. Mobray, Blue Ridge, Ga., and R. H. Brannon, Holy, Dahlonga, Ga.

John Lowery, took over the Cozy, Bentonville, Ark., from Carl Johnson. . . . The Edison, Fort Myers, Fla., closed since July, 1950, reopened with a continuous double feature program. The opening was handled by Bryon Cooper, local manager, Florida State Theatre. It will operate at its former admission scale, nine cents for children and 35 cents for adults.

Mrs. J. H. Harrell, wife of Johnnie Harrell, Martin Theatres Atlanta office, returned from the hospital. . . . Willie Foucett, former manager, Center, now manages the Rialto.

The Harbor, Safety Harbor, Fla., opened. Policy will be three changes each week. . . . Ed Kirby, manager, Winter Haven, Fla., and Florence, Fla., Villas, was host to some 2000 kiddies during the holidays. . . . Barbara Brownlee, secretary, Republic, Charlotte, returned there after a visit.

Garve Ivey, John Miller, and George Vines are the new owners, Manchester Drive-In, just north of Jasper, Ala. Vines will be the manager.

Hugh Martin, Sr., owner, Lake, Clermont, Fla., is looking for a site for a new drive-in in the Clearmont-Minneola community. . . . C. B. and Marion Heyworth, former owner of theatres in North Carolina, are now living in Florida.

Charles Woodward, formerly in the booking department at 20th-Fox, joined Republic.

Meet Your Neighbor

WILLIS HOUCK first saw the light of day in a farmhouse near Magnolia, Ark., on July 26, 1917. From his oldest brother, Joy N., one of the south's top showmen, he learned the showmen's bible, and, when he was only 15, was given an ecstatic Christmas gift, a manager's position on one of his brother's many tent shows operating in Louisiana. Continuing on, he gradually reached the peak as general manager, Joy



Theatres, Inc., and head, Booking Service Company, which he has held for about three years. During the change of theatre operation, he assisted in various capacities organizing and establishing one of the leading and largest circuits in the southland. From 1941-1945, he was with the USAF as pilot in the Fifth Ferry Division, ATC. Several years ago, he took a fling in acting, playing a role in Western Adventure Productions' "King Of The Bullwip." His hobbies are yachting, fishing, and hunting.

In booking were: Bob Dunn, Camilla, Camilla, Ga.; Nat Williams and son, Interstate Enterprises, and A. L. Bishop, Bishop's Theatres, Columbus, Ga.

The Riviera, Knoxville, Tenn., installed a new Cretor popcorn machine. Jack Hunt, Wil-Kin Theatre Supply, did the job.

Charlotte

Forest Tucker, Republic star was here to plug "The Wild Blue Yonder." He was host to Korean veterans, who were guests with exhibitors at a cocktail party in the Rose Room of the Hotel Charlotte. Arrangements for Tucker's stopover were handled by Cy Dillon, branch manager, Republic, and Glenn Grove, manager, Imperial.

Thomas A. Branon, Elberton, Ga., brother of Rovy Branon, branch manager, RKO, died. Formerly of Charlotte and a pioneer in the business in the southeast, in 1919, he organized the Eltabrand Film Company, and operated offices in Charlotte, Atlanta, and New Orleans. He retired from the business in 1943. Funeral services were held in Atlanta.

C. B. Hayworth, former owner, Motor Park, Pink Hill, N. C., and now living at Hialeah, Fla., was a recent visitor. . . . Cary Caudell, Danca, Wallace, N. C., returned from Florida. . . . W. G. Fussell, Wonet, Bladenboro, N. C., opened the Lyric. It was closed for two

USED THEATRE CHAIRS

- Refinished or as they are
- Large selection to choose from

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When Warners' "Distant Drums" had its world premiere recently at the Matanzas, St. Augustine, Fla., the festivities were many and diversified. Some of the highlights were, in the usual left to right order: Participants in the stage show, star Mari Aldon, Pat Cowart, Governor Fuller Warren, Beverly Brandon, Major General Mark Lance, Sidney Capo, star

Richard Webb, Mary Billie, Gene Coppedge, and Milton Bacon; Mr. and Mrs. Webb, Miss Aldon, Governor and Mrs. Warren, and Mayor and Mrs. Hobson Cone; part of the street ballyhoo, with residents in costume; stars Miss Aldon and Webb, in the parade; Howard Pettingill, Florida State Theatres, looking at an art competition, and official army guard, part of ballyhoo.

years. . . . Tom Bailey has been named assistant manager, MGM. The appointment was announced by branch manager Jack Reville. . . . Barbara Brownlee, booker's secretary, Republic boarded a plane for Atlanta for a weekend with her father. . . . Bill Baynard, salesman, Columbia, was transferred here from the Atlanta branch. . . . James S. DeBerg, salesman, Columbia, and Jane Little were married in St. Peter's Catholic Church. Now honeymooning in Florida, they will be at home at 1413 Iris Drive. . . . Mr. and Mrs. Jack London returned after a vacation in Miami, Fla.

For the second night in a row, thieves broke into the Pineville Road Drive-In, and went away empty-handed. . . . Mr. and Mrs. Gilbert Faw, Badin Road Drive-In, Albermarle, N. C., are vacationing at Miami, Fla. . . . Virginia Porter, Columbia, is in the hospital. . . . Max Reinhardt, Exhibitor's Service, is in a hospital with a knee injury. The show must "go on" as he calls from his bedside, booking pictures. . . . The Seneca, Seneca, S. C., was destroyed by fire. . . . Roy Bradley, booker, Stewart and Everett Theatres, returned after illness. . . . W. G. Fussell was making his rounds, after several weeks' absence. He was in an automobile accident. . . . Theatre Booking Service gave a New Year's Eve party for bookers and friends. A buffet supper was served. Music and dancing was enjoyed, with Bob Saunders acting as master of ceremonies. . . . Lib Dinkens, Tampa, Fla., former booker's secretary, Republic, was a visitor.

J. E. Massie has taken over the Strand, Waynesville, N. C. Exhibitor's

Service will handle buying and booking. . . . The Variety Club held a party for children of members in the Hotel Charlotte club rooms. Tom Bailey was in charge. Gifts, nuts, and candies were given the children. Santa Claus was there, too.

Abe Isaacs, Paramount, New York, branch, came here to replace E. C. DeBerry. . . . Bill Wooters joined the booking staff at RKO. . . . Bob Pinson, Astor manager, completed his 32nd degree in the Scottish Rite.

Booking on Film Row were Kit McGowan, Spring Hope, N. C.; W. G. Fussell, Bladenboro, N. C.; Spud Stoker, Palace, Thomasville, N. C.; M. B. Goodenough, Royal, Simpsonville, S. C.; Mr. and Mrs. R. L. Smith, Princess, Benson, N. C.; Dennis Ramsey, Rose Hill, Rose Hill, N. C.; Willie Sams, Statesville Theatre Corporation, Statesville, N. C.; Ben Strozier, Rock Hill, S. C.; Pete Webb, Webb, Shelby, N. C.; Charlie Holliday, Pine, Pine Tops, N. C.; O. T. Kirby, Palace, Roxboro, N. C.; I. W. Holliday, Aurora and Vanceboro, N. C.; S. J. Workman, Hollywood, Woodruff, S. C.; Hal Jordan, Center View Drive-In, Dunn, N. C., and Levy Overton, Levon, Enfield, N. C.

Memphis

Aside from holiday parties and a Christmas and New Year's eve dance at the Variety Club, the Row has been very quiet, with few exhibitors visiting the various exchanges.

COLUMBIA—Norman Calqhoun, branch manager, and Leonard Shea, salesman,

attended the Sugar Bowl game in New Orleans.

MGM—H. H. Kinney, Hughes, Ark., and Henry Pickens, Steele, Mo., were seen visiting. . . . Cupid infringed on holiday parties, and stole the show as far as Miss Laura Butler was concerned. She announced her marriage to Carvel Gordon. The bride will continue at her post as booker.

RKO—R. V. Reagin, branch manager, took his first vacation of the year in Florida during the holiday.

20th-Fox—Mr. and Mrs. Roy Cochran, North Little Rock, Ark., and Jack Watson, Tunica, Miss., were visiting. . . . John Carter, salesman, who had a bout with surgery, returned to his territory. . . . Grady Goodwin, booker, drew the most unusual Christmas present on the Row. He was presented with a son, eight pounds, and named James Carlton. Father is suffering from an inflated chest.

New Orleans

Film Row has settled down for the New Year, which, from all aspects and predictions, promises to be active and prosperous. . . . Glad tidings greeted UA manager George Pabst and staff upon their return. The report of the national booker's drive informed them that Elizabeth Bacon headed the nation by six points. They were eagerly awaiting the final reports. . . . At RKO, the first exchange to open a sales and booker's drive in the New Year, everyone was in high gear, and the resolution is to break the record of the recent drive.

Joy N. Houck winged in from Shreveport, La., to spend a week at his desk at Joy Theatres' headquarters. . . . Mrs. Mamie Dureau is back at Masterpiece after a brief stay in the hospital. . . . Elaborate plans are in the making for Allied Gulf's board meeting on Jan. 22. . . . Maurice Artigues, Bay, St. Louis, La., was in calling on the trade in the interest of his herald and poster printing business.

Norman Colquhoun, manager, Columbia, Memphis, was among the football rooters to see the famed Sugar Bowl classic.

C. H. and C. B. King, owner-operators of theatres in Mobile, Ala., arrived on their annual combined pleasure-business excursion. The spotlight of their pleasure activities was focused on the Sugar Bowl and the annual New Year's classic.

J. L. Shreiner, Ross Sales and Service, checked in after a complete electrical installation on the front and marquee of the Teche, Franklin, La. . . . Mrs. Bill Smith, Picayune, Miss., announced the opening of the new house known as the Smith showcase.

J. B. Dumestre and family were here for the holiday. He devoted considerable time to Raymond Laboratories, manufacturers, new Steco film cement. . . . In the happy gathering in Charlie's Snack Shop exchanging greetings were Charles Lamantia, Frank Olah, and Curtis Matherne.

Enjoying a visit with Pops Hap Bruno, St. Joseph, La., were his son, James David, and pal, Thomas Martty.

Paul Ketchum, field representative, U-I, spent the holidays with his family in Texarkana, Tex., where Mrs. Ketchum operates the State. . . . The Leo Drive-In, Shreveport, La., reopened.

Mrs. Rogers Dugas permanently closed the Lake, Catahoula, La. . . . The management of the Cave, Delhi, La., reported that it had closed to repair damage resulting from a small fire caused by an overheated gas stove.

Miss Emma Rater, manager, Drive-In, Vicksburg, Miss., suspended operations until March 1. . . . Harry Thomas, head, Pike Booking Company, McComb, Miss., penned that the little life time visitor arriving at their home was a seven pound boy.

Steve Pabst moved over from Paramount's shipping department to take over the head shipper's post at 20th-Fox recently vacated by Joe Silvers, who moved up to the head booker's place. At Paramount, Pabst was assistant to Calvin Johnson.

Floyd Murphy, owner, Strand, Vicksburg, Miss., with headquarters in Alexandria, La., where he operates Town Talkies Exchange, was a caller. . . . Ollie and Flo Morris, Port Sulphur, La., accompanied grandmama Mrs. Bertha Foster, Violet, La., on her round of exchanges.

Owner W. H. Ward and his manager, L. Craig, Park Drive-In, Crestview, Fla.,



Gordon Bradley, Paramount branch manager, Atlanta, and his sales manager, W. R. Word, were on hand recently to welcome Dick Arlen and wife and Laura Elliot, stars of "Silver City," when they arrived for the openings of the new Paramount release on the territory.

were callers at their buying and booking agency, Russell Callen's Associated.

Out-of-town exhibitors seen were, Maurice Venable, Cankton, La.; E. I. Fessler, managing director, and owner, Ripps, Do Drive-In, Mobile, Ala.; R. E. Carolla, Slidell, La.; F. G. Pratt, Jr., Vacherie, La.; Al Morgan, Union Springs, Ala.; Ed Delaney, Pike, Magnolia, Miss.; Harold Dacey, Race-land, La.; Ed Thomasie, Marrero, La.; A. J. Rosenthal, Alexandria, La., and Sid Fuhrman, Madisonville, La.

M. J. Fuller, former owner, Moonlite Drive-In, West Long Beach, Miss., said that he is still on the lookout for a favorable spot for an ozoner.

Percy Guitreau, Gonzales Drive-In, was seen dispensing "good health, happiness, and prosperity for 1952."

C. C. Ezel, prominent Texas theatre owner, stopped off on his way home to Dallas from Atlanta.

Film Rowites back after an out-of-state excursion are Harold "Babe" Cohen, Bob Saloy, Roy Nicaud, and Larry Dufour, Lippert, from Chicago and the annual convention, and Linn Baker, office manager, and G. Y. Harrell, Jr., manager, Manley, Inc., back from a visit with district manager John F. Saunders and family, Memphis.



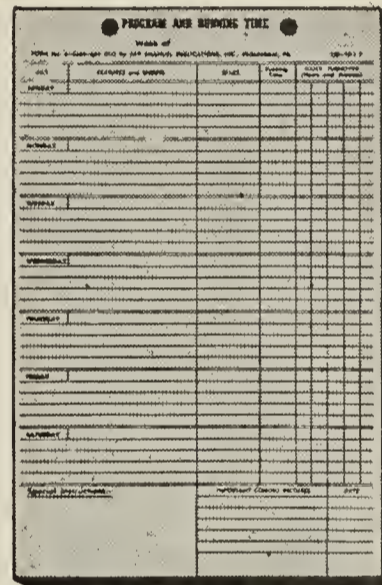
James Frew, district manager with headquarters in Atlanta, is seen with stars Suzan Ball and Scott Brady during the recent series of conferences of U-I production, distribution, and promotion executives at the U-I west coast studio.

Calogne and Sevin, new owners, Bell, authorized J. G. Broggi as their buying and booking representative. A recent addition to Broggi's 50 plus accounts is Alex Gounares, owner-operator, Roxy and Roosevelt, Mobile, Ala., and the Rex, Prichard, Ala. The number of accounts in the last year is quite a tribute to Broggi's experience and ability.

Localites journeying to New Iberia, La., for the opening of the Colonial were Mr. and Mrs. Roland Hoffman, Dixie Theatres Corporation; Mr. and Mrs. Page Baker, Theatres Service Company; Mr. and Mrs. Dan Brandon, and Mr. and Mrs. Ed Langhettee, Transway, Inc. Ceremonies included a religious blessing of the new structure by Rt.

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Rev. Msgr. Albert Bacque, St. Peter's Catholic Church, and talks by co-owner Elias Elias and Mayor Armand Viator. The quarter million-dollar structure, transformed from the old courthouse, is one of the most modern buildings in Louisiana, with a seating capacity of 1000. It is owned and operated by a partnership composed of Elias Elias and Mrs. Jules Scharff, who also own and operate the Essanee and Palace. The name Colonial is in keeping with the Doric columns that graced the old courthouse building, and which were maintained in the reconstructed edifice. American Desk and Chair Company furnished the chairs in conventional auditorium-type arrangement. The balcony is reserved for colored patrons only. The usual Essanee policy will be preserved at the Colonial. After the show, Elias entertained city, radio, press officials, businessmen, and out-of-town guests at a cocktail party at his home.

Arkansas

Pine Bluff

C. F. Bonner and F. A. Stringer, owners, Pines Movies Drive-In, bought additional land to enlarge the outdoor to a 700 car capacity.

Florida

Miami

A theatre telecast of the Orange Bowl football game was carried by Wometco's Carib on its newly installed RCA theatre TV equipment. The game also carried on home TV by Wometco's WTVJ.



The Duncan Sisters, stars of the 20's, were recent visitors to the Paramount studio on the coast, where they were hosted by Y. Frank Freeman, left, studio head, and Don Hartman, supervisor of production. They will be the subject of "Topsy and Eva," a musical.

Georgia

Waycross

Warners completed plans with Liston Elkins, executive manager, Chamber of Commerce, for a gala world premiere celebration of "Land of The Trembling Earth," a two-reel Warner Technicolor featurette, at the Lyric. The film was photographed in the historic Okefenokee Swamp. The premiere was preceded by a stars' dinner at the Ware Hotel, with invited guests including Ted and Vincent Saizes, who directed and photographed the picture; David DaLie, wild life director, Okefenokee Swamp Park, featured in the film, and state and civic dignitaries. DaLie provided a vivid wildlife display and swamp atmosphere for the front of the Lyric. The Waycross High School band played in front during all activities, broadcast over Station WAYX.

Mississippi

Biloxi

Employees of the Legion and Gulf were presented bonus checks at a Christmas party.

North Carolina

Durham

The annual Center trophies were awarded to the most valuable football



Petula Clark, British actress and Britain's top female TV personality, was greeted recently on her arrival in New York by Alfred E. Daff, left, U-I director of world sales, and Charles J. Feldman, right, domestic sales manager. Miss Clark will help promote the J. Arthur Rank film, "White Corridors," being released by U-I.

players at Duke University and Durham High School during half-time ceremonies at the Duke-N. C. State College basketball game in Duke's indoor stadium before 8,000 persons. Manager Charles Lewis made the presentations to Bob Bickel, Duke, and Rex Jarrell, Durham High, who were voted by their teammates as the most valuable. The awards have been made by the Center for a number of years.

Raleigh

Jack Jordan, manager, Ambassador, has been appointed city manager, Ambassador, Palace, Capitol, Varsity, and Tower Drive-In, for North Carolina Theatres, Inc. W. G. Enloe, district manager, North Carolina Theatres, said that Jordan will continue as manager, Ambassador. The new appointment was made because Enloe's district has been enlarged to include management in Durham, Fayetteville, Lumberton, and Rockingham, all in North Carolina. His district previously included Raleigh, Goldsboro, Wilson, Rocky Mount, and Greenville, all in North Carolina.

Property purchased on Fayetteville Street in 1945 as the site for a new first-run to be operated by the Wilby-Kincey group has just been sold to S. H. Kress and Company, which plans to erect a store building on the site. Wilby-Kincey now owns the Ambassador, Varsity, Palace, Capitol, and a drive-in at Raleigh, and the property purchased as the site for another first-run never was used after the U. S. Supreme Court ruled that owners of first-run theatres in Raleigh would not be permitted to have more than one first-run theatre in the city. After that ruling, the State, formerly in the same group as was the first-run Ambassador, was sold to other interests. The Palace, Wilby-Kincey, now is closed.

Southern Pines

The Carolina has completed a renovation program, which included redecoration of the walls, new draperies, new upholstered seats, and a new heating system. The program cost approximately \$3,000, and, according to manager C. W. Piquet, was the first for the Carolina in about six years. The Carolina was closed 10 days during the work.

Tennessee

Knoxville

The Riviera has been acquired by a group which owns and operates the Chattanooga, Tenn., State. A new organization, to be known as the Riviera Theatre Corporation, commenced operation of the house on Dec. 30, according to C. H. Simpson, president of the group and of Signal Theatres, Inc., Chattanooga, of which he is also general manager. Stockholders of the latter organization represent a majority of stockholders in the Knoxville theatre corporation, Simpson said. The Riviera, a 1,000-seat house, has been operated by Eastern Theatres, Inc., owner-operator, Tivoli, Chattanooga, and a subsidiary of United Paramount Theatres. Simpson said he and his associates plan a first-run policy for the Riviera.

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NEWS OF THE**Territory****Chicago**

Leo Bunch, owner, Home, Oblong, Ill., is better after an illness. . . . Alice Enright, 46, Paramount booker for many years, passed on.

Leonard Wood was named Ritz manager, Burlington, Ia. . . . Norman Reule, Medina, N. D., exhibitor, and his wife were injured in a traffic accident.

Roy Coleman, projectionist, Beverly, for many years before his retirement, on pension, passed on. . . . RKO petitioned Federal Judge Sullivan to be stricken from the Starview Drive-In anti-trust suit.

Robert J. Busch, Koerner Film Service manager, has a new son, William Allen Busch. . . . Charles Wolk, son of Edward Wolk, equipment manufacturer, and Enid Gaynes were wed.

The Variety Club is eyeing clubroom quarters in the Congress Hotel, previous location. . . . Mr. and Mrs. Ivan Kerr reopened the Cambridge, Cambridge, Ia.

Essaness is planning a TV installation for its Crown. . . . Fred Baldasti was named Luna manager.

Louis E. Leverone announced he has sold his stockholdings in Automatic Canteen Company to a group headed by his brother, Nathaniel Leverone, chairman and founder of the concern. . . . John D. Giachetto, Roxy manager, Springfield, Ill., was appointed a co-chairman, "The March of Dimes."

Byron Thompson made his advent in the business by leasing the Avalon from Isaac and Oscar Brotman, who built the house in 1927. . . . Marc Steinberg, Ritz, East Alton, Ill., joined the marines. . . . The Ayr-Vu Drive-In, Hutchinson, Kans., which closed its regular season, is putting on weekend winter shows, which will continue until spring opening.

J. V. Walker was named Plaza manager, Marion, Ill. . . . Jack Champagne was made LaMar manager, suburban Oak Park, Ill.

During 1951, the censor board passed on 1,150 films totaling 5,658,000 feet. There were 10 rejections, 92 cuts, and 37 labelled adult. Foreign pictures numbered 159. The December record was 93 films, totaling 443,000 feet. There were four rejects, six cuts, and three named adult.

Grover Brinkman, Main owner, Okawville, Ill., is a successful author. His latest short story, "Gallop Celluloid," published in a magazine for boys, gives an interesting insight on the projection room.

Edward Slack Sayre, 74, owner, Universal Theatre Premium Company,

passed on of a heart attack. . . . Loton Todd is building a 500-car outdoor at Lexington, Neb.

Dallas

Dan O'Keeffe, formerly with Alexander Film Company, is now sales representative for The Barnett Film Service, advertising clock agency. O'Keeffe has been making talks before service clubs in the southern part of the state for Texas COMPO.

The Haskell, P. G. Cameron, was completely destroyed by a four alarm fire.

Astor, Mrs. John Jenkins and O. K. Bourgeois, partners, announced the present organization: Dallas branch manager, J. Mertz; salesman, E. H. Elkins; Memphis, Eugene L. Boggs, branch manager; New Orleans, known as Dixie Films, Inc., branch manager, R. A. Kelly, salesman, H. B. Paul.

The National Screen Service regional meeting was held at the Adolphus Hotel; with national executives George F. Dembow, vice-president in charge of sales, and Burton Robbins, vice-president, in attendance. The meeting was attended by approximately 20 branch managers, office managers, and salesmen from the New Orleans, Oklahoma City, and Dallas branches.

Rubin Frels, owner of theatres in Victoria, Tex., and civic leader, was honored on "The House of Flowers" radio program entitled "An Orchid To You." Frels is vice-president, Texas Allied Theatre Owners.

The office space formerly occupied by Texas COMPO Showmen at 2008A Jackson Street has been completely remodeled and partitioned into smaller offices, with Texas COMPO occupying three of the remodeled rooms. Heywood Simmons is occupying another room, Raymond F. Smith, architect, has another two rooms, and Bearden Theatres will move into the balance of the space.

In League City, Tex., the Rose has been named defendant in a \$40,000 suit by a patron, who claims she was injured seriously in a fall suffered on Dec. 20, 1950.

Howard Bland, 59, founder and president, Taylor Amusement Company, Taylor, Tex., which operates the city's three theatres, died of a heart ailment.

Denver

The use of the word "terrace" in advertising the cafe at the Lake Shore Drive-In brought about a suit in Denver District Court. Protesting the theatre's use of the word was the restaurant firm of Bonsib Drive-Ins, Inc., which claims prior use of it in connection with Bonsib's Terrace Drive-In as far back as June, 1950. The suit says this usage of the name is in violation of the Bonsib ownership. The court was asked to restrain the theatre company from using the name in connection with the serving and dispensing of food and beverages, to force the theatre firm to make an

accounting of its profits from the restaurant, pay the Bonsib company damages totaling not less than \$2,000, and order all advertising and display matter of the Lakeshore Corporation which refers to "terrace" to be destroyed.

Cinema Amusements, Inc., launched its anti-trust suit against RKO, 20th-Fox, and MGM, seeking \$1,000,000 damages, trebled, and charging that it has been unable to obtain product at proper prices for its Broadway ever since it took over the operation from Fox Intermountain Circuit. The suit was being heard before a jury in Judge Lee Knox's federal court. Cinema Amusements is owned by National Allied President Truement Rembusch, Harris Wolfberg, and his son, John Wolfberg.

Paul Henrieid, producer and star of "For Men Only," came to Denver for the opening at the Aladdin, Tabor, and Webber. Oscar Kantner, exploitation man, Lippert, was spending some time territories whipping up the campaigns in the Denver and Salt Lake City on Lippert films. He will work the next few weeks on "Navajo" and "Stronghold," which will go into the same three theatres on Feb. 5.

Frank E. Ricketson, Jr., president, Fox Intermountain Theatres, is writing a series of articles for The Denver Post, about conditions in the countries he visited on his recent trip to Europe.

Tom Smiley, general manager, Realart, announced that the Kansas City branch has been sold to Walter Lambader, who has hired Robert Herrell, formerly of Denver, as branch manager. Smiley spent this week at the Salt Lake City branch.

Harry Graham, Graham Brothers Theatre Supply Company, is in St. Luke's Hospital, where he has been under an oxygen tent. His brother and partner, Joe, is still ill at his home.

Robert Patrick, originator of "Movie Sweepstakes" and a partner in the Lakewood, Lakewood, Colo., has gone east for six weeks in the interests of the theatre attendance booster. The game, which is being used in more than 250 theatres, is credited with increasing business to double and treble on the night each week it is used.

Seen on Film Row were: C. E. McLaughlin, Las Animas, Colo.; L. T. Radamacher, Edgemont, S. D.; Tom Knight, Riverton, Wyo.; Neal Beezley, Burlington, Colo., and Herbert Gumper, Center, Colo.

The New Trail, Colorado Springs, Colo., opened after a complete remodeling. On hand for opening ceremonies of the Cooper Foundation theatre were Pat McGee, Denver, circuit manager, Cooper Foundation Theatres; Ralph Ayer, Lincoln, Neb., assistant circuit manager; Frank Roberts, Lincoln, comptroller; C. J. Freeman, local Foundation Theatres manager, and architect Dietz Lusk, Kansas City, Robert Boler-Dietz Lusk firm. Manager is E. B. Buffington. Seating capacity was increased from 798 to 810.

Des Moines

Tony Abramovich, manager, Des Moines, has been transferred by Tri-State Theatre Corporation, to manager, Capitol, Grand Island, Neb. Don Knight, former manager, Strand, has been named to succeed Abramovich as manager, Des Moines. Carl Hoffman, house manager, Paramount, will succeed Knight as manager, Strand. Other changes in the Tri-State theatres include the transfer of Frank Hague, house manager, Des Moines, to the Ingersoll; Gene Moore, manager, Roosevelt, to succeed Hoffman as house manager, Paramount; Roy Disney, from the Ingersoll to the Uptown, and Richard Gray, drive-in, to manager, Roosevelt.

A near tragedy was averted at the Colo, Colo, Ia., when fire broke out shortly after a matinee showing for children. . . . Paul Loes has been named manager, Cascade, Cascade, Ia., succeeding W. J. Moran, who resigned. . . . Frank Banning, manager for the Commonwealth Amusement Corporation for the last four years, has been appointed manager, Grand and Marion, Knoxville, Ia., succeeding George D. Hart, resigned.

The Arrow, managed by Del Farrell, Cherokee, Ia., won the annual Pioneer Theatre Corporation promotion and advertising contest. Pioneer staff personnel in 10 cities took part in the contest. The Arrow topped all other competitors by more than 10 percent. . . . The Anita, Anita, Ia., closed following a fire last November, reopened. . . . Marilyn Gibson, booker for National Screen Service, resigned, and will marry shortly.

Kansas City

Walt Lambader, Kansas City franchise distributor of Astor, spent several days in New York discussing 1952 product with R. M. Savini, president, Astor. Lambader is also the mayor of Roland Park, one of the newest cities in the state, with a population of 7,000.

A unique booking deal has been arranged for the world premiere of Monogram's "The Steel Fist." Four independent houses in different locations of Kansas City, including the downtown area, will open the film day-and-date on Jan. 27. Theatres are the Regent, Ashland, Midway, and the Southtown. A special advertising campaign for the world premiere is being prepared.

The local Realart branch has been sold to Walter Lambader, with Robert Herrell, formerly of Denver, as branch head.

The Motion Picture Industry of Greater Kansas City had its annual election of officers at the Muehlebach Hotel. Chosen were: Arthur H. Cole, president; James Lewis, first vice-president; Stanley Durwood, second vice-president; Senn Lawler, secretary, and Sam Abend, treasurer. The new directors are George Baker, R. R. Biechele, Howard Burkhardt, Ed Hartman, Joe Negar, E. C. Rhoden, Clarence Schultz, Ben Shylen, Felix Snow, Woody Sherrill, and Robert Withers. . . . Russell Borg held his last meeting as chairman for COMPO in the Kansas City area. There were 40 in

attendance. The Disabled Veterans short subject, "One Came Back," was screened. Borg's successor has not been named as yet.

Elizabeth Caruso, Lippert cashier, was vacationing in Washington, D. C. . . . Rose Marx, Popper's Supply secretary, is vacationing in Phoenix, Ariz. . . . Mr. and Mrs. Ken Winkelmeyer, Casino, Boonville, Mo., left for a vacation in Florida. . . . The Mary Lou, reopened with a new name and under new management. The new name is the Comet, and the new owner is Mrs. R. C. Herzmark.

Seen on Film Row were: Mr. and Mrs. C. E. Cook, Tivoli, Maryville, Mo.; Mr. and Mrs. Dale Danielson, Dream and Mecca, Russell, Kans.; Marcus Landau, Liberty, Horton, Kans.; Nick Kostis, Vale, Cherryvale, Kans.; J. Leo Hayob, North Street and Mary Lou, Marshall, Mo.; Ken Winkelmeyer, Casino, Boonville, Mo., and E. M. Block, Civic, Sabetha, Kans.

Fred Harpst, Allied Theatre Owners, returned after illness. . . . Ned Busher, Missouri Theatre Supply, purchased the Roxy, Blue Springs, Mo., from John McElwee. Mr. and Mrs. McElwee are moving to Clinton, Mo.

Shirley Cranston started as secretary to Tom Baldwin, branch manager, Columbia. She recently resigned as booker's stenographer at Monogram.

Also seen were: Chet Borg, Mo-Kan, Fort Scott, Kans.; Al Webster, Altec, and J. A. Becker, Jr., Associated Theatres, Independence, Mo.

Los Angeles

At the annual Lippert sales convention in Chicago, the winners of the sales drive were announced, with Los Angeles winning first prize, \$1250, in the "A" group, and San Francisco taking fourth place with \$375. Al Grubstick, western division manager, was awarded \$250. . . . On the Row was Al Bowman, U-I sales manager, convalescing from a recent illness. . . . Al Zimbalist, Eddie Alperson Productions, paid a visit to the Row. . . . Friends of Dick McKay, booker, Arizona Paramount, are happy to hear that he is recuperating from a major operation. . . . Tommy Charack, branch manager, Lippert, and Art Cadman and Ed Penn returned from Chicago. . . . Morris Borgos is raving about the beautiful weather he found in Palm Springs, Cal. . . . Morris Snead who operates theatres in Council Bluffs, Ia., was in to spend a few days.

Visitors were Ford Bratcher, Dody Samuels, and Joe Markowitz.

In Las Vegas, Nev., members of the regional planning commission gave conditional approval to an application of Howard Cohoon to build a drive-in on the Boulder City highway. Cohoon, operator of the Motor-Vu Drive-In, on the Los Angeles highway, said that he plans to locate the new theatre three miles from the east city limits.

Minneapolis

Mrs. Sara Dressell, mother of C. Fay Dressell, RKO branch manager, died

suddenly at her home in Stockton, Cal., following her return from a visit to her son over the holidays. She was 64.

Exhibitors playing pictures on percentage are warned in a bulletin by North Central Allied to "stay on the straight and narrow," and make an honest and accurate report of grosses. Repeating its position of opposition to compulsory percentage pictures, particularly in the smaller towns, NCA charges that the new system of checking by Wilmark of both percentage and flat pictures for all companies "lends itself to the gravest abuses."

The Agate, Minneapolis neighborhood house, has been leased by Max Elkin from the Hanson family. Elkin operates the Crystal and Loop, grind houses. . . . Irving Mills, Columbia office manager, vacationed in New York State. . . . Birger O. Ronning, salesman, Paramount, vacationed on the west coast. . . . Harold Rosenberg, salesman, United Artists, vacationed in Florida. . . . Barbara Lehman, receptionist, RKO, is engaged to Sam Walzer, navy air corps, recently back from Japan.

New faces are those of Ethel Curtis, branch manager's secretary at Columbia, replacing Elaine Norby, promoted to student booker, and Marlene Wolfenson, assistant cashier, Warners, replacing Delores Ohman, resigned. . . . George P. Jonckowski, Lyric, Wabasso, Minn., is bedfast recovering from thrombophlebitis, an inflammation and clotting of the veins. During his illness, his wife is running the house.

A remodeling program at the State and Fox, Washington, Ia., has been completed. . . . The Grand, Grand Junction, Ia., has hiked its adult admission to 45 cents. Increased costs were cited as the reason for the increase. . . . Wednesday and Thursday are being featured as "Family Nights" at the Kota, Garrison, N. D., with an admission of \$1 for the entire family. . . . The interior of the Preston, Lake Preston, S. D., has been redecorated in Mexican and Indian colors. Lighting in the auditorium and foyer has been improved, and a new roof has been installed.

Rex Houk, Sharpsburg, Ia., purchased the Princess, Clearfield, Ia., from the Pfeiffer's. . . . Richard Bowman is the new manager, Sterling, Austin, Minn. . . . The Time, Albert City, Ia., has been sold back to Builders, Inc., former owners, by Clinton Bahinsky. O. C. Selgelid is new manager. . . . Oliver Trampe is remodeling the Cudahy, Cudahy, Wis., which he recently acquired.

Omaha

W. R. "Wally" Kemp and Mrs. David Kaufmann recently became coowners of the Grand, Grand Island, Neb. Kemp, owner-manager, has been identified with the business in Grand Island for 20 years. The Grand has been enlarged, redecorated, and refurbished, and a four-page supplement in The Grand Island Daily Independent wished Kemp well in his new venture in ads from merchants.

A screening of "One Who Came Back," Disabled American Veterans' film of a Korea rescue, which is being provided gratis to all exhibitors through National Screen Service, was scheduled by Iz Sokolof for all Omaha managers and salesmen. . . . Burley Chamberlain, Ramona, Winnebago, Neb., is back from the hospital at Sioux City, Ia., but will be laid up about two months.

The Variety Club inaugural ball committee promises a night of surprises at the dinner and dance on Jan. 28 at the Blackstone Hotel. . . . Louis Kortmeyer is the new owner, Naper, Neb., theatre. Earl Cressman, former owner, moved to Omaha. . . . Free movies were given at the Times, Crete, Neb., through the courtesy of an implement dealer during "John Deere Day."

Harry Fisher, formerly of Chicago, is now with the U-I staff as salesman for western Nebraska. . . . Hank McGrath, manager, FEPCO, film exhibitors' printing company, was operated on. . . . Rudy Stastny, owner, Hooper, Neb., theatre, moved to Omaha, and Charles Hagenbaumer is serving as manager.

The State, Pierre, S. D., was badly damaged by a fire which swept the auditorium section, causing the roof to collapse. Manager Douglas Martin said the blaze apparently started in the basement while the theatre was closed. Mr. and Mrs. Martin were evacuated from a second-floor apartment.

J. E. Scott, 20th-Fox, attended a branch manager's meeting in New York. . . . Max Rosenblatt, RKO manager, toured the area. . . . J. H. Jacobs, Columbia branch manager, went to Chicago for a meeting. . . . Bill Miskell, Tri-States district manager, visited the Sioux City, Ia., office.

Phoenix

An 18-year-old candy counter attendant of the Strand was stabbed by her estranged husband, who assaulted his victim in the lobby. The girl was taken to a local hospital for treatment, and was then released.

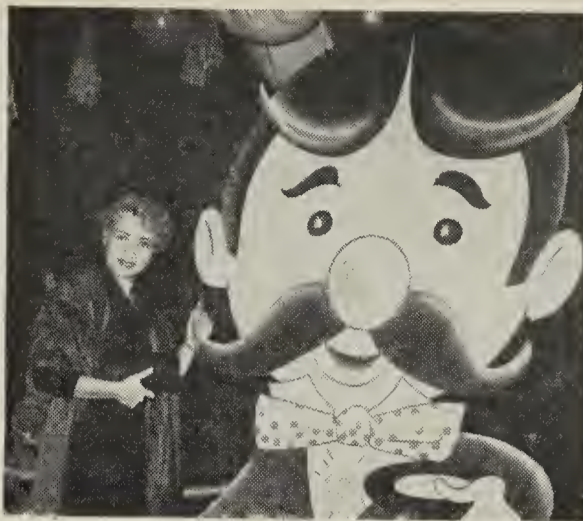
The Cinema Park Drive-In robbery of \$600 was traced to three 17-year-old local boys, who were picked up in Baton Rouge, La.

An aide at the Studio foiled an attempted New Year's Eve robbery by telling a gunman she thought he was kidding, when the man approached her cage, and demanded money.

Two local college students were arrested after admitting the theft of eight loud-speakers from the Silver Dollar Drive-In.

Portland

Universal-International's "Bend of the River" will have its world premiere at the Broadway on Jan. 23, climaxing a three-day celebration marking the opening of Oregon's "Covered Wagon Centennial." The premiere, at which Governor Douglas McKay will be host, will serve to launch more than 100 pre-release dates in the Northwest territory out of the Portland, Seattle, San Fran-



Jane Powell "has a word to say" to the Variety Club Chief Barker at the recent second annual installation of Las Vegas, Nev., Tent 39. She was among a galaxy of stars attending the recent \$12.50 a plate dinner which raised \$11,500 for the Las Vegas School for Handicapped Children, the tent's "Heart" project.

cisco, and Salt Lake City exchanges. A large group of Hollywood personalities headed by James Stewart and Arthur Kennedy, and including Julia Adams, Rock Hudson, Lori Nelson, Chubby Johnson, J. C. Flippen, and John McIntire, will participate.

St. Louis

Funeral services were held for Bruce Lewton, 57, head, Lewton Truck Line, and a motion picture film hauler in the area for the past 35 years. Lewton died of a heart ailment.

In Belleville, Ill., the police and the St. Clair County authorities are searching for the burglars who blasted open a safe in the office of the Bloomer Amusement Enterprises, Inc., and escaped with \$3960 in cash. Wesley Bloomer, an officer of the company, said the money represented receipts for holiday business.

In New Canton, Ill., Howard Gates, who has been operating a 16mm. house in Chapin, Ill., has completed negotiations to take over the Gem, owned and managed for some years by John Cobb.

The testimonial luncheon for Tom Edwards, Farmington, Mo., past presi-



Seen at the recent annual convention of Allied Independent Theatre Owners of Wisconsin in Milwaukee were, left to right, Jack Jackson, National Screen Service; Leon J. Bamberger, sales promotion manager, RKO; Sig Goldberg, newly elected president and owner, Hollywood and Hiway 29 Drive-In, Wausau, Wis., and Arnold Brumm, operating the Ritz.

dent, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, is to be held in the Sheraton Hotel on Jan. 29. . . . Walter E. Branson, eastern division sales manager, and Herb Greenblatt, midwestern district manager, RKO, presided at a sales conference at the exchange in connection with the "Ned Depinet Drive."

Another delightful Christmas season affair was the fried chicken dinner for the Fox Grand staff, guests, and manager Leon Koch.

Out-of-town exhibitors seen along Film Row included: John Rees, Wellsville, Mo.; Frank X. Reller, Wentzville, Mo.; Charles Beninati, Carlyle, Ill.; Forrest Pirtle, Jerseyville, Ill.; Rani Pedrucci, feature booker, Jerseyville, Ill.; Ed Clark, Mattoon, Ill.; Walter Kirkham, Kansas City, booker, Commonwealth Circuit; Joe Goldfarb, Alton, Ill., and A. H. Boemler, Alton, Ill.

Paul Krueger, co-general manager, Fred Wehrenberg Circuit, Mrs. Krueger, and their son, Ronnie Krueger, returned from an extensive tour of Mexico. . . . Eddie Rudolph, owner, State, Columbia, Ill., is a patient in St. Elizabeth's Hospital, Belleville, Ill.

Tilden Dickson returned from Phoenix, Ariz., to complete the deal with Harry Miller, Festus, Mo., for the sale of the Hiway and Roxy, Crystal City, Mo. Miller plans to close the Hiway for extensive remodeling and modernization. The Roxy had been dark for some months.

Mrs. Bess Schuller, owner, Columbia and Roxy, was surprised on her birthday by several friends. . . . Bill Peppes, co-owner, Criterion, had a number of friends in to celebrate his name day.

Ruth Lee, picture report clerk, Paramount, is back after being ill. . . . Robert Lyons, United Artists salesman in the Little Rock, Ark., area, has been brought to St. Louis to take over the Southern Illinois territory formerly handled by Jack Kane, now on the local Lippert sales staff.

Hall Walsh, prairie district manager, Warners, is making a nice recovery at DePaul Hospital from his recent operation. . . . John D. Giachetto, manager, Frisina Amusement Company's Roxy, Springfield, Ill., recently was named co-chairman, "The March of Dimes."

San Antonio

The new Arts, formerly the Uptown, reopened here by the Southern Theatre Company, headed by Eph Charninsky, has a coffee bar in the lobby instead of the usual popcorn and candy counter. The coffee bar serves a free cup to patrons. . . . Valeska Strahan, Olmos, was startled when a 10-year-old girl, big for her age, stepped up to the window, and thrust in her complete birth record, with tiny baby footprints and all. The child explained some theatres had been making her buy an adult ticket instead of the child's ticket. . . . Lieutenant Lee Roy Handley is back after some 40 months in Japan and Korea. He was formerly manager with Interstate Theatres.

Rudy Rodrigues is passing out cigars on the arrival of a baby son. He is with Azteca. . . . Maria Teresa Capaccio is an addition to the office staff of the Alameda office. . . . Gidney Talley, head, Talley Enterprises, and of the Hi-Ho, returned from a periodic booking trip to Dallas.

Dan O'Keefe, Dallas, was in calling in behalf of the Texas COMPO.

'Among the exhibitors in to book were: A. R. Farrias, Empress, Benavides, Tex.; Don Miguel Galvan, Pena, New Braunfels, Tex.; Mr. and Mrs. Dave Parker, Floresville, Tex.; Mr. and Mrs. Miguel Benitez, Benitez Circuit, Weslaco, Tex.; Hiram Parks, Capitan, Lubbock, Tex.; Raymond Montemayor, Luna, Crystal City, Tex.; Jose Suarez, Mexicano Teatro, Odessa, Tex.; Eddie Reyna, Frels Circuit booker, Victoria, Tex.; Mrs. Marie Burkhalter, Marine, Fort Worth, Tex.; Frank B. Piddy, Batesville, Tex., and C. E. Guilmino, Gale, Jourdanton, **Tex.**

A move is under way here to clamp down on suggestive film advertising especially those films billed as "For Adults Only." It was planned to draft a city ordinance which would prohibit this type of advertising.

T. L. Harville purchased the Iris, Alice, Tex. He operates a theatre at Orange Grove, Tex. He plans to operate the Iris with a Latin-American film policy. . . . Fire recently destroyed the Rita, Floressville, Tex., operated by Abel Cortinas. . . . Fire destroyed the Clute, Clute, Tex., which was closed. . . . The Jefferson Amusement Company, Beaumont, Tex., staged a "T. B. Bangle" show for the youngsters. A show was held for the white children at the Jefferson and two shows were presented for Negro children at the Star. The children were rewarded by the Jefferson Amusement Company, for their selling Christmas seals in the amount of \$11,000.

The Palacios Theatre Company, headed by J. G. Davis, Palacios, Tex., purchased a seven acre tract of land upon which a drive-in will be constructed. Long Theatre Circuit, Bay City, Tex., is in partnership with Davis. . . . Arville Hayes, city manager, Cuero, Tex., Video Theatres, announced that the Cuero Drive-In will remain open during the winter. The Rialto, operated by the circuit, was remodeled, and a new concession stand completed. The Trot, also operated by the circuit, has been closed by Hayes. . . . The Tulia Theatre Company, Tulia, Tex., has started construction on a new 400-car capacity drive-in. . . . The Derrick Drive-In, Crane, Tex., is expected to be ready for operation within the next several weeks.

As part of a campaign to make patrons aware of his coming attractions, Fred Putnam, manager, Strand, Port Arthur, Tex., introduced the "Sneak of the Month." This is a picture considered unusual by Putnam. The film is shown in addition to the regular screen program. Wide publicity is given the showing.

Salt Lake City

The Interstate Commerce Commission, not the Public Service Commission of

Utah, has the exclusive jurisdiction over transportation of motion picture films within the state, according to a ruling by the U. S. Court of Appeals, 10th Circuit. This ruling reverses an earlier one by Federal Judge Willis W. Ritter, U. S. District Court of Utah, and is in favor of Wycoff Company, Inc., a trucking line operating in Utah, Idaho, and Montana, according to advices by attorneys for the company. Distributors, under terms of contracts with exhibitors, retain the right to select the agency to which delivery of films shall be made for the purpose of continuing the transportation to the exhibitor's theatre, ruled the appellate court. Wycoff Company sued PSCU, claiming all the company's transportation of films was in interstate commerce. The state agency contended otherwise, and sought to regulate shipments which originated and terminated within the state between exchanges and exhibitors and exhibitors and exhibitors.

The worst storm in history in Utah piled snow so deep in Fairview, that a section of the roof of the Fairview collapsed in a 22 below temperature.

John Hunter, Elko, Nev., announced that he has awarded the rebuilding contract for the fire-razed Hunter to Intermountain Theatre Supply. An estimated \$75,000 in renovations and modernizations will be required to return the theatre to operation. When completed, the theatre will be among the most modern in Nevada.

San Francisco

Homer Wall, general manager, Westland, recovered from his recent illness. . . . Anita Hill, clerk, United Artists for the past eight years, retired. . . . Donald Burke is service engineer at RCA Service Company, replacing Russ Davis, killed two months ago. . . . Rex Stevenson, Trans-California, is a happy man. The city is putting a main thoroughfare from El Camino, Cal., right past the screen-tower marquee of the Starlight Drive-In, South San Francisco. Trans-Cal. closed the Starlight Drive-In, Belmont, Cal.; the Mission Drive-In, and the Starlight, South San Francisco, for the winter. . . . Ned Steele and his son have dissolved partnership, with the 314-seat Colusa, Williams, Cal., going to Senior and the Sun-Down Drive-In, Williams, to Junior. . . . Robert Lippert sold the 687-seat Foothill, Oakland, Cal., to the Golden State Circuit. . . . Robert Clark, sales manager, Paramount, returned from a winter vacation. . . . Douglas Fish, former manager, Starlight, Belmont, Cal., is now managing the Oakland Drive-In, Cal., for Trans-California. . . . Max Bercutt, Warner publicist, was in Portland. . . . Ruth Daniels, former contract clerk, MGM, announced the birth of her first child, a seven pound son.

Western Theatrical Equipment Company has contracts to recarpet the 303-seat Chowchilla, Chowchilla, Cal., and the 300-seat Brockway, Kings Beach, Cal. . . . Mary Mackin, Warner inspectress, is on sick leave. . . . It was wedding bells on Jan. 5 at Las Vegas, Nev., for Susan Orndoff, secretary to

office manager Lila Goodin, MGM, and James Doolittle, salesman, Western Theatrical. . . . A visitor was Merle Algers, owner of theatres at Lakeview, Ore. He was on his way to Honolulu accompanied by Mrs. Algers. Also in town were Anthony Baptesta, owner, Star, Gonzales, Cal., and Warren Johnson, Melody, Highway City, Cal.

Seattle

Mr. and Mrs. Charles Bishop disposed of three of their theatres in Eastern Washington to Mr. and Mrs. Robert Hagman. The houses are the Playhouse at Mettaline Falls; Rita, Ione, and Cusick, Cusick. The Bishops, who make their home at Newport, Wash., operate the Rex, Newport; Roxy, Priest River, Idaho; Congress, Palouse, Wash., and Garfield, Garfield, Wash. . . . Frederickson and Martz sold their Orpheum, Kodiak, Alaska, to Paulsen and Schock.

Grover Hendricks resigned as manager, Hamrick's Music Box, and has been succeeded by Nick Fufaro, transferred from the Venetian. Ray Gillespie has been transferred from Tacoma, Wash., to succeed Fufaro at the Venetian. . . . Jim Durgan returned from a short vacation.

Joe A. Walsh, head of branch operations, Paramount, arrived for a survey of the branch. . . . Naomi Garcia, secretary to Henry Haustein, Paramount, entered Maynard Hospital for major surgery. . . . Evelyn Taylor, U-I booker, returned after illness. . . . Don Gillin, U-I branch manager, returned from a vacation.

Jack Burk, 20th-Fox branch manager, flew out for New York to attend a conference. He was joined at Portland by Charles Powers. . . . Paul McElhinney, branch manager, Republic, flew out to attend a sales meeting for the district west of Denver. . . . On his return from California, after attending the funeral services for Oscar Oldknow, Oscar Chiniquy, Northwest manager, left by motor with Mrs. Chiniquy for their annual vacation. . . . Bud and Wanita Shearer returned from Palm Springs, Cal., where they spent the Christmas holidays with the B. F. Shearers. . . . Other returning Christmas vacationists included the George de Waides, from Portland, and Roy and Katherine Brobeck, from Walla Walla, Wash.

Bill Thedford and Frank Christie, Evergreen Theatres, went to Portland to attend the holiday party given by Evergreen Theatres. . . . William Hughes, 77, long-time resident of Seattle and the father of Mrs. Jimmy Brooks, 20th-Fox booker, died. . . . Frank L. Newman, Sr., president, Evergreen Theatres, celebrated his birthday by leaving with Mrs. Newman for 10 weeks in Palm Springs, Cal. . . . Walter E. Timm, new owner, Woodland Theatres, was on The Row booking and buying. . . . R. J. Pratoovich, Jr., who, with his father, operates the Klawak, Klawak, Alaska, was on The Row booking and buying. He is a student at the University of Washington.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Continuing with plans for installing big theatre screen TV in RKO Theatres in key cities all over the country, RKO is now installing its fourth RCA instantaneous direct projection theatre TV system in the RKO Albee.

Maurice White, Mid-States Theatres, Inc., returned after convalescing from surgery. . . . Joan Frantz is the new secretary to Murray Baker, head book-buyer, Northio, replacing Lenore Hessel, resigned. . . . The Grand ran an "Aladdin's Lamp" letter writing contest.

Harold Moore, Charleston, W. Va., purchased the Roxie and Star, Clendenin, W. Va., from Ray Phelan. The latter, in show business for 25 years, continues as operator, Elkview Drive-In, Clendenin. . . . Lester Rosenfeld, West Virginia exhibitor, is on a Florida vacation, followed by a Caribbean cruise.

Emily Pilja, former secretary to Gus Boudot, UA office manager, gave birth to a boy. . . . The sister-in-law of Harry Yutze, head shipper, Realart, was killed in an auto accident in Virginia.

Lou Shore, Williamson, W. Va., exhibitor, is wintering in Florida. Visiting him are Manny Shore and Silvan Bank, also Williamson exhibitors. . . . H. A. Sexton, Ashland, Ky., exhibitor, ill for some time, is again booking and buying for his houses. . . . L. E. Keesling, Bramwell, W. Va., is convalescing in Christ Hospital. . . . James Rogers, manager, Beverley, Huntington, W. Va., became the father of a daughter.

Visitors included: Don Keesling and Goode Homes, Bramwell, W. Va.; John Tabit, Houston, W. Va.; D. C. Weakley, Louisburg, W. Va.; Silvan Banks, Williamson, W. Va.; Walter B. Hannah, South Shore, Ky.; J. Sexton, Hitchens, Ky.; George Turkulas, Hamilton, O., and Ralph Sacker, Lawrenceburg, Ind.

The RKO Grand, Elwood Jones, manager, had a newspaper contest with The Enquirer on "Aladdin and His Lamp." Readers were invited to write about what wish they'd like to have if they could rub Aladdin's Lamp just once. Response was good, with the paper plugging it for three days.

For "Ten Tall Men," RKO Palace, Ed McGlone manager, a novel stunt netted both newspaper space and TV time. Stories were released that the theatre was looking for the "10 tallest men in town" to whom a special surprise would be given, the surprise being guest tickets for their families to see the film. Several stunts were also recently used at the Palace on "Man In The Saddle." One, a



In connection with the opening of U-I's "Week-End With Father," Fulton, Pittsburgh, John Walsh, manager, and Ralph Ober, U-I field representative, recently set a tieup with a department store, which ran a one-month contest among its employees stressing "courtesy," with 25 of the most courteous employees in the store receiving guest tickets to the Fulton.

classified ad contest with The Times-Star, ran a week. The newspaper listed 10 names daily in various parts of the paper. Those spotting their name, and identifying themselves at the boxoffice, received guest tickets. For street bally, a local horseman, attired in western garb, with appropriate copy on signs attached to the sides of the horse, was used. The horseman also visited a children's home.

Cleveland

Film delivery service to theatres located outside of Greater Cleveland was suspended on Christmas Day and New Year's Day through the cooperation of exhibitors and exchanges in order to give employees a holiday at home with their families. Louis Gross, president, Ohio Film Carriers, expects all Cleveland territory film haulers to participate in this policy next year.

Cleveland Motion Picture Exhibitors Association held its annual business meeting and election of officers in the headquarters.

The Variety Club issued announcements for a banquet on Jan. 18 to be held in the Carter Hotel ballroom. Occasion will be initiation of Henry Greenberger



P. F. Rosian, district manager, who headquarters in Cleveland, is seen with Joyce Holden during the recent series of conferences of U-I production, distribution, and promotion executives at the U-I west coast studio.

as 1952 Chief Barker and of the new official slate, and to honor outgoing Chief Barker Abe Kramer.

Florence Friedman resigned as office manager, Manny Stutz's Four Continent exchange, to take a long rest. . . . Norman Shepherd has been transferred from Schine's Cleveland office to Oswego, N. Y.

Jack Silverthorne, Hippodrome manager, is chairman of the Variety Club entertainment committee in charge of the initiation banquet on Jan. 18. On his staff are Leonard Greenberger, Sanford Leavitt, and Al Sunshine.

Charles Gottlob, owner, Mount Pleasant Theatres, is in Mt. Sinai Hospital for observation. . . . And while U-I salesman Jim Levitt was visiting his mother, a patient in Mt. Sinai Hospital, his car was broken into, and all his theatre records stolen.

The Upper, Upper Sandusky, O., owned by Leo Jones, closed until further notice. . . . Nate Bigelson, manager, who came up from the south for the holidays, went back to Florida to remain until spring. . . . RKO booker John Sabot has a tape recording of a broadcast his sister, Julianne Sabot, an army nurse, made on Christmas Day from Korea.

Announcement is made of the engagement of Alan Barck, son of Maurice Barck, owner, Auto Drive-In, Alliance, O., and Marcia Lois Abramson, Columbus, O. Both are students at Ohio State University. More excitement in the Barck family was the nomination of son, Edward, an OSU freshman, as an exchange student at the University of Mexico, Mexico City.

Mrs. Joseph Leavitt, wife of projectionist Joseph Leavitt and mother of Sanford, Washington Circuit, and Morton, died in Miami, Fla., where they have been spending the winters in recent years on account of Mrs. Leavitt's health. In addition to her husband and two sons, Mrs. Leavitt is survived by four grandchildren.

Ben L. Ogron, Ohio Theatre Supply Company, is handling sale of the TRAD



Mayor S. Robert Weinich, Massillon, O., the celebrated "Touchdown Town," holds a poster recently used by Ben Schwartz, manager, Lincoln, in publicizing the RKO special short subject, which had its world premiere in the Ohio metropolis.

Motiograph large screen theatre television equipment, for which he is able to guarantee 90-day delivery. TRAD sells for \$8,950 complete, with dual projection equipment, full one-year guarantee by Motiograph, installment supervision by Altec Service, and a one-year Altec service with 12 monthly inspections.

Kroger Babb, president, Hallmark Productions, announces a change of operations whereby Hallmark's roadshow organization will be reorganized into zones available for franchise ownership. Object of the change is to reduce operating expenses, and to cope with tax problems.

Detroit

Milton Zimmerman, Columbia branch manager, became the proud father of a son, John David.

Noel W. Sanders, until recently owner, Regal, was seriously injured in an automobile accident near Canton, O. He was in Florence Crittenden Hospital.

John H. King, who brought the first movie to Detroit in 1905 and became one of the nation's leading theatre owners, died at his Encino, Cal., home on Jan. 2. He was 77. His wife, Sarah A., and a daughter, Mrs. Robert Albright, San Bernardino, Cal., survive. John H. King and John H. Kunsky were the same man, but their stories were not the same. After he changed his name to King in 1936, the motion picture pioneer followed outdoor trails which made him a north woods inn keeper. His father was a railroad man born in Vienna, his mother a Bohemian. He was born in 1874 on Detroit's East Side. He was a boot black and newsboy, went to school in Detroit and a business college, and hoped to become the head bookkeeper in a big double-entry realm. His first job was checking cars 15 hours a day for the Michigan Central Railroad at \$50 a month. He ran the cutting room of a bicycle saddle shop, and then was an inspector for the O. T. Caille Company, which made coin-operated machines. One day, Kunsky counted the customers who entered a Pittsburgh hall where moving pictures were shown on a bed sheet, and returned to Detroit with "the first practical projection outfit." He put 200 chairs in a vacant downtown Detroit store, and, in March, 1906, with "The Train Wreckers," opened a five-cent show called the Casino. It was America's second movie theatre. The Casino grew into the country's largest independent circuit. Kunsky opened the Star, then the Royal, Monroe, Mich., and Farmer, which was Detroit's first 10-cent theatre. He became a film distribution power, and through the years fought a spectacular theatrical war during which some Kunsky stock was sold to Balaban and Katz of Chicago. The truce made possible the State in 1925 and the enormous Michigan in 1926. George Trendle later became Kunsky's partner and front line general. In 1929, Kunsky's circuit took over the United Artists. Later that same year, a merger with Publix Thea-



The Princess, Cayuga, Ind., operated by H. W. Boyd, was recently given a new front boxoffice, and marquee including plenty of lighting, new doors, etc. The interior was also renovated and redecorated. Seen here are some before and after shots.

tres, Inc., made him and Trendle among the largest stockholders in Paramount Famous-Lasky. Afterward they were partners in WXYZ. In 1936, Kunsky changed his name to King. In 1946 King and Trendle sold WXYZ and WOOD in Grand Rapids, Mich., which they acquired after they bought WXYZ, to the American Broadcasting Company for \$3,650,000. In the meantime King established the King's Gateway Hotel and Gateway Inn on the Michigan-Wisconsin border, which he operated until the time of his death.

Detroit is to have a new medium of entertainment on a professional basis in Barrie O'Daniels Theatre in the Round, which will open atop the Tuller Hotel.

Last year, The Detroit Free Press was the first newspaper in America to run exclusive stories of Hollywood's new young stars, under the title, "New Faces . . . Going Places." Now The Free Press, in cooperation with Detroit's theatres, is inviting fans to vote, starting on Jan. 13, on the Top "New Faces" in movies for 1951. Winners in this contest will receive cash prizes totalling \$500, with a top prize of \$250 and other prizes of \$100, \$50 and lesser amounts.



Models who apparently aren't "behaving themselves" were used recently to promote RKO's "Behave Yourself" when it played in the Cleveland exchange area. The stunt was arranged by Joe Longo, RKO exploitation staff, and Albee manager Joe Alexander.

Al Ackerman, Eastside Theatre Company, sponsored a dance, proceeds of which will go to the Polio Center Fund. The Sister Kenny Polio Center, Pontiac, Mich., will benefit from the dance proceeds.

In a recent election of officers at Local 735, Roy Suckling, Shores, was re-elected business agent. Other new officers are: Fred Devantier, Jewel, Mt. Clemens, Mich., president; Bert Penzien, Gratiot Drive-In, vice-president; Earl Natzel, Hills, Rochester, Mich., recording secretary; James Kimmick, East Detroit, East Detroit, Mich., financial secretary; George Konath, Roseville, Roseville, Mich., treasurer, and Clarence Bushart, Eastwood, sergeant-at-arms.

Allen Johnson, Michigan Allied Theatres national representative, is leaving for the capitol in three weeks for the arbitration session.

Indianapolis

Branch manager T. O. McCleaster attended a convention of 20th-Fox branch managers in New York City. . . Clayton Bond, salesman, 20th-Fox, and family returned from Scarsdale, N. Y. . . Alliance Theatres is now operating the State, Terre Haute, Ind., acquired from the William Rosenthal Enterprises.

Phil Thompson, 61, who operated the Strand, Edmonton, Ky., passed away. . . Bernard Brager, Republic manager and chairman, local scrap drive sponsored by the industry, reports gathering 3390 pounds of scrap which had accumulated in the exchanges.

Charles Acton, salesman, Republic, and family spent the holidays in Erie, Pa., with relatives. . . Joan Strodman, contract clerk, Columbia, is vacationing in Florida. . . Ruby Howard, booker's stenographer, Columbia, and L. W. Harrell will be married at Charleston, Ind.

Douglas Case, Evansville, Ind., is building a 500-car drive-in on the west side of the city. The new project has contracted for RCA drive-in equipment through the Mid-West Theatre Supply, Charles Clickner.

At a meeting of the directors of the Variety Club the date for the installation of officers was set as Jan. 28. On Jan. 26, the newly elected officers of the Colosseum will be installed in the Hotel Antlers.

Film Row visitors were: Bruce Kixmiller, Colonial-Indiana, Bicknell, Ind.; Al Borkenstein, Wells, Fort Wayne, Ind.; Arthur S. Standish, Orpheum-Hartford, Hartford City, Ind.; J. Griffis, Boswell, Boswell, Ind.; William Studebaker, Logan, Logansport, Ind.; Forrest Songer, Drive-In, Veedersburg, Ind., and Merton Weinburg, Crescent-Sherman, Louisville, Ky.

Pittsburgh

Paul Bronder's Castle Shannon, Castle Shannon, a suburb of Pittsburgh, was

badly damaged by fire along with the next door Castle Shannon Hotel. It is reported that the house will not be reopened. Bronder had recently remodeled the theatre. He also operates the Grandview.

The Manos Circuit closed the Grand, and will turn it into a commercial property. They will reopen the Star. The circuit also owns the new Manos, its ace house.

Joe Shapiro, Mt. Union, Pa., exhibitor, is back after his yearly physical check-up at Battle Creek, Mich. . . . Bob Lynch, Warner salesman, was involved in a minor accident when his car skidded near Shippensburg, Pa. . . . Roseanna Feinberg, Associated Drive-In Theatres, is back from a vacation.

James S. Retter, Warner salesman, suffered a broken leg and head and face injuries recently when his car skidded. . . . Pete DeFazio, WB branch head in Washington, brother of Harris manager, Sam DeFazio, was married.

The city of Johnstown, Pa., purchased some seats from the Park, which closed recently. It will be used in the police courtroom.

Recent elections of Local 171, saw Paul B. Mach named president. James V. Sipe was elected business representative.

Al Levy, 20th-Fox branch manager, returned from the meeting of all branch managers and other executives in New York. . . . William Mack, National Screen Service salesman, took ill while attending regional meetings in New York but is all right now.

Joe Hiller booked Buddy Baer as one of the entertainers for the Variety Club annual banquet. George Goebels, Sharkey The Seal, and other well known acts were seen. Senator Ford, originator of the "Can You Top This" radio and TV shows, acted as master of ceremonies.

The Variety Club will install dancing every Saturday night, beginning on Jan. 26. . . . Lou Kaufman, former owner, Metropolitan, filed a suit for \$540,000 for conspiracy under the anti-trust laws, seeking triple damages. Most of the distributors were named along with the Warner Circuit.

Fred Herrington started his 41st year as secretary, Allied of Western Pennsylvania. The regular monthly meeting of the board of directors was held, with Morris Finkel, board chairman, presiding.

Bert Stearn, Milt Brauman, Hymie Wheeler, and Dave Brown are back from the Lippert sales meetings in Chicago. . . . Two members of the projectionists' union passed on. They were Frederick Iffert, who had worked at several of the downtown Pittsburgh houses, and Richard Caskey, Enright, East Liberty, Pa.



For three days in advance of the recent opening of Columbia's "Ten Tall Men," Michigan, Detroit, these "10 tall men" paraded the city's main thoroughfares.

James Jaffurs, Glassport, Pa., exhibitor, had his home completely destroyed by fire. The family took up temporary residence with a brother.

A thief held up a bank messenger just after he picked up \$5000 for the Gardens sports arena. . . . The legislature's longest session in history closed without any bills affecting the industry going through.

Sam Gould, Arcadia, moved into his new apartment in the Bigelow, new residential building. Jack Goldberg, head, United Theatre Advertisers, is another Film Rowite who moved in the building.

Adelaide Bardits, secretary to the booker at Metro, is engaged to David Floor, Notre Dame football player. Mildred Homan, Warners' booking department, is to wed John Zajdel, Braddock, Pa.

Word has been received that Mike Manos, head of the circuit bearing his name, has undergone an operation in Miami, Fla., where he is spending the winter. He is recuperating nicely.

William Olcott, Jr., son of the manager, Mount Oliver, is now home, and coming along fine. In an auto accident, he was unconscious for days at a hospital. . . . The daughter of George Marlier, Frances, will be married next month to Danny Shea. Marlier is artist



During his recent tour on behalf of Paramount's "Detective Story," Horace McMahon was made a deputy sheriff in Detroit for Wayne County, Mich., by Sheriff Robert Harbour, and was pleased.

for the Harris Amusement Company and the Harris ice shows.

James Hendel, divisional manager, Pittsburgh, Washington, and Philadelphia territories, Souvaine Selective Pictures, opened the doors of the newest Souvaine office at 1709 Boulevard of the Allies. The Pittsburgh office is the eighth in the list, which includes San Francisco, Los Angeles, Chicago, New York, Boston, Atlanta, and Cleveland.

Indiana

South Bend

The newly formed Local 137-B, IATSE, comprising service employees signed its first contract with Balaban and Katz, operator of four local theatres. The pact calls for "substantial wage increases" and improved working conditions.

Kentucky

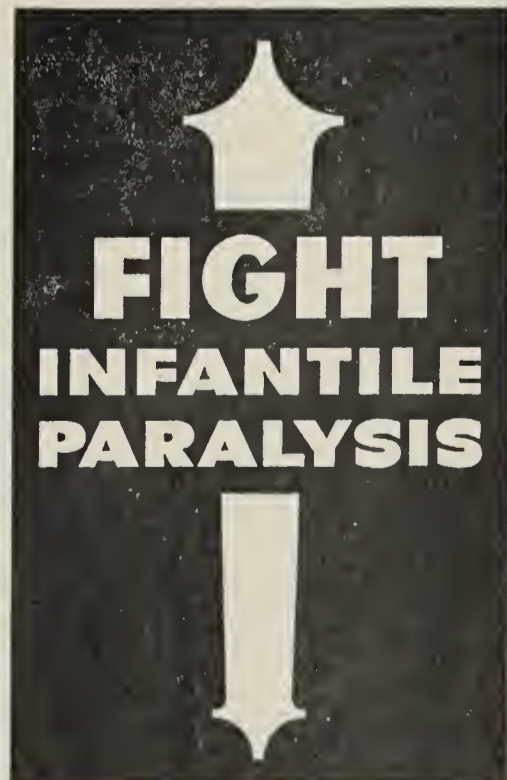
Louisville

According to a report of state revenue, compiled by the Department of Finance and the Department of Revenue, tax revenue on amusement for November, 1951, was \$10,360.52 less than for a corresponding month in 1950. However, revenue for July through November, 1951, was \$31,799.28 higher than for a similar period in 1950.

The Switow Amusement Company's subsequent run Cozy, managed by Joe Hedden, has undergone redecorating. . . . Out-of-town exhibitors seen recently included: R. L. Gastrost, Victory, Vine Grove, Ky.; Mr. and Mrs. Clyde Marshall, Columbian, Columbia, Ky.; Oscar Hopper, Arista, Lebanon, Ky.; George Peyton, Griffith, LaGrange, Ky.; A. N. Miles, Eminence, Eminence, Ky., and Homer Wirth, Crane, Crane, Ind.

Don Steinkamp, French Lick Amusement Company, French Lick, Ind., was on the sick list.

MARCH OF DIMES



JANUARY 2-31



Listen!

...wherever women get together, the new motion picture, "Breast Self-Examination" is news! ... at neighborhood and civic centers ... in factories and business offices ... at social, fraternal and service meetings, we are showing this film to countless thousands of American women.

If you don't know where you can see this film, telephone the American Cancer Society office nearest you, or address your letter to "Cancer" in care of your local Post Office. An A.C.S. educational program may save the lives of many of your neighbors, fellow-workers or friends.

American
Cancer
Society



WKLO, in connection with "My Favorite Spy," Rialto, gave away a new phonograph, radio, TV combination. The contest was to identify "Mr. Admiral," who roamed the streets. "Mr. Admiral" happened to be William Toombs, assistant manager, Rialto.

Michigan Hastings

Ray Branch, former president, Michigan Association of Theatre Owners for 20 years, stated that he has watched too many local young men board the bus to leave for induction into the armed services with little or no recognition being given them. As his New Year's resolution, he decided to do something about it. He played host to 15 young men and their wives or sweethearts and parents at a special program at the Strand. The program included presentation of a gift by Branch. It will be repeated each month. A war veteran himself, Branch has a son now serving with the marines.

Ohio Columbus

Robert Wile, former U-I publicist, assumed his new post as executive secretary, Independent Theatre Owners of Ohio.

Julian Lesser, Hollywood producer, was a local visitor over the holidays with his wife and two children. . . . J. Real Neth is convalescing at home following his recent hospitalization. . . . Charlotte Curtis, The Columbus Citizen editorial staff, took over the newspaper's theatre desk during the New York show-shopping visit of Norman Nadel. . . . Kenneth Baker subbed for Mary McGavran Koebel during her absence from The Ohio State Journal theatre department due to illness.

A. C. Lyles, executive, Pine-Thomas Productions, stopped off for a round of radio and television interviews in advance of "Hong Kong." . . . Harry Schreiber, city manager, RKO Theatres, was a judge in The Columbus Dispatch "Jolly Christmas" gift contest.

Helen Fausnaugh, Columbus Country Club aide, was winner in the statewide popularity contest, "The Queen of Trays," conducted by The Columbus Star. She will be given a week's trip to Hollywood, where visits to the MGM and RKO studios were arranged by Walter Kessler, manager, Loew's Ohio, and Harry Schreiber, RKO Palace.

More than half of Columbus teenagers polled by The Citizen in a TV survey said that the advent of television sets in their homes did not cause them to go out less for entertainment. Thirty-five percent said that they were staying home more. Of this group, a majority said they were seeing fewer films in theatres.

Norman Nadel, theatre editor, The Citizen, was in New York on a show-shopping trip.

Leo Yassenoff, Academy Theatres, and F. and Y. Building Service were given a plaque by members of the Agudas

Achim Synagogue in appreciation of his assistance in construction of the new synagogue in Bexley. Yassenoff made the new building possible by constructing it at about half the cost of a similar building in Dayton, O.

Jesse Hughes, until a few weeks ago projectionist at National Auto Theatre, had a long-distance telephone reunion with his mother, Mrs. Maybelle Kimball, whom he had not seen in 30 years. Hughes and his wife are now in Miami, Florida.

Galion

Funeral services were held for Private First Class Stewart J. Gale, first Galion employee to lose his life in the Korean war. He was killed while serving in the 17th Infantry Regiment, Seventh Division. He had been employed as projectionist at the former State, now the Galion, and later was assistant manager, Tri-City Drive-In.

William P. Gillam, 83, once associated with one of the earliest houses in Galion, died at his home in Cleveland.

Pennsylvania Waynesboro

Judgment was entered in each of the separate actions brought last July by eight distributors against John and Werner Lund in the Court of Common Pleas of Greene County. The various actions alleged that defendants had defaulted on an agreement to pay the amount agreed upon in full settlement of claims based on unreported receipts. Theatres involved were the Lund, Carmichaels, Pa.; Rialto, Daisytown, Pa.; Park, Clarksville, Pa.; Arcadia, Marianna, Pa.; Family, Mather, Pa.; Circle, Bobtown, Pa, and the Grand Opera House, Buckhannon, W. Va. Judgments entered in the various actions, with interest aggregated \$21,064.97. Reed, Smith, Shaw, and McClay, Pittsburgh, and Montgomery, Thompson and Baily, Waynesburg, Pa., represented the distributors, with Sargoy and Stein, New York, of counsel.

West Virginia Craigsville

The Craigsville Indoor-Outdoor Drive-In is sending out cards to remind patrons that the theatre is open all year, and is equipped with car heaters and indoor seats.

For the Best—

**THEATRE OPERATING FORMS
AND MANAGEMENT SYSTEMS
there is only one
experienced source**

YOU'LL SAVE MANY HOURS-PER-WEEK OF
NEEDLESS LABOR BY INVESTIGATING THEM

Ask for **SAMPLE SHEETS!**
Sold **ONLY** to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.



When Henry L. Needles, managing director, Art, Hartford, Conn., was feted there recently, on hand were, left to right, Harry F. Shaw, Loew-Poli New England Theatres division manager; Bill Mortensen, managing director, Bushnell Memorial; Needles, and Francis S. Murphy, veteran publisher, The Hartford Times.

NEWS OF THE

Territory

Boston Crosstown

A bill to prohibit the building of drive-ins within a specified distance near schools, hospitals, and churches has been introduced to the 1952 session of the legislature by Representative J. J. Beadsex, Boston.

Ray Feeley, Independent Exhibitors executive secretary, took off on a trip through Maine, New Hampshire, and Vermont to contact members, and keep his weather eye out for any legislation deemed detrimental to the industry. Maine and New Hampshire legislatures operate biennially, with 1952 the off year, so exhibitors in those states can relax this year.

Theodore Fleisher has been elected president, Interstate Theatres Corporation, succeeding the late E. Harold Stoneman. The board also picked James Stoneman as vice-president and Malcolm Green as secretary.

Moses H. Gulesian, well-known real estate and civic leader, died. He managed the old Castle Square, and in 1912 built the St. James, now the Uptown. He is survived by his widow and a daughter.

Ed Rosenbaum, Columbia special representative from New York, was in setting up a campaign for "Death of a Salesman" with Al Margolian, Astor flack.

Four entertainers arrived from Hollywood to begin an extensive series of tours for "Snow White and the Seven Dwarfs." The picture opens in New England in February. The entertainers will be on the road seven days a week for a full month. One week will be spent here, during which they will appear on radio and TV shows, and make per-

sonal appearances in suburban areas. Their combined itineraries cover 140 cities and towns, exclusive of suburban Boston. The entertainers are Adriane Cosselloti, the original voice of Snow White; Clarence Nash, the voice of Donald Duck, and Ray Williams and Ken Walker, animators and comedians. Appearances are scheduled for the most part in high schools, but they will also appear on the stages of theatres playing RKO pictures, over radio and TV stations, and in First National Stores, tying in with the search for a "Snow White," a "Prince Charming," and the most popular school teacher, which the 979-store chain is sponsoring. The chain has purchased 300,000 lines of advertising space in 160 cities, and is posting 5,000 posters as well as distributing contest blanks for the contest. The "Snow White" promotion, under the direction of Terry Turner, RKO chief of exploitation, will culminate with a "Coronation Ball" sponsored by the Boston Women's City Club as a benefit for the Children's Hospital, on Feb. 23. Miss Cosselloti will travel with an accordionist, with field man Hal Olver as chaperon. Nash will be escorted by field man Dave Cantor. Williams has field man Joe Longo making arrangements. Walker has Bob Dorfman, of Walt Disney's New York publicity staff, as escort. Field man Ralph Banghart will handle the entertainers' week here.

Film District

The Motion Picture Salesman's Club will hold its regular meeting at Metro's screening room on Jan. 19. . . . The

Colosseum of Motion Picture Salesmen was to hold its annual election.

Ellis Gordon, Souvaine Selective, has booked his first film since becoming the Boston rep. "The Galloping Major" is slated to open at the Met.

Don Falco, Capitol Theatre Supply, spent a couple of days in New York. . . . Benn Rosenwald, Metro branch manager, returned from his annual winter vacation at Charlotte. . . . Nate Levin, Monogram, is spending a few hours daily at his desk following his second operation in less than a year. . . . A. C. Lyles, Bill Pine's personal rep. was in setting up a bally for Paramount's "Hong Kong." . . . Jerry Carroll, auditor, 20th-Fox New York office, wound up his two-month assignment, and departed for another territory.

Phil Engel, 20th-Fox ballyhooist, pulled a switch in screenings when he invited a group of taxi drivers, hotel chambermaids, Western Union messengers, letter carriers, and longshoremen to a private showing of "Decision Before Dawn."

Phil Fineburg, MGM booker, resigned, and will take up residence on the coast. . . . Jerry McGowan, MGM booker, has been transferred to the company's Buffalo office, where he will be assigned to sales. . . . Terry Turner, RKO exploitation director, spent four days aiding Ralph Banghart put the finishing touches on the coming "Snow White" campaign.

Mr. and Mrs. William Madden, he's Metro's circuit salesman, flew to Aca-



In Providence, R. I., recently for the Rhode Island premiere of UA's "The Big Night," star John Barrymore, Jr., and Philip Waxman, producer, had brunch with the press at The Sheraton-Biltmore Hotel, and seen, left to right, are Messrs. Howland, The Journal; Willard Matthews, general manager, C and F Theatres; Hawkins, The Journal; Bradford Swan, The Journal and Bulletin; Waxman; Lige Brien, special events director, UA; Ed Fay; Barrymore, Jr., and Bill Hadley, WJB. At top right, John G. Coffin, Rhode Island School of Design, presents a painting to Barrymore during the star's visit to the drama unit; while at bottom, left, Barrymore is seen during a store appearance, and, bottom, right, in an automobile with some models, which were used for ballyhoo in Boston, where the film bowed at the RKO Boston.

Cancer Building Dinner Big Success

BOSTON—The dedication banquet of the "Jimmy Fund" building of Children's Cancer Research Foundation at the Hotel Statler on Jan. 7 attracted the largest group of bigwigs from the industry, baseball, radio, newspapers, politics, and business ever assembled at a single function in this city.

Head table guests numbered 95, and the hotel's spacious ballroom was packed with luminaries who gave unstintingly of time, effort, and money to assure the annual drive's success.

The dinner climaxed the dedication ceremonies held that afternoon, during which Archbishop Cushing extolled the Variety Club and Boston Braves for the outstanding job they have done plugging the fund-raising. Result is that a \$1,500,000 five-storied building, equipped with the greatest tools now known to science, has emerged from the co-sponsors dreams as a reality which will carry the fight against cancer in children. Arthur Lockwood, presiding at the afternoon ceremonies, paid glowing tribute to Bill Koster, Variety Club executive secretary; Martin J. Mullin, president of the Foundation, and Louis Perini, Braves president, for their unceasing efforts. Another highlight was the presentation of keys to the institution to Mullin by Perini.

The evening affair, chairmanned by Samuel Pinanski, and emceed by TOA's Gael Sullivan, introduced as speakers: Secretary of Labor, Maurice Tobin; Leonard Goldenson, Paramount; Mark Wolf, International Chief Barker, Variety Clubs; Richard Walsh, IATSE; Bill Cunningham and Austen Lake, Boston scribes; Mike Kelleher, Fire Commissioner; Brigadier General Elbert DeCoursey; baseball's Branch Rickey, Bob Carpenter, and Horace Stoneham, climaxed by Dr. Sidney Farber, the Foundation's scientific director.

Awards of merit, which read: "For furthering the cause of cancer research and for meritorious service rendered in the 'Jimmy Fund' drives," were presented by Secretary Tobin to Mullin; by Ned Depinet, RKO, to Carl Haffenreffer, radio sponsor; by Tommy Holmes to Hector Pelletier, head, Chiefs of Police Association; by Warren Giles, National League president, to sportscaster Jim Britt; by Walter Brown, Variety Club Chief Barker, to Calvin Favorite, radio sponsor; by Earl Torgenson to A. Edward Lalli, radio sponsor, and by baseball's Commissioner Ford Frick to Louis Perini.

Award presentations were televised over WBZ-TV, and speeches were broadcast over WHDH.

pulco, Mexico, for a sojourn. . . . The Jayson, East Weymouth, Mass., operated by Nat Hochberg, now is on a weekend schedule.

The Jewel Room, Hotel Bostonian, operated by Phil Oddo, has been discovered by Film Rowites, and is becoming the new hangout.



Henry L. Needles, managing director, Art, Hartford, Conn., center, recently received good wishes from Bill Mortensen, managing director, Bushnell Memorial Auditorium, left, and Sam Gould, City Corporation Counsel, right, on the occasion of the official opening of the house as a first-run foreign theatre.

Lippert officially opened the new Boston office at 12 Piedmont Street. Arlene Kisloff, formerly at UA exchange, is secretary to branch manager Irving Mendelson, with Jack Hill, head booker. The exchange will handle the five New England states, excluding Connecticut, with Irving Shiffman, formerly of Boston, covering Connecticut through the New Haven office.

Maurice Wolf, MGM public relations department, is slated to speak before the Executives Club in Charlotte. Wolf expects to spend a couple of weeks traveling through North and South Carolina.

Edward X. Callahn, 20th-Fox division manager, believed to hold the district's record for grandchildren (11), received a tumultuous sendoff when nine of the moppets tramped to the train to bid him "aloha" when he entrained for the company's national meetings in New York.

Loretta North, winner of the "Miss Kangaroo" contest in Australia, will tee off her 30-day personal appearance tour in connection with 20th's "Kangaroo," on Jan. 21. An added headache for publicist Phil Engel is the plan for the gal to be accompanied by a couple of live kangaroos, "chaperoned" by trainer Mrs. Badger. Miss North, sans the kangaroos, will attend a press luncheon at the Hotel



John J. Scully, district manager, with headquarters in Boston, is seen with stars Lynn Bari, left, and Joyce Holden, right, during the recent series of conferences of U-I production, distribution, and promotion executives at the U-I west coast studio.

New England Bowling

Theatrical Bowling League

THIRTEENTH WEEK

Legion	4	Kenmore	3
New England	0	Harry's	1
Affiliated	8	Independents	4
MGM	0	RKO	0

Standings	Won	Lost
Kenmore	34	18
MacAulay Post	34	18
Harry's Snack Bar	30	22
Affiliated Theatres	26	26
Independents	24	28
RKO	20	28
MGM	18	30
New England Theatres	18	34

TEAM AVERAGES

Harry's	454	RKO	425
Independents	435	Affiliated	417
New England	433	Legion	416
Kenmore	431	MGM	412

High single score: Leahy—115-105; Serra—114; Chase—108-105; Hill—103-104; Kelly—100-101. High single—season: Serra—134. Team single—season: Kenmore—508. High three strings: Leahy—316; Chase—301. High three single—season: Freeman—326. Team three—season: Independents—1417.

INDIVIDUAL AVERAGES

Freeman, HSB	96.7	Sandler, Ken.	87.4
Kelly, Leg.	94.5	Vieira, Leg.	87.3
Plunkett, NE	93.9	Jennings, NE	87.2
Hill, Ind.	93.5	McGerigle, RKO	86.8
Cooney, HSB	93.2	Feinstein, MGM	85.6
Chase, HSB	92.6	McGowan, MGM	85.5
Levin, Ind.	92.4	Rathgeb, MGM	85.4
Serra, Ind.	92.0	Young, Ind.	85.2
Morton, HSB	91.5	Larson, HSB	84.6
Smythe, RKO	90.7	Goldman, Aff.	84.3
Grover, RKO	90.7	Fahlbusch, NE	83.7
Burlone, NE	89.0	Hochberg, Aff.	82.5
Abramo, Ken.	88.9	Owens, Ind.	82.4
Arsenault, NE	88.9	O'Hara, RKO	82.2
Leahy, Ken.	88.5	Rahilly, Ken.	81.8
Farrington, Aff.	88.3	Dooley, Leg.	79.8
Field, Aff.	87.9	Lynde, Leg.	78.2
Heher, Ken.	87.5	Rowe, Aff.	78.2

Bradford, appear on Mildred Carlson's TV show, meet the governor and mayor, and be interviewed by the curator of the Franklin Park Zoo.

A special board of directors' meeting of the Independent Exhibitors of New England reaffirmed the resolution in support of National Allied's arbitration plan which the group adopted at its annual convention in December. The board authorized Nathan Yamins, a member of Allied's arbitration committee, to commit the organization to the arbitration plan of Allied at the meeting of the latter's board to be held in Washington on Feb. 5-6. Local industryites planning to attend the Washington meetings are: Ray Feeley, Norman Glassman, Leslie Bendslev, Arthur K. Howard, Walter E. Mitchell, Leonard Goldberg, Meyer Stanzler, Melvin Safner, Ted Rosenblatt, James Guarino, and Irving Isaacs. Nathan Yamins has signified his intentions of flying from his Palm Beach, Fla., home to attend the meet. President Glassman, appointed a film committee to screen complaints and hear problems of exhibitors. The committee will then act at meetings with branch managers. Glassman also named a committee chairmanned by Bendslev to nominate a slate of officers for 1952. The annual meeting and election of officers is scheduled for Feb. 12.

William Twig, salesman at Warners' Buffalo exchange, has taken over the post of assistant branch manager, Boston exchange, recently vacated by Clayton Eastman.

The Variety Club elected the following officers at a recent meeting: Walter Brown, president, Boston Garden, Chief Barker; Max Levenson, Levenson Cir-

NEWS OF THE

Territory

New York City
Crosstown

Joao Gibin, youthful Brazilian baritone, winner of the biggest contest ever put on for a motion picture in Latin America, arrived for a six-day stay. The picture was MGM's "The Great Caruso," and Gibin was on his way to Italy to claim the first prize, a one-year scholarship at famed La Scala Opera House, Milan, with travel and living expenses paid. Sponsored jointly by Metro, Coca Cola, and Pan American World Airways, the competition was called "The Great Caruso Voice Contest," in tribute to the Technicolor picture and Mario Lanza.

Two hundred out-of-town and New York fashion reporters, wire syndicate representatives, and celebrities from all phases of the entertainment world gathered at the 20th Century-Fox Little Theatre to witness a preview of "With A Song In My Heart" and a showing of Varden-Petite dresses and suits inspired by the film.

Anthony Mann, director, U-I's "Bend of the River," arrived from California to participate in the advance promotion of the film.

Edward J. Cantor, who will be remembered by many as a manager before he was laid low by illness, sends his regards to everyone via EXHIBITOR. His address is 1416 Stebbins Avenue, Bronx.

Edwin E. Enke recently resigned as manager of the Skouras' Calderone, Hempstead, L. I., to accept appointment as New York state field representative of the Equitable Life Insurance Company of Iowa.

Israel M. Berman, president, Viking Films, was married to Margaret Straus.

A group of personalities including Robert Vogeler; Dr. William Jansen, Superintendent, New York City Schools; Ezio Pinza; Monte Irvin, star infielder



Detective officials from 10 New Jersey towns assembled recently at the Mayfair, Asbury Park, N. J., for a luncheon and special screening of Paramount's "Detective Story." Walter Reade Theatres city managers in the group include Clark Jordan, Long Branch; Ralph Lanterman, Morristown; Al Lidman, Lawrence Township, Trenton, and Paul Petersen, the circuit's city manager in Asbury Park.



Forrest Tucker, in New York recently for a whirl of radio and television appearances in connection with Republic's "The Wild Blue Yonder," Loew's State, is seen with Maggie McNellis during her "What's Playing?" program over WABC.

of the New York Giants, sportscaster Mel Allen, and radio commentator Ben Grauer, participated in the dramatic presentation, "Our Children's Tomorrow," at the Cinema Lodge, B'nai B'rith, meeting in the Hotel Plaza. The meeting, a non fund-raising event sponsored by Cinema Lodge on behalf of the Joint Defense Appeal of the Anti-Defamation League and the American Jewish Committee, was a tribute to Richard Rodgers and Oscar Hammerstein II. Senator Estes Kefauver was the key speaker. Harry Brandt was chairman of the evening, and Kitty Carlisle and S. Arthur Glixon were co-chairmen.

Y. Frank Freeman, Paramount vice-president and studio head, arrived for a series of conferences with home office executives.

Ira Meinhardt, First Assistant Chief Barker, Variety Club, and film attorney, became the father of a second son, Michael Lea.

Myron Josephson, MGM special department, became the father of a daughter, Karen, born in Crown Heights Hospital, Brooklyn.

Berk and Krumgold, announced that they had sold for a corporation headed by Harry Brandt, Brandt Theatres, Inc., the 1600-seat Palestine property at 11 Clinton Street, together with the Charles property at 185 Avenue B, which con-



David A. Levy, metropolitan New York district manager, is seen with stars Lynn Bari, left, and Joyce Holden, right, during the recent series of conferences of U-I production, distribution, and promotion executives at the U-I west coast studio.

sists of an 800-seat theatre, six stores, and offices. The purchaser was a corporation headed by Samuel Freedman, theatre operator.

A small fire in a storeroom adjoining the lobby of the Grande caused 500 patrons to file calmly out of the house during a performance.

The threat of a strike of film delivery men was averted with the announcement of a settlement of the dispute between the film drivers' unit of Local 817, AFL teamsters' union and the carriers. The drivers won a new two-year contract for a wage boost of \$10 to \$15 per man, with automatic increases averaging a minimum of \$5 to go into effect next year.

WANTED: AT ONCE

middle aged manager first run theatre, experienced, small city in New York State. Also wanted experienced Drive-In Theatre manager year round position.

Box 102

EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.



This I. J. Fox fur tieup with Jane Russell and RKO's "Double Dynamite," Paramount, New York City, recently attracted plenty of attention.

For Best Quality & Service

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SPECIAL TRAILERS

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FILMACK

Always Quicker! Always Best!

CHICAGO, 1327 S. Wabash NEW YORK, 630 Ninth Av

The agreement contains a no-strike clause, increases the number of paid holidays from six to nine, and provides for larger insurance benefits based on length of service. Ira Meinhardt negotiated the contract for the carriers.

With "Miss Kangaroo," Loretta North, acting as hostess, and her two pet kangaroos, Joey and Matilda Roo, on hand, a special party for children of trade press representatives, magazine and newspaper contacts, columnists, and radio and television personalities was held at the 20th Century-Fox Little Theatre.

Metropolitan exhibitors were faced with the possibility of a municipal admissions tax to be added to the 20 per cent federal levy, as Mayor Vincent R. Impellitteri announced that such a tax was one of 21 sources of revenue to be considered in raising the \$200,000,000 called for by the city's budget for the year. Mayor Impellitteri said that a levy on admissions would raise about \$12,000,000 yearly. While early reaction from theatremen pointed toward a vigorous fight to block a new tax on tickets, it was pointed out that the city already has the power to impose an admissions tax. Other proposals to yield the required revenue would also seriously affect the industry, among them a vending machine tax, a levy on security transactions, a realty sales tax, a bank check tax, and raised levies on gross receipts and financial business.

Norman Elson, president, Guild Enterprises, Inc., announced that he had completed a deal with Phil Williams, theatrical sales manager, "The March of Time," for the entire 205 issues of the "History-in-the-Making Series."

Some 70 television directors witnessed a screening of Darryl F. Zanuck's "Viva Zapata!" at the 20th Century-Fox Little Theatre.

Miss Irmgard Hauser and Fred Herkowitz, RKO Theatres publicist, were married in Newark, N. J., by Judge Samuel F. Cooper, Chief Magistrate.



Princess Ocelopi, recently designated honorary princess of the Seminole Indian Tribe of St. Augustine, Fla., whose members took part in the filming of Warners' "Distant Drums," is shown recently going through the ceremonial tom-tom signals with Bill Slater at the "Luncheon at Sardi's" program on WOR, New York City.



When the TOA in Albany was reorganized recently, on hand were, standing, left to right, Jules Perlmutter, Joe Miller, Saul Ullman, Sid Dvore, Harry Lamont, and Louis Somberg, and seated, Si Fabian, Jean Bergess, and Gael Sullivan, executive director.



Paramount's publicity department in New York was recently all but inundated by balloons plugging Cecil B. DeMille's "The Greatest Show On Earth," which had its world premiere at Radio City Music Hall, New York City. The balloons, 5000 in all, were dumped out of the windows of the Paramount building on New Year's Eve.

Miss Hauser, born in New York City, lived in Munich, Germany, until 1948. She was educated in Switzerland and Germany, and is currently doing law work, and is a translator. Herkowitz has been with RKO for the past 17 years.

A battery of actresses with Scottish accents who phoned more than 10,000 Celts to come see the new film, and a band of bagpipers who kept the city's East Side from sleeping late on the opening day, were exploitation features attending the premiere of "Bonnie Prince Charlie," Trans Lux 60th Street. For a week prior to the opening, publicist Noel Meadow had the telephone battery calling names in the city's phone books that appeared to be of Scottish, Irish, or British origin. The girls softly burred a brief pitch, merely calling attention to the film's opening, and suggesting that the callee come see it. As the theatre opened, the band of 15 kilted and tartaned authentic Scottish pipers, headed by Miss Laurie Petrie, one of the few girl pipers around, paraded the streets within a considerable radius of the theatre. The pipers then marched to the theatre's entrance, and gave an hour's sidewalk concert.

Max Weinberg, MGM's eastern shorts representative, spoke on "Films in Education" at the arts seminar sponsored by the Child Education Foundation.



Sada Snyder, Paramount advertising department, New York, recently was welcomed into the company's 25-year-club by Adolph Zukor, who presented her with a gold watch. Jerry Pickman, vice-president and director of advertising, publicity, and exploitation, helps Miss Snyder hold a scroll, which she also received as a gift.

Dorothy Gonner, executive secretary, 20th-Fox home office, was married to J. Harold Rosenblatt, Baltimore, Md. Following a Florida and Havana honeymoon, they will reside in Baltimore.

David A. Lipton, U-I vice-president in charge of advertising and publicity, arrived from Hollywood for 10 days of conferences with home office executives.

Jack Barnstyn, 69, who died last week, was a pioneer film exporter and head of British and Continental Trading Company, which he started in the early '20's. Inactive for the past few years, he was last associated with Cinema Export Corporation.

New Jersey Newark

Mrs. Ann Donovan, former assistant, Central, Jersey City, N. J., is new treasurer, Stanley, Jersey City, succeeding Nicholas Capirsello, who became manager, U. S., Hoboken, N. J., Frank Kares has been upped to assistant.

John Jaceweicz, a newcomer, is assistant, Sanford, Irvington, N. J.

Archie Adlman became manager, Castle, Irvington, N. J. Merwyn Sargent, manager, Ritz, replacing D. Barreca, and M. Herbert, manager, Savoy.

The second quarter of the Warner Brothers Jersey Showmanship Drive has been named the "Bill Clark Showmanship Drive." Clark is head publicity man for the circuit.

Perth Amboy

The original Ballet Russe de Monte Carlo will play a one day two-performance engagement at the Majestic on Feb. 2, the Walter Reade organization disclosed.

Plainfield

A tank of tropical fish was the key feature in a special tropical lobby display set up by John Balmer, city manager, Walter Reade Theatres, for "Distant Drums," Strand. He mounted a set piece from a six-sheet, which showed Gary Cooper standing in a dug-out in the Florida Everglades, gun in hand, while under attack from Seminole Indians. In the water under the canoe, he placed a large fish tank, so that the front glass was flush with the front of the display. Lights in the tank and flashers behind Cooper's pistols highlighted attention to the display.

New York State

Albany

The opera Carmen by the London Opera Company, scheduled for the Strand, and to have been presented by the Variety Club, Tent 9, was cancelled. . . . Lou Gonick, Columbia salesman, and Mrs. Gonick entertained the office staff at their new apartment. . . . Everett Dyer is a new student booker at Loew's. . . . Selwyn Pachter, Warner salesman, has been transferred to the Buffalo branch.

Jimmy Daley, Jimmy Daley Attractions, with offices here and in New York City, is back here specializing in booking acts for private and convention dates and orchestras for colleges, school proms, etc.

Condolences go to Aaron Winig, brother of Nate Winig, Chief Barker, Variety Club, on the death of his 16-year-old son, Leonard, in Albany Hospital after a year's illness. . . . Charles Dortic, Columbia branch manager, was enjoying a vacation in Georgia. . . . Ray Smith, Warner branch manager, attended district sales meetings in Philadelphia. . . . Jean Benedette, RKO assistant cashier, resigned. . . . Norma Harris, Warners' assistant cashier, was confined with the grippe. . . . Lou Gonick, Columbia salesman, returned after vacationing. . . . Irene Economy, secretary to Saul J. Ullman, Fabian office, has been serving at the civil defense center. Bob Lamont, Lamont Theatres, is operations chief at the center. . . . Joe Miller, Menands Drive-In, and Mrs. Miller left for a stay in Miami, Fla. . . . Gene Vogel, former U-I branch manager and now connected with Woolmaster, maker of sport clothes, visited the Variety Club. . . . Joe O'Brien, assistant manager, Madison, resigned. . . . Charles A. Smakwitz, Warner



Princess Ocelopi, official representative of the Silver Springs Seminole Indian tribe, is seen recently presenting managing director Zeb Epstein, Warner, New York City, with a bottle of water from the famous "Fountain of Youth" at St. Augustine, Fla., when she was in town for Warners' "Distant Drums."

Theatres' zone manager, made a one-day visit to New York. . . . The Variety Club is in the midst of the "Heart Fund" campaign, which extends from December to the middle of January, and it is expected that it will raise \$20,000 to help pay its indebtedness, and also take care of about 600 boys for a vacation at Variety's Club Thacher in July and August.

—M. E. B.

Buffalo

James Reynard has been assigned as manager, Shea's Teck.

Niagara Falls

A collaboration with the department of recreation on Cloumbia's "The Harlem Globetrotters" brought the Strand what exhibitor R. D. Walsh termed "more newspaper publicity than we received on any other picture since we have been in business." The tie-in was a foul shooting contest that drew over 5,000 entrants, both boys and girls. The local paper ran a story with the standing each day, and the radio station also announced the results every night. "The Harlem Globetrotter" trophies were presented to the winners.



Seen recently renewing old acquaintances are prominent independent exhibitor Harry Brandt, Irving Chidnoff, and the former's brother, William Brandt. Chidnoff is the famous photographer and former photographer for the old Motion Picture Club, New York City.



Copies of clothes worn by Jeanne Crain in 20th-Fox's "The Model and the Marriage Broker" were displayed recently by five Russek's Fifth Avenue models at a special fashion show and preview in New York City. Florence Lord, right, at microphone, served as commentator.

Syracuse

The Princeton Triangle Club, Princeton University, presented a stage play, for the first time in 25 years, at RKO-Keith's. . . . The Mask and Wig, dramatic society of the University of Pennsylvania, staged its all male-presentation at the Astor.

Harold "Mike" LaVine, electrician, RKO-Keith's, has a new car.

Manager Harry Wiener, Schine's Eckel, in cooperation with merchants, presented the father of the first child born in Syracuse in 1952, \$750 worth of gifts, in addition to which the father and mother each received \$125 in gifts. A recording was made of the affair held on the stage of the Eckel, which was later presented to the parents. A playback for the whole family was the subject of a picture in The Post-Standard, giving credits.

Jack Flex, former manager of theatres here, has been married in Terra Haute, Ind., where he is manager of several houses.

Harry Unterfort, Schine zone manager, announced that Harry Wiener, manager, Schine's Eckel, has been assigned to a like position at Schines Oswego, Oswego, with the vacancy here being filled by Charles Graziano, who moves to the Eckel from Paramount, with George Snyder, assistant manager, being raised to house manager at the Paramount.

Manager Sol Sorkin, RKO-Keith's, transferred part of the south to his thea-

(Continued on next page)



EYEING THE

Exchanges

NEW YORK—U-International's 17-week "Nate Blumberg Drive" is the first in a number of major events planned by the company to help celebrate its 40th anniversary. Since the entire drive is considered something special, it is only proper that the prizes be a little special, too. The winning domestic division, district, and branch managers will be awarded trips abroad with their wives to any foreign country. In turn, the winning foreign branch manager will be given a trip to New York and Hollywood.

MGM—Annette Ginsberg, cashier's department, is back after a Canadian respite. . . . Herman Garris, booker, also quite adept with the paint brush, brightened the office by bringing in two oil paintings. . . . Ethel Silvers, secretary to head booker Harry Margolis, was back after a vacation.

MONOGRAM—Everyone is looking forward to making "Monogram Week," Feb. 10-16, the most successful yet. . . . Sara Kramona, former employee now with Classic, recently had a slight operation. . . . Branch manager Jack Safer was accepting birthday congratulations.

RKO—The new typist-clerk is Philip Heydeck. . . . The booking and sales force is starting to roll on the "Ned Depinet Drive." . . . Jack DeWaal, traveling auditor, came in from Philadelphia, and brought his two children.

UNITED ARTISTS—Benjamin DeAugusta, formerly of the boxoffice statement department, is happy about his promo-

tion to booker. . . . After being in first place in the recent company sales drive for months, the exchange found itself in the second spot when the drive closed.

PARAMOUNT—Stanley Tulanowski, contract department, was inducted into the armed forces. . . . Assistant cashier Cybil Mayer and switchboard operator Janice Kurnas enjoyed their holiday in Boston. . . . Edward Bell, salesman, was back after his vacation.

20TH-FOX—Bea Kay, boxoffice department, celebrated another year of wedded bliss. . . . Former employee Bernard Turkenitch was around. . . . Martha Kafka, booker's assistant, is worried about her mother, who is seriously ill.

SALESMAN'S STORY—The well liked Mannie Meyer started selling things when he was 17, and hasn't stopped yet. After spending a few years in the textile business, he entered the motion picture industry in 1924 when he became a salesman for Associated Pathe. After awhile, Meyer moved on to the Pat Powers organization, and helped sell the original Mickey Mouse cartoons. Later he organized his own independent distributing company, Royal Film Exchange, in 1931. Meyer kept busy with the distributing end until 1943, when he bought into the Arrow. In 1945, poor health forced him to sell out, and, because of a number of operations, he was entirely out of the industry. Anxious to get into harness, he again formed an independent distributing outfit, Timely Pictures, in 1947, and ran it until October. Currently, Meyer is the metropolitan salesman for Classic. Although he was born in Boston, Meyer came to New York at the age of 12, and considers himself a native. Happily married for 37 years, he is proud of his son and daughter, and prouder still of his three grandchildren. When his health per-



Members of the trade press and daily press critics and their children recently attended a "Walt Disney Party" in the Johnny Victor Theatre at RCA Exhibition Hall, New York City, and saw some of the latest RKO-Disney releases.

mitted, Meyer used to spend as much of his spare time as possible chasing a small ball around a golf course. An active Colosseum member, he has served two terms as vice-president.

RAMBLIN' 'ROUND—U-International salesman Fred Mayer enjoyed the visit from his son, Jon, who came in from school in Michigan. . . . Moe Kerman, president, Favorite, is back after a vacation.

—ARNOLD FARBER

Syracuse

(Continued from preceding page)

tre in connection with "Distant Drums." American Air Lines brought a bale of Spanish moss from the Florida Everglades, which was used to trim the theatre lobby as well as to drape the Lyman boat with Johnson Sea Horse outboard motor attached, which had been loaned to the theatre by a distributor. This boat was labeled as a duplicate of the one used by Gary Cooper in his travels through the Everglades. In addition to newspaper tieups with the boat distributor in advertising, Sorkin induced a travel agency to feature a "Visit to Florida" and the Everglades in appeals for tourist customers. Two hundred small bottles, containing what the management claimed was water from the famed "Fountain of Youth," St. Augustine, Fla., were presented to the first female patrons at the opening.

Charles Horwitz, head of personnel department, Schine home office, Gloversville, was in. . . . Major General Morris B. Harbold, commander, Sampson Air Base, was the guest of zone manager Harry Unterfort at a showing of "The Wild Blue Yonder," Schine's Paramount. . . . Walter Scarfe, projectionist, Loew's State, was in University Hospital of the Good Shepherd for surgery.

—J. J. S.

Watertown

A reorganization luncheon-meeting of the Albany Theatre Owners of America for the northern district was to have been held at the Woodruff Hotel with Gael Sullivan, executive director, TOA, as principal speaker.

Having trouble with NEW Employees?

HERE IS THE QUICKEST AND EASIEST WAY TO TRAIN THEM IN MODERN THEATRE METHODS

- Of inestimable value in "breaking" a new staff of Ushers; a new Cashier, or a new Door Man.
- This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.
- It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

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**SERVICE
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Theatre Staff

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SOLD ONLY
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THEATRES!



Frank L. McNamee, recently appointed Philadelphia's Fire Commissioner, is associated with EXHIBITOR publisher Jay Emanuel in the operation of several theatres in eastern Pennsylvania, and is a veteran of the industry of long standing.

NEWS OF THE

Territory

Philadelphia Crosstown

Reports were current that S-W would end its operation of the Uptown, recently sold, on March 15, with an undisclosed individual taking over its direction.

A judgment suit in the amount of \$30,000 was entered in Common Pleas Court by Tillie P. Kalodner against the Carman Theatre Company, until recently operating the Carman.

The City's Receiver of Taxes reported that amusement tax receipts had fallen off \$496,261 during 1951.

Abe Sunberg has joined William Greenfield Theatres as general manager, thereby laying to rest reports that he was going to take over the Darby. The Carman, acquired by the Greenfield circuit, will open on Jan. 23 with "An American In Paris." House will play straight pictures.

Lewen Pizor has closed and sold the 56th Street, and David Milgram closed and sold the Temple.

In elections held at the Pennsylvania State Labor Relations Board, employees of the Jumbo voted five to two for B-100 Theatre Employees' Union, AFL, while those at the Girard voted four to three for affiliation with District 50, United Mine Workers.

Joe Conway was reported taking over the Eureka, possibly as an art house operation. . . . Majestic Press, which prints EXHIBITOR, leased the Poplar from Stanley-Warner, and will use the premises for a paper storage warehouse.

Vine Street

Rose Gold is the new telephone operator at Republic. . . . Mrs. Carol Cubanoff, Lippert telephone operator, took some time off to be with her husband prior to his induction into the navy. . . . Norman

DRIVE-INS!

**BERLO'S ABC can
boost YOUR refreshment
sales to top percentage
per patron!**

**A. Berlo applies to YOUR operation
new ideas developed in ANY Berlo
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**BERLO MERCHANDISING METHODS
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BERLO VENDING CO.

333 S. BROAD STREET, PHILADELPHIA 7, PA.

**Operators
of Major Park
Concessions**

Berlo is now operating all food concessions at the mammoth Cleveland Stadium — added proof of Berlo's greater effectiveness.

Silverman, Republic branch manager, who was in charge of the exchange area's Will Rogers Memorial Hospital Christmas salute, reports that a scroll was filled out by a former patient of the hospital, Dolly Gallagher, an employee of the Warner exchange, who came out of the hospital cured this past September. When she heard about the drive, she stopped in the Warner exchange, and obtained a scroll, which she later returned with \$22.

Jack Engel, Lippert, was host to editors of area college newspapers at a screening of "For Men Only," the Paul Henried release.

Norman Silverman, branch manager, Republic, was enthused over the company's new serial, "Radar Men From The Moon," which, he says, exhibitors are rushing to book.

Circuits

Stanley-Warner

Charlotte Diamond, film department, resigned to be married on Feb. 3. Mrs. Kantor, former assistant manager, Logan, replaced her. . . . Bernice Herman, secretary to A. J. Vanni, was recuperating after an operation. . . . Jane Dunav, Ted Minsky's "girl Friday," was ill. Others on the sick list were the



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Greater Participation Seen For "March of Dimes"

PHILADELPHIA—Indications are that theatre cooperation for "The March of Dimes" will reach a new high in the territory, thanks to the work being done by Harry Botwick and associated exhibitors.

Fire Commissioner Frank McNamee, at the Variety Club dinner, also enlisted the aid of all the theatremen in the room, and thanked them for their support.

A more comprehensive coverage of all possible phases of the campaign has been outlined this year, with the trailer, "You'll Never Walk Alone," featuring Howard Keel, being made available free to theatres through National Screen Service.

father of sound engineer Al Edwards, and Sam Derringer's daughter.

Major Everett Callow, now stationed in Tokyo, Japan, reported his safe arrival after a three-day stopover in Hawaii. He was due to leave for Korea on an assignment that was to take him to the peace talks. . . . Congratulations go to Jackie Sanpere, formerly of the contact department, on her new "Toni"—spelled "Anthony." . . . Bill Charles, head, sound department, left the hospital, and is at home. Everyone is happy that he is making such fine progress.

Sid Gross, Joe Bernhard's public relations director, was in working with Harold Marshall, 20th-Fox's Philadelphia exploiteer, on "Japanese War Bride," Stanton. . . . Ed Rosenbaum, Philadel-

Friends Hail McNamee's Phila. Commissionership

PHILADELPHIA—His many industry friends were extending well wishes last week to Frank L. McNamee, who has been appointed Fire Commissioner of the City of Philadelphia.

McNamee, president of United Artists for a short time over a year ago, is associated with Jay Emanuel, publisher, EXHIBITOR, in the operation of theatres in eastern Pennsylvania. He has had other extensive experience, and has been identified with many industry movements. A past Chief Barker, Variety Club, Tent 13, he held important governmental positions during World War II, and his many charitable activities include industry leadership in "The March of Dimes" for many years. He is also treasurer of the pro-football team, the Philadelphia Eagles.

Mayor Clark said, "We are delighted to have obtained the services of a man with McNamee's proven ability and leadership, both in the business world and in public service. We are confident that under his administration, our new fire department will make an outstanding record for its contribution to the every day safety and security of the people of Philadelphia."

Philly Variety Club Inducts New Leaders

PHILADELPHIA—With a capacity crowd on hand, the Variety Club, Tent 13, last week paid tribute to retiring Chief Barker Ted Schlanger and incoming Chief Barker Victor H. Blanc, with Mayor Joseph S. Clark, Jr., heading a list of Democratic and Republican bigwigs, judges, and civic leaders in attendance.

Toastmaster was former U. S. Senator Francis J. Myers, with Jack Beresin, Colonel William McCraw, and Charles E. Lewis present as officers from Variety Clubs International.

Following the invocation by Rev. Dr. David H. Wice and the prayer for the deceased barkers by Rev. Sylvester McCarthy, addresses were made by District Attorney Richardson Dilworth, Colonel McCraw, and Mayor Clark, all of whom lauded Schlanger and Blanc. The presentation to the retiring Chief Barker, a watch, was made by dinner chairman Jack H. Greenberg, on behalf of the tent. Colonel McCraw then installed the new officers.

Schlanger reviewed the year's accomplishments while Blanc indicated the club's planning for the new year, boosted participation in "The March of Dimes," and announced his committee heads.

Presentation of a fireman's suit to Frank L. McNamee, a past Chief Barker recently appointed Fire Commissioner, was a highlight.

The annual welfare awards followed, with Beresin handling the chores.

phia, Columbia exploiteer, out on the road again, wrote in from Boston. . . . Francis Anthony, manager, Capitol, York, Pa., is the proud papa of a little daughter, Mary Theresa. . . . Bernice Herman, A. J. Vanni's secretary, is back at her desk after an operation. . . . Jimmy Ashcraft was working on Columbia's "The Barefoot Mailman" with Al Plough, Stanton manager. . . . Erv Blumberg's many friends were sorry to learn of the death of his father-in-law, Gus Besterman.

District of Columbia Washington

An official welcome for Loretta North, "Miss Kangaroo," was extended as the 19-year-old beauty contest winner arrived by plane from San Francisco to present a letter of introduction from Australian Prime Minister Robert Menzies to a representative of the American government. On the first lap of her national tour on behalf of the 20th Century-Fox Technicolor production, "Kangaroo," Miss North in addition to civic ceremonies, crowded into her one day Washington schedule four television and radio appearances, newspaper interviews, and a tour of the city accompanied by a battery of newspaper photographers.

Columbia held the second of a series of sales meetings of home office executives, division, and branch managers, at the Statler Hotel. Attending from the

home office were general sales manager A. Montague, assistant sales manager Rube Jackter, circuit sales executive Louis Astor, and George Josephs, assistant to Montague. Present from the field were midwestern division manager Sam Galanty; Washington branch manager Ben Caplon; Cleveland branch manager Oscar Ruby; Cincinnati branch manager Phil Fox, and Pittsburgh branch manager Jack Judd.

Pete DeFazio, WB branch head, was married recently. The trade wishes him its best.

Gian Carlo Menotti, dramatic composer, was in for the premiere of his "The Medium" at the Playhouse. . . . Orville Crouch and Jack Foxe can breathe a sigh of relief, now the shooting of "Mr. Congressman" at the Capital building has been completed.

The Little will donate all proceeds from a special showing of "The Pool of London" to the Damon Runyon Memorial Cancer Fund. . . . Lloyd Hadaway is the latest Warnerite to join the Sears Roebuck organization. He was Savoy manager until last year.

MGM—Anna Ridgely, cashier, had a bout with bronchial pneumonia. . . . Pete Prince, ordinarily the Baltimore, Md., salesman, is working out of Charlotte for four or five weeks. . . . Rudolph Berger accepted membership on the board of trustees of the District of Columbia Society for the Prevention of Blindness.

RKO—Lillian Robertson, assistant cashier, and her husband, Earl, celebrated their 18th wedding anniversary. . . . Miss Agnes Turner is back from Warrenton, Va., where she was toastmaster at the Soroptimist Club banquet.

MONOGRAM—Sam Mellits, Denton, Md., is in Graduate Hospital, Philadelphia, with a back injury. . . . Al Wheeler is back from his vacation. . . . Florence Carden, birthdayer.

PARAMOUNT—Salesmen Jack Howe, Harry Valentine, and George Kelly are back from their vacation.

NATIONAL SCREEN SERVICE—Betty Richardson's son is in Providence Hospital.

REPUBLIC—Jane Sims celebrated her birthday. . . . Ida Leniek gave blood in personal answer to the appeal. . . . Bill Buck, Rising Sun, Md., dropped in.

KAY—Joe DiMaio was back from Baltimore, Md., and Frederick, Md.

U-I—John Scully, district manager, was in. . . . Jack Benson is back from a vacation in Florida.

WARNERS—Johnny Gorst had pneumonia.

COLUMBIA—Douglas Connell, Elkton, Md., was in. . . . George Willis is the new assistant shipper. . . . Sid Zins, was working on "Indian Uprising."

SANDY—Sylvester Sandy is permanently located in Charlotte at the new branch office. —RICK LAFALCE

TRADE SCREENINGS

PHILADELPHIA

RKO—(Earle) Jan. 17, 8.30 p.m., "The Las Vegas Story" (Jane Russell, Victor Mature, Vincent Price).

RKO—(250 North 13th) Jan. 18, 2.30, "Trail Guide" (Tim Holt, Richard Martin); 22, 2.30, "At Sword's Point" (Cornel Wilde, Maureen O'Hara) (Technicolor); Feb. 5, 2.30, "Tembo" (Howard Hill) (Anseocolor).

MGM—(1223 Summer) Jan. 21, 11, "Invitation" (Van Johnson, Dorothy McGuire, Ruth Roman, Louis Calhern); Feb. 15, 11, "The Belle Of New York" (Fred Astaire, Vera-Ellen, Keenan Wynn) (Technicolor).

WARNERS—(230 North 13th) Jan. 23, 2.30, "This Woman Is Dangerous" (Joan Crawford, Dennis Morgan, David Brian); 30, 2.30, "The Big Trees" (Patrice Wymore, Kirk Douglas, Eve Miller) (Technicolor).

Delaware Wilmington

The trade was sorry to hear of the death in Pennsville, N. J., of Charles A. Pappa, Jr., 63, brother of Frank J. Pappa, electrician, S-W Queen, and president, Local 284. Charles Pappa was a member of Local 8. . . . Freddie DeLaurentis was pinch-hitting for Homer Hickman, S-W Queen, on the sick list. . . . Jay Colella rejoined the S-W

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EQUITY FILM—1001 N. Jersey Ave., N.W., Washington, D. C.
CAPITAL FILM—309 N. 13th St., Philadelphia

Warner. . . . Mel Geller, Brandywine Drive-In, is planning to add an auto racing track adjacent to the drive-in, to be used as a parking area during the Sunday speed events.

—HENRY L. SHOLLY

Maryland Baltimore

When Walter Gettinger, owner, Fine Arts, explained in Central Police Court that showing a reissue of "Dante's Inferno" for five days minus the Maryland Censor Board's seal of approval was an oversight, Magistrate Levin dismissed the case. Gettinger had been summoned to appear in response to a complaint filed by chairman Sydney Traub, Censor Board. When the film finally was submitted this time, the lines taken out in 1935 were allowed to remain.

Charles Reisinger, Edgewood projectionist, suffered a gall attack, and was moved to Mercy Hospital. . . . Harry Daniel, Boulevard projectionist, was injured in an auto accident on his way to work. . . . Russell Harrington, Red Wing projectionist, is suffering from bursitis. . . . Stage fixtures, curtains, and wall coverings were burned during a fire at the Madison. The cause of the blaze was undetermined. The theatre was not open for business.

Warner Theatres opened the newly remodeled Frederick, Frederick, Md., with Jack Forney in charge. Rodney Collier attended along with George Crouch, Frank LaFalce, Barney Read, and Charles Grimes, from Washington office. . . . Robert Smeltzer, district manager, Warners, addressed a meeting of the Motion Picture Theatre Owners of Maryland, Inc.

Peter Prince, MGM salesman, has been transferred to Charlotte. Jerry Adams will cover the territory out of Washington. . . . Dave Stocker, assistant manager, Valencia, went into the air force, and his job was filled by Edward Sease, assistant in Loew's publicity office. Eileen Brent is the new publicity assistant. . . . Milton Schwaber, owner, Linden and Playhouse, is back, from a Florida vacation. So is Jack Sydney, head, Loew's public relations man.

—G. B.

Leonardtwn

"Lucky Night" continues at the New, manager Bob Wentworth says. . . . "More" Hurdle, former projectionist, Plaza, Lexington Park, Md., returned from attending Naval photographic school, New York City.

New Jersey Atlantic City

In a disastrous fire, the Globe, the resort's only burley house, was gutted completely, being in direct line of the city's worst fire.

Mays Landing

N. E. Packwood closed the Ritz.

Roebing

The Roebing closed.

Trenton

Operation of the RKO State is to be by Drew Theatres Corporation. Bert Sanford president, is to direct the State following completion of a lease transfer.

Tuckertown

Iz Hirschblond closed the Community.

Pennsylvania Harrisburg

An armed bandit robbed the Star of \$237.86. Dora Benson reported the robber rapped at the cage door, and forced her to hand over the money.

The staff of the State had a gay time at a Christmas party. Gifts were exchanged. Jerry Wollaston, manager, and Spike Todorov, assistant manager, received gifts from the staff.

Gene Plank, manager, Reading Drive-In, is wintering in Harrisburg again, serving as assistant manager, Senate.

The Junior Town stage show was resumed at the Rio, broadcast as usual over WCMB now on a new frequency with 5000 watts. Ed Smith again m.c.'s the show. Manager Francis Deverter formally welcomed the return of the talent hunt presentation. . . . All theatres have attractive lobby displays for "The March of Dimes." . . . For "I'll Be Seeing You," the State had a number of music tie-ins with stores and on the radio, with a jukebox setup in the lobby.

Reading

Dr. Harry J. Schad, president, Schad Theatres, Inc., was reelected vice-president, the Reading Fair, at its annual meeting. Paul H. Esterly, manager, Strand, was reelected racing secretary.

Clifford M. Gieringer, 51, who worked in various theatres as a member of the crews which presented motion pictures here more than 35 years ago, and served in sound crews presenting the first sound pictures in Reading, died in the Reading Hospital. Employed in the Warner as a projectionist, he worked last on Christmas Day. Another Warner projectionist, Thomas A. Marford, died in December. Gieringer worked in the old Victoria before he was 15 years old, in 1914. Next year, he took a job in the Victor, owned by Luke Carr, now dead, and Dr. Harry J. Schad, and continued with the Carr and Schad firm in the Princess and Arcadia. He helped to operate the first sound film shown in Reading, in the Arcadia, now the Astor, in 1927, working at that time with Harford. Later, Gieringer worked in the Capitol, State, Strand, and Warner. For a short time he operated a hotel business in Oley, this county, and then returned to the Warner, where he was employed, in all, for 10 years.

Manager Emanuel Rosenberg, Park, showed "The Kidnapper's Foil," produced in Reading with a cast of Reading children.

Birk Binnard, new lessee, Penn, West Reading, has made a small reduction in admission charges, bringing them in line with those of other neighborhood houses.

Virginia Norfolk

Stanley Barr, manager, Colonial, will relax aboard the S. S. Ryndham on a South American Cruise. Sailing with him will be his wife, two children, and father. . . . Martin V. Brinkley, Jr., Loew's, was a visitor on the set of MGM's "Mr. Congressman" in Washington. . . . A new radiant glass beaded screen has been installed at the Dale. . . . Richard McClenny is the new attendant at the Dale. . . . Evelyn Butler, Levine Circuit office, has been ill.

Richmond

A one-day series of meetings has been set for Feb. 13 by A. Frank O'Brien, chairman of arrangements for the annual winter meeting of the Virginia Motion Picture Theatre Association. The meetings will deal primarily with theatre problems of the various costs of operation and new methods of improving them. It is planned to concentrate on the business aspects of meetings, and not on the pleasure side, O'Brien said. No banquets or dances are scheduled. Headquarters for the meetings is the Jefferson Hotel.

Variety Club

Tent 13, Philadelphia

The following committee chairmen were appointed: Meyer Adelman, welfare; Jack Beresin, Heart fund; George Sobel, house; Jay Emanuel, publisher, EXHIBITOR, budget; Leonard Matt, membership; Robert Adelman, public relations; Edward Emanuel, ball game; Harold Cohen, golf tournament, and Martin Ellis, infantile paralysis, with Harold Seidenberg, Harry Botwick, and Sidney Samuelson as assistants.

Awards in the "Heart Fund" campaign went to Ruth Cherry, 5345 Montgomery Avenue, Philadelphia, automobile; Mrs. A. Tripp, 331 Wellesly Street, Philadelphia, mink jacket; "Scoop" Lieberman, The Observer, cruise; Raleigh See, Lancaster, Pa., projector and camera; Joseph Sakalosky, Camden, N. J., sterling silver; John Kebea, 2649 Bouvier Street, Philadelphia, air-conditioner, and Jennie Eva Brantley, 241 Garrette Street, Philadelphia, golf set.

Cyrus Liberman has been appointed director for the club. This is a new post, which will combine executive duties plus fund-raising supervision. Liberman comes to his assignment with plenty of experience, and the club expects that his efforts will be of definite value.

A gift of \$4000 from the Main Line Ladies Sewing Circle, to be used for another cabin at the club's camp to be dedicated to the late David Barrist, was announced at the recent dinner. In addition, a \$2000 gift from Daniel Murphy, a non-member who has been moved by the club's charitable activities, was also revealed.

"The Model and The Marriage Broker" was screened through the courtesy of 20th-Fox. "Sailor Beware" will be screened on Jan. 20 through the courtesy of Paramount.

COLUMBIA

The Old West (473)

WESTERN
61M.

ESTIMATE: Good Autry.

CAST: Gene Autry, Pat Buttram, Gail Davis, Lyle Talbot, Louis Jean Heydt, House Peters, Sr., House Peters, Jr., Dick Jones, Kathy Johnson, Don Harvey, Dee Pollock, Raymond L. Morgan. Produced by Armand Schaefer; directed by George Archainbaud.

STORY: Gene Autry catches wild horses, selling them to the stage line. Lyle Talbot, who raises horses in addition to running the gambling and drinking places is anxious to wipe out Autry. Autry beats up two of Talbot's men who had been making trouble, and the men steal a gun from the stage line office run by Gail Davis, and ambush Autry. Wounded, he is found by peddler Pat Buttram and parson House Peters, Sr. While Peters is helping to nurse Autry back to health, he convinces him not to seek revenge. When the two culprits are captured, the town wants to string them up, but Autry helps them to escape. Talbot almost convinces the stage line manager to use his horses but to settle the dispute a stagecoach race is organized. Before the race, Kathy Johnson, young daughter of stage driver Louis Heydt, discovers two of Talbot's men working on Autry's wagon. The men knock her unconscious. Heydt, going blind but ashamed to admit it, rides for Talbot, but gets wrecked because of his eyes. Autry also fails to finish because of the faulty wheel. When she is revived, Johnson identifies her attacker, and Talbot's schemes are revealed. In trying to escape, Talbot is killed, and soon the prayer meeting replaces the saloons.

X-RAY: In addition to the usual amount of western action, this offers some trick riding by Champion and Champ, Jr., and a dash of religion. The experienced cast performs its chores with their usual skill. Songs heard include: "Somebody Bigger Than You And I" and "Music By The Angels." The screen play is by Gerald Geraghty.

TIP ON BIDDING: Usual series price.

AD LINES: "A Gang Of Killers Become Aware Of A Force Stronger Than Bullets"; "Gene Autry And Champion Blaze A Brand New Trail Of Western Action And Adventure"; "Gene Autry In A Battle Against The Hand Of Death."

Scandal Sheet

DRAMA
82M.

ESTIMATE: Names should help interesting newspaper yarn.

CAST: John Derek, Donna Reed, Broderick Crawford, Rosemary DeCamp, Henry O'Neill, Henry Morgan, James Millican, Griff Barnett, Jonathan Hale, Pierre Watkin, Ida Moore, Ralph Reed, Luther Crockett, Charles Cane, Jay Adler, Don Beddoe. Produced by Edward Small; directed by Phil Karlson.

STORY: Broderick Crawford is the dynamic editor of a New York newspaper, which he turned into a tabloid sheet dealing with the sensational. John Derek, a reporter, Crawford's protege, is a believer in his way of journalistic coverage while Donna Reed is a feature writer on the staff who loves Derek but doesn't care for the Broderick type of newspaper. At one of Crawford's stunts, a "Lonely Hearts Ball," Rosemary DeCamp recognizes Crawford as her husband, who deserted her 20 years back, and who changed his name. Later, in her room, she threatens to expose him, and he strikes her. She dies, Crawford removes all clues to her identity, and makes it look like an accident, but

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The original *Pink Section* Evaluation of features, short subjects.

SECTION TWO
Vol. 47, No. 11

JANUARY 16, 1952

Derek discovers that she was murdered. Crawford is about to redeem a pawn-ticket taken from her effects when he runs into Henry O'Neill, a former ace newspaperman, now an alcoholic, and Crawford gives him some money to be rid of him. Included by mistake, is the pawn-ticket for a suitcase which O'Neill redeems, and in it is a picture of Crawford and DeCamp. O'Neill tries to get Reed and Derek to meet him but Crawford kills him. Derek and Reed, more determined than ever, find the justice who performed the marriage. He identifies Crawford, the police arrive and a bullet kills Crawford.

X-RAY: An interesting, generally suspenseful story has been combined with good performances and capable production and direction, so with the Crawford, Derek, and Reed names to help, this shapes up as an okeh programmer that has saleable angles. Crawford pull should be a special factor. The screen play is by Ted Sherdeman, Eugene Ling, and James Poe, based on the novel "The Dark Page" by Samuel Fuller.

TIP ON BIDDING: Fair program price.

AD LINES: "A Hardhitting Tale Of Two Newspapermen And A Girl Reporter"; "He Wrote His Stories To Sell Newspapers"; "Anything That Would Sell Newspapers Was Fit For His Front Page."

LIPPERT

Tales of Robin Hood (5008)

ADVENTURE
DRAMA
60M.

ESTIMATE: For the lower half.

CAST: Robert Clarke, Mary Hatcher, Paul Cavanagh, Wade Crosby, Whit Bissell, Ben Welden, Robert Bice, Keith Richards, Bruce Lester, Tiny Stowe. Produced by Hal Roach, Jr.; directed by James Tinling.

STORY: When the Saxon earl of Chester refuses to bend to the will of the Normans, he is killed by Keith Richards. Before the earl dies, he bids his friend, Whit Bissell, to take his young son into Sherwood Forest. The years go by, and the boy becomes a man, Robert Clarke, leader of a band who rob the rich and befriend the poor. A constant thorn in his side, Norman lord Paul Cavanagh orders Richards to capture Clarke. For his reward, Richards will wed Cavanagh's ward, Mary Hatcher. Richards plans an archery contest, knowing that Clarke will not be able to resist. Meanwhile, Clarke and his men rescue Hatcher and friar Ben Welden from some bandits, but, when Hatcher learns who Clarke is, she becomes hostile. Wearing a disguise, Clarke goes to the

archery contest, and easily defeats the other contestants. Richards and his men attack, but Clarke fights his way out, and Richards is accidentally killed by his own soldiers. The close call makes Hatcher realize that she loves Clarke, and she remains in the forest. While most of the band is away, Cavanagh's men raid the camp, and take back Hatcher. Clarke and his men go to the castle to rescue her. After a short battle, Clarke has Cavanagh at his mercy, and he persuades the Norman to return his estates.

X-RAY: With slight variations, this presents the slightly worn and very familiar Robin Hood yarn, with the accent on the type of action and dialogue that appeals to the younger set. With a theme that still has some drawing power, this entry is okeh for the lower half. The screen play is by Leroy H. Zehren.

AD LINES: "More Thrilling Exploits Of The World's Favorite Scoundrel"; "See Exciting . . . New . . . Untold Adventures Of Robin Hood"; "New Excitement With The Merry Master Of Thrills And Romance."

MONOGRAM

Lawless Cowboys (5155) WESTERN 58M.

ESTIMATE: Okeh series entry.

CAST: Whip Wilson, Fuzzy Knight, Jim Bannon, Lee Roberts, Pamela Duncan, Stanford Jolley, Bruce Edwards, Marshall

We "LAY IT ON THE LINE" . . .
and call a "Stinker" a "Stinker"



There is no bunk or side stepping . . . but just cold honest evaluation in these . . .

MOST FACTUALLY HONEST
of all Trade Press REVIEWS

Don't take our word for this.
Check 'em against your playoff!

Reed, Richard Avonde, Richard Emory. Produced by Vincent M. Fennelly, directed by Lewis Collins.

STORY: Whip Wilson, investigating a betting ring bribing rodeo performers to throw certain events, is helped by honest rider Jim Bannon. They expose as leaders of the gambling ring Lee Roberts, wealthy saloon owner, and Richard Avonde, gambler. The sport remains clean.

X-RAY: With the fix angle incorporated in the screen play by Maurice Tombragel, this is an okeh action western with several innovations, including the expert use of Wilson's whip on three occasions. There is plenty doing all the way.

AD LINES: "Steel Fisted Action"; "Whip Wilson Lashes Out At Frameup Ring"; "Fear-Frenzy Grips A Frameup Gang When A One-Man Law Enforcer Takes Over."

RKO

The Las Vegas Story

MELODRAMA
88M.

ESTIMATE: Names should help interesting melodrama.

CAST: Jane Russell, Victor Mature, Vincent Price, Hoagy Carmichael, Brad Dexter, Gordon Oliver, Jay C. Flippen, Will Wright, Bill Welsh, Ray Montgomery, Colleen Miller, Robert Wilke. Produced by Robert Sparks; executive producer, Samuel Bischoff; directed by Robert Stevenson.

STORY: Vincent Price, supposedly wealthy investment broker, and wife, Jane Russell, get off their train for a stop at Las Vegas, Nev., where she used to work as a vocalist in a night club. Price, in financial difficulties, hopes to make some money at the gaming tables, while Russell recalls the past when she and Victor Mature, then a soldier, were in love but he left for the wars, and she married Price. Russell meets Mature, now on the Las Vegas police force, and, though they are reluctant to dig up the past, realize that there is still some feeling between them. Price loses steadily, and finally puts up Russell's \$150,000 necklace as security for a small loan with Robert Wilke, night club owner. Wilke is murdered, and the necklace is missing. Price is held. Mature finds that Brad Dexter, representative for the insurance company that insured the necklace, is the killer, and learns that Dexter left with Russell as a hostage. He chases the car in a helicopter in a pursuit which ends in a gun duel, with Mature, the victor, killing Dexter, and rescuing Russell and the necklace. Price, freed of the murder charge, is rearrested on an embezzlement charge. Russell decides to get her job back as vocalist while waiting for her divorce to come through so she can marry Mature.

X-RAY: This meller has moments of interest, Russell, costumes, spicy dialogue at times, a story that holds up fairly well, a thrilling climactic chase involving an automobile and helicopter, and adequate direction and production. As a fair programmer, it should be helped by the names as well as the music by Hoagy Carmichael. Songs heard include "My Resistance Is Low", "I Get Along Without You Very Well", and "Monkey Song." The screen play is by Earl Felton and Harry Essex, based on a story by Jay Dratler.

TIP ON BIDDING: Fair program price.

AD LINES: "Adventure And Romance In Las Vegas"; "A Police Helicopter Chases An Auto In A Thrilling Climax To A Thrill-packed Story"; "Thrills And Chills."

Snow White and the Seven Dwarfs

CARTOON
80M.

(Disney)

(Technicolor) (Re-release)

ESTIMATE: Reissue of classic has all the angles for the selling.

CREDITS: Adapted from Grimm's fairy tales. Produced by Walt Disney studios, supervising director, David Hand.

STORY: Snow White, the scheming queen transformed into a witch, the seven dwarfs, and the animals of the forest all become life-like characters, moving so convincingly through the fairy tale that it becomes a real living thing of beauty, tragedy, and color magnificence.

X-RAY: When first reviewed in THE SERVICESECTION of January, 1938, and when first re-released in November, 1943, it was said: "This is a revelation in animated screen entertainment, displaying mood and tempo with a master stroke. Romance, pathos, drama, and genuine heart interest, combined with artistic craftsmanship, make this nothing short of a boxoffice smash, just what the doctors ordered for old and young alike. It is truly a remarkable piece of artistry and grand entertainment from fadein to fadeout." Songs heard are: "Hi Ho", "Someday My Prince Will Come", "With A Smile, With A Song", "Whistle While You Work", "The Wishing Well Song", "One Song", "Dig A' Dig A' Dig", "I'm Wishing", and "The Dwarf's Yodel Song."

TIP ON BIDDING: Better than usual re-issue price.

AD LINES: "The Screen's Most Popular Feature-Length Cartoon Brought Back By Popular Demand"; "Thrill Again To All The Delights Afforded By The Screen's Greatest Feature Cartoon"; "Walt Disney's Master-Work Brought Back To Please Young And Old."

REPUBLIC

Stormbound (5032)

MELODRAMA
60M.

(Italian-made)

ESTIMATE: Okeh import for the duallers.

CAST: Constance Dowling, Andrea Checchi, Aldo Silvani, Bianca Doria, Mirko Ellis, Tino Buazzelli, Paola Quattrini. Produced by Aldo Raciti; directed by Luigi Capuano.

STORY: American reporter Constance Dowling comes to Italy for an interview with notorious bandit Andrea Checchi, whom she regards as a dashing figure but she finds him to be a mean, vicious criminal. Checchi forces Dowling to drive him past a military patrol which has him surrounded, and the bandit is wounded. With the police on his trail, and a violent storm raging, Checchi forces Dowling to drive him to a hut inhabited by peasant Aldo Silvani, owner of the ferry with which Checchi intends to make his escape as soon as the river subsides, the old peasant's young wife, Bianca Doria; their daughter, Paola Quattrini, and Mirko Ellis, young lover of Doria. Forced to spend the night in the hut. Checchi tries to make love to Dowling, but is thwarted by Ellis. The little girl suffers an attack of diphtheria. Only an injection of serum can save her from death, but Checchi won't allow anyone to leave the hut. As the police search the hut, Checchi hides with Dowling and the sick girl in a loft, hoping that the others will get rid of the police since the child is a hostage. The absence of the child from the hut arouses the suspicions of the police. After the police leave, Checchi adds to the tenseness of the situation by revealing to Silvani that Ellis is his wife's lover. Ellis tries to kill Checchi with a pistol, but is beaten to the

draw, and killed. The police are drawn back to the hut by the gunfire, and warn the occupants that everyone inside will be shot unless Checchi gives himself up. Checchi finally gives in to Dowling's urging that he surrender, but as he leaves the hut he opens fire on the police, and they cut him down.

X-RAY: Characterized by realism and heavy emotionalism, this shapes up as a fairly tense and exciting melodrama. With Dowling especially noteworthy, the cast is uniformly good. The pace tends to lag in spots where the lightweight plot fails to support action, but interest is maintained generally. English dialogue has been dubbed in expertly. With little marquee value in the cast and too little substance in the story for the art houses, this seems well suited for the double bills. The screen play was written by Comenico Meccoli, Fulvio Palmieri, and Corrado Pavolini.

AD LINES: "All That A Woman Could Lose She Risked To Meet A Hunted Killer On A Lonely Rain-Swept Peak!"; "Caught In A Web Of Violence . . . A Girl And A Hunted Killer!"; "What Made A Beautiful American Girl Seek A Desperate Outlaw In Italy?"

20TH-FOX

Japanese War Bride (202)

DRAMA
92M.

ESTIMATE: For the duallers.

CAST: Shirley Yamaguchi, Don Taylor, Cameron Mitchell, Marie Windsor, James Bell, Louise Lorimer, Philip Ahn, Sybil Merritt, Lane Nakane, Kathleen Mulqueen, Orley Lingren, George Wallace, May Takasugi, William Yokota, Susie Matsumote, Weaver Levy. Produced by Joseph Bernhard and Anson Bond; directed by King Vidor.

STORY: Wounded in Korea, Don Taylor is cared for by Japanese nurse Shirley Yamaguchi, of the Red Cross. He falls in love, marries her, and brings her to California, where his father, James Bell, and brother, Cameron Mitchell, try to make Yamaguchi feel at home, but Taylor's mother, Louise Lorimer, and Mitchell's wife, Marie Windsor, an old flame of Taylor, hold themselves aloof. Yamaguchi bears up well despite the friction, which is accentuated by her friendship for Nisei Lane Nakano and sister, Mae Takasugi. Windsor, with a yen for Taylor, tries to stir up trouble. A baby is born to Taylor and Yamaguchi, and an anonymous letter accuses Nakano of being the father. Yamaguchi runs away, but Taylor learns Windsor is behind it all, and goes after Yamaguchi and his child. The two decide to make a go of it, with help from all the family.

X-RAY: Posing a problem, the dilemma of a mixed marriage, this, however, is much too lengthy, considering the subject matter, and will have to fit into the lower half. The subject matter is very exploitable although everything has been handled in good taste. Performances are adequate, with Yamaguchi, in her first American film, very attractive. However, the script limits her dramatic capabilities to a definite degree. The story was written by Anson Bond.

TIP ON BIDDING: Low bracket.

AD LINES: "They Married For Love . . . But The World Didn't Understand"; "They Said Another Man Fathered Her Child . . . What Would You Have Done?"; "Can East Marry West? . . . See For Yourself."

Phone Call From A Stranger (204)

DRAMA
96M.

ESTIMATE: Good program.

CAST: Shelley Winters, Gary Merrill, Michael Rennie, Keenan Wynn, Bette Davis, Evelyn Varden, Warren Stevens, Beatrice Straight, Ted Donaldson, Craig Stevens, Helen Westcott, Sydney Perkins, Hugh Beaumont, Thomas Jackson, Tom Powers, Nestor Paiva. Produced by Nunally Johnson; directed by Jean Negulesco.

STORY: Because his wife, Helen Westcott, had just ended an affair with another man, lawyer Gary Merrill runs away, and boards a plane to Los Angeles. Other passengers include Shelley Winters, who couldn't dent Broadway with her singing and dancing ability; doctor Michael Rennie, and loud-mouthed salesman, Keenan Wynn. The plane is forced down in a small town, and the four become friendly. Wynn shows a snapshot of his wife, Bette Davis, in a scanty bathing suit. Rennie tells Merrill that years before he had been responsible for the death of three people in an auto crash while intoxicated, his wife lying a save him from prison. The plane takes off, and later crashes. Merrill survives, the others being killed. He takes it upon himself to visit the families of the other three people. At Rennie's home, he meets the wife, Beatrice Straight, and helps bring back the latter's son, Ted Donaldson, who has run away because of the strained relations between Rennie and Straight. At the night club of Winters' mother-in-law, Evelyn Varden, Merrill concocts a story that makes Varden feel like a heel for standing between Winters and her husband, Craig Stevens. At the Wynn home, Merrill finds Davis a cripple. Her story illustrates how good a husband Wynn was. This leads to a reconciliation via phone between Merrill and Westcott.

X-RAY: Well-made, aided by an excellent script, above average acting, and all-around quality, this is a good show that should benefit from word-of-mouth. It has the Winters, Merrill, Rennie, Wynn, and Davis names for the marquee, with Davis having the best part of all; high rating direction, intelligence in the handling, and superiority in many departments. While a bit adult in its appeal, it has interest for all audiences. It was written by I. A. R. Wylie.

TIP ON BIDDING: Good program price.

AD LINES: "Their Lives Were Tied Together . . . By The Spectre Of Death"; "The Strange Story Of Four Lives . . . Affected By 'Phone Call From A Stranger'"; "Bette Davis . . . Gary Merrill . . . Shelley Winters . . . Michael Rennie . . . In The Surprise Picture Of The Year."

U-International

Here Come The Nelsons COMEDY 76M.

ESTIMATE: Pleasing comedy for the neighborhoods and duallers.

CAST: Ozzie Nelson, Harriet Nelson, David Nelson, Ricky Nelson, Rock Hudson, Barbara Lawrence, Ann Doran, Jim Backus, Gale Gordon, Paul Harvey, Ed Max, Sheldon Leonard, Chubby Johnson. Produced by Aaron Rosenberg; directed by Frederick de Cordova.

STORY: Barbara Lawrence, sister of an old college pal of Ozzie Nelson, comes to town with a rodeo which is a feature of the Centennial. Nelson invites her to stay as guest without first consulting wife Harriet Nelson. At the same time, the latter invites Rock Hudson, who is a suitor of Lawrence, to stay as a guest in the sole spare room, mistaking him for an old friend of her husband. This leads to the usual complications, further developed

by the fact that Nelson must come through with an ad campaign for ladies' foundations. Nelson enters a bronc contest, and is thrown; the Nelson children believe the initials, FBI, on Hudson's luggage stands for Uncle Sam's men whereas actually they do not. In the windup, some gangsters who become involved are captured, Nelson comes through with a swell idea for the ad campaign, and Hudson clinches with Lawrence.

X-RAY: This lightweight comedy may mean something where the radio draw of the Nelsons is a factor, but otherwise it is dual bill material, pleasing for the small town and family trade but that's about all. The film, made on a modest budget, and based on the radio show, makes use of familiar situations, and everything that can be expected happens. The story is by Ozzie Nelson, Donald Nelson, and William Davenport. The tieup opportunities are many.

TIP ON BIDDING: Low bracket.

AD LINES: "Here Come The Nelsons . . . With Plenty Of Laughter"; "What A Time When The Nelsons Go To Town"; "Your Radio Favorites . . . In The Year's Most Hilarious Comedy."

Meet Danny Wilson COMEDY WITH MUSIC 86M.

ESTIMATE: Names should prove a factor in the selling.

CAST: Frank Sinatra, Shelley Winters, Alex Nicol, Raymond Burr, Tommy Farrell, Vaughn Taylor. Produced by Leonard Goldstein; directed by Joseph Bevely.

STORY: Singer Frank Sinatra, who has a yen for fighting with night club customers, is kept in line by his pal-pianist, Alex Nicol. The boys aren't getting anywhere until singer Shelley Winters gets them a break with racketeer Raymond Burr, who hires them for his club, cutting in on a 50 per cent ownership of Sinatra. Sinatra clicks, and starts to fall for Winters, whom Burr likes. Actually, Winters admires Nicol. Burr later has to go into hiding because of a killing. Sinatra gets a Hollywood contract, and asks Winters to meet him there. He learns then that Winters and Nicol are in love, and splits with Nicol. Burr appears for his cut of Sinatra's earnings, and Nicol is shot during the brawl. Sinatra, however, keeps the date with Burr, and later shoots it out with Burr and gang. Burr is killed. Sinatra, realizing the true facts, makes up with Nicol, and the latter clinches with Winters. The three go to London for a date at the Palladium.

X-RAY: This covers the familiar path of the usual night club gangster stories with the returns depending on the Sinatra-Shelley pull. The story is lightweight, but it serves as a thread for several songs, among them "All Of Me", "How Deep Is The Ocean", "She's Funny That Way", "That Old Black Magic", "When You're Smiling", "You're A Sweetheart", "Lonesome Man Blues", "I've Got A Crush On You", and "A Good Man Is Hard To Find." The story was written by Don McGuire.

TIP ON BIDDING: Fair program price.

AD LINES: "Meet Danny Wilson . . . A Guy With A Heart"; "He Hit The Big Time . . . But Another Guy Did Double Time With His Gal"; "Frank Sinatra . . . Singing As Never Before . . . In 'Meet Danny Wilson'."

WARNERS

Room For One More COMEDY DRAMA 95M.

ESTIMATE: Good programmer.

CAST: Cary Grant, Betsy Drake, Lurene Tuttle, Randy Stuart, John Ridgely, Irving

Bacon, Mary Lou Treen, Hayden Rorke, Iris Mann, George Winslow, Clifford Tatum, Jr., Gay Gordon, Malcolm Cassell, Larry Olsen. Produced by Henry Blanke; directed by Norman Taurog.

STORY: Betsy Drake and Cary Grant are the parents of Malcolm Cassell, Gay Gordon, and George Winslow. Their modest home is not only overrun by stray pets but Drake also decides to take in 13-year-old Iris Mann from the welfare home. Grant, who finds that stretching his salary as a city engineer to cover their own needs is hardly adequate, agrees to keep her two weeks. Mann, the unwanted daughter of divorced parents, is hard to get along with but Drake breaks her down so that she becomes one of the family. Lurene Tuttle, welfare home director, arrives to take her back but Grant lets Mann stay. Later as they all prepare to go to the shore for the summer, Drake tells Grant that they have another child coming along with them, a crippled boy with braces, who is described as retarded and mean, Clifford Tatum, Jr. At first Tatum won't talk or play with the others, but Drake breaks him down, and the other youngsters get him interested in scouting. By the time he makes Eagle Scout, he is able to walk without braces, and really thinks of Grant and Drake as his parents. Finally they leave all their charges with a neighbor one night so that they can get in a little time together for a change.

X-RAY: This should go over well with all types of audiences. It will provide its viewers with laughter, warmth of the heart, an occasional tear, and a feeling of having witnessed some better than average entertainment. Word-of-mouth should be very good, with praise going to Grant, Drake, and the versatile youngsters. The direction and production are in the better class. The screen play is by Melville Shavelson and Jack Rose, from the book by Anna Perrott Rose.

TIP ON BIDDING: Good program price.

AD LINES: "Cary Grant And Betsy Drake Love Youngsters, And Their House Is Really Loaded With Them"; "Fun For All The Family As Cary Grant And Betsy Drake Try Their Hand At Raising A Big One"; "A Wonderful Evening Of Entertainment."

MISCELLANEOUS

The Vanishing Outpost WESTERN 57M.

(Western Adventure)

ESTIMATE: Okeh outdoor show.

CAST: Lash La Rue, Al St. John, Riley Hill, Clarke Stevens, Bud Osborne, Lee Morgan, Ted Adams, Ray Broome, Cliff Taylor, Archie Twitchell, Sharon Hall. Produced and directed by Ron Ormond.

STORY: Lash La Rue and his pal, Al St. John, stop off on their way to a new job, and help out a stranger, Riley Hill. Recognizing the two as U. S. marshals, Hill tells them he is a detective trying to capture bandits. He explains that the gang used a code, and his partner had cracked it before he was killed. Hill wants La Rue and St. John to pick up a coded message that will tell where the entire gang will meet. The heavy reward and the fact that the gang had killed a friend of La Rue influenced them, and the boys get the coded message, and escape from the bandits. Hill decodes the message and asks La Rue to bring the message to his chief, who will be in a ghost town. La Rue and St. John ride into the town, and are met by some of the gang. They fight them off, and contact chief Clarke Stevens, who tells them the gang is holed up in a nearby town. Stevens rides for help while La Rue, St. John, and two agents try to hold the gang at bay. La Rue is almost

killed by one of the leaders, but St. John arrives to save him. La Rue then meets the other leader, and kills him.

X-RAY: Stressing plenty of action, this should please open air regular fans. La Rue is given ample opportunity to use his guns, whip, and fists, and St. John throws in a few laughs. The screen play is by Alexander White.

AD LINES: "Lash Decodes A Letter . . . And Winds Up In The Fight Of His Life"; "When The Law Joins Lash, Outlaws Take Cover"; "Lash La Rue Learns That A Coded Letter Can Carry His Death Notice."

FOREIGN

Bountiful Summer COMEDY DRAMA

(Artkino)

(Russian-made) (English titles)

(Magnicolor)

ESTIMATE: Better than average Soviet import.

CAST: N. Kryuchkov, N. Arkhipova, M. Kuznetsov, M. Bebutova, V. Dobrovolsky, K. Sorokin, M. Krepkogorskaya, E. Maximov. Directed by B. Barnet.

STORY: On one of the large collective farms in Russia after the war, M. Kuznetsov had gone to school to learn book-keeping, and then had returned to the farm, where he is greeted by his old friend, N. Kryuchkov, who is in charge, and N. Arkhipova, with whom he had grown up. Kryuchkov, in love with Arkhipova, is too shy to tell her, and when she seems to be interested in Kuznetsov, he becomes jealous. Kuznetsov takes over his job as bookkeeper, and soon sees that the farm, particularly the live stock section, is not producing to capacity because of poor management. An example of this is M. Bebutova, working in the wheat fields but who had studied live stock operation. Kuznetsov draws up a plan to modernize the running of the farm, but Kryuchkov refuses to accept it because of his jealousy. Finally, the party district leader approves of the new scheme. Bebutova replaces the lazy head of the stock division, and production begins to soar. Kryuchkov forgets his personal feelings, and helps make the improvement general. At the harvest, a record crop is brought in. Amid the rejoicing, Kuznetsov asks Kryuchkov's permission to marry Bebutova, and tells him that Arkhipova is really in love with him.

X-RAY: One of the few post war Soviet imports with elements of romance and even jealousy, in addition to the usual political propaganda, this is an entertaining offering. Shot in Magicolor there are many beautiful scenes showing the rolling Russian farm country. The screen play is by E. Pomesnigov and N. Daleky.

AD LINES: "The Joy And Beauty Of The Harvest In The Soviet"; "A Delightful New Soviet Color Film"; "See What Life Is Like On A Soviet Collective Farm."

The Hideout

MELODRAMA
87M.

(Snader)

(English-made)

ESTIMATE: Keel name may help import.

CAST: Howard Keel, Valerie Hobson, James Donald, David Greene, Michael Balfour, Joan Young, Angela Foulds, Glyn Dearman, Norman Claridge, Edward Evans, Bill Shine, Michael Horden, Edward Palmer. Produced by Anthony Havelock-Allan; directed by Fergus McDonnell.

STORY: The marriage of James Donald and his wife, Valerie Hobson, is near the breaking point. Donald is a sensitive and nervous man, the war having left him

slightly crippled. Donald and Hobson come across a crashed car, and take the two occupants, Howard Keel and David Greene, home with them for medical aid. Keel won't let them telephone for a doctor, and Greene takes their car to rescue a third man, Michael Balfour, from the crash, along with two youngsters, Glyn Dearman and Angela Foulds. Donald and Hobson learn the three men are escaped convicts, while the children are the only survivors from the other car involved in the crash. The convicts are armed, and will not permit anyone to leave the house. One of the children becomes seriously ill, and his suffering has a nerve-racking effect on all, especially Keel, upon whom Donald and Hobson work to break down his nerve. Keel starts to crack, and threatens to shoot the youngster. Balfour dashes out of the house to avoid being mixed up in another murder, and Hobson grabs a gun from Greene, and hands it to Donald, who follows Keel upstairs. Keel is about to shoot the ill boy when police, summoned by the housekeeper, arrive. A shot is heard. Donald shoots Keel to prevent him murdering the sick youth. Donald and Hobson are reunited.

X-RAY: Outside of the Keel name, there isn't much in this import. Art house audiences may remember Valerie Hobson and Donald, but otherwise this is for the lower half.

AD LINES: "Howard Keel In The Surprise Role Of The Year"; "Drama With Terrifying Impact"; "Violence . . . Audacity . . . Sensuality . . . High Voltage Tension."

Landfall

MELODRAMA
87½M.

(Stratford)
(English-made)

ESTIMATE: Well-made import.

CAST: Michael Denison, Patricia Plunkett, Edith Sharpe, Margaret Barton, Charles Victor, Kathleen Harrison, Dennis O'Dea, Margareta Scott, Sebastian Shaw, Maurice Denham, A. E. Matthews, David Tomlinson, Joan Dowling, Frederick Lester, Nora Swinburne, Stanley Rose. Produced by Victor Skutezky; directed by Ken Annakin.

STORY: A warm friendship springs up between flight lieutenant Michael Denison and barmaid Patricia Plunkett. During his patrol flight, Denison sinks what is believed to be a British submarine. A court of enquiry places the blame on his neglect, but orders no penalty. Denison, however, asks for a transfer, and volunteers as a test pilot on experimental rocket work. While he is testing some equipment, he is in an explosion, and is seriously injured. Meanwhile, Plunkett overhears evidence that clears Denison, and it is established that the submarine he sank was an enemy vessel. He recovers, is decorated for his deeds, and is ordered back to his old squadron.

X-RAY: This will probably do okeh in houses using imports or specialty features or it could fit onto the lower half of regular houses. The story is interesting, the performances suitable, and the direction and production adequate. The film is based on the novel by Nevil Shute.

AD LINES: "He Sank A Submarine, And Almost Lost His Rank And His Girl"; "They Were In Love, And A War Was On. What Would You Do?"; "Action Over The English Channel."

Measure For Measure

COSTUME
MELODRAMA
85M.

(Hoffberg)

(Italian-made) (English titles)

ESTIMATE: Okeh for the art houses.

CAST: Alfredo Varelli, Aldo Silvani, Nelly Corradi, Carlo Tamberlani, Caterina Boratto. Directed by Marco Elter.

STORY: The king is to name the new duke of Vienna, and everyone is positive it will be Aldo Silvani, but Silvani's poetry-loving cousin, Alfredo Varelli, is named. While out on a hunt, Varelli stops at a farm house, where he meets Nelly Corradi and her father. Although he is more interested in Corradi's beauty, he listens to her father, who, unaware of Varelli's identity, talks of the new duke. Varelli calls a meeting, and tells everyone that he is taking a long trip, and will leave Silvani rule in his place. Taking the garb of a monk, Varelli remains in the city to see if Silvani is really better suited to rule. As soon as Silvani gets into power, he starts a reign of terror. When Corradi's brother, Carlo Tamberlani, attempts to elope with the girl he loves, he is sentenced to death. When Corradi begs him to release her brother, Silvani agrees if she will become his mistress. Varelli, who, as the monk, has been trying to help Corradi, goes to Silvani's former sweetheart, Caterina Boratto, and explains the situation. Still in love with Silvani, Boratto goes in place of Corradi. Unaware of the switch, Silvani spends the night with Boratto, but then orders the hanging to take place. Just before the execution is to begin, Varelli throws off his disguise. Silvani repents, and returns to Boratto. Varelli and Corradi clinch.

X-RAY: Adapted from Shakespeare, this import, without the poetry and beauty of the original language, is a routine offering. This will probably get its best response in Italian houses.

AD LINES: "One Of Shakespeare's Greatest Plays Filmed In The Actual Locale"; "To Save Her Brother's Life She Had To Surrender A Woman's Greatest Treasure"; "Thrilling Story Of Passion . . . Violence . . . Desire In Ancient Vienna."

Miracle In Milan

COMEDY FANTASY
94½M.

(Burstyn)

(Italian-made) (English titles)

ESTIMATE: Good art house entry.

CAST: Francesco Golisano, Paolo Stoppa, Emma Gramatica, Guglielmo Barnabo, Brunella Bovo, Anna Carena, Alba Arnova, Flora Cambi, Virgilio Riento. Directed by Vittorio De Sica.

STORY: Elderly Emma Gramatica finds an infant in her garden, and cares for him until she dies. The child is taken to an orphanage where he remains until he is 18. With all his possessions in a small bag, the boy, Francesco Golisano, goes out into the world. Events lead him to a hobo village near the railroad tracks. With his pure heart and sweet disposition, Golisano soon convinces the hoboes to try to better themselves, and soon they are all busy building more permanent homes. The word soon spreads, and hundreds of the poor and unwanted flock to the camp. Golisano sees that all are cared for. The owner of the land comes down to evict them, but again Golisano comes to the rescue, and persuades him to let them remain. While making a hole for a flagpole, they strike oil. When the landowner hears this, he comes with a troop of soldiers to destroy the village, and drive off the settlers. When things look darkest, Gramatica comes to earth, and gives Golisano a magic dove that will perform miracles. Using the bird, he drives off the attackers, and busily starts to make the wishes of his friends come true. While he and the girl of his heart, Brunella Bova, tell each other of their love, the bird is taken away. The troops soon herd everyone into trucks prior to going to prison. However, Gramatica returns the dove in time, the doors open, and everyone climbs on broomsticks, and flies off to a better world.

X-RAY: In a switch from his usual more serious theme, Vittorio De Sica has turned

to comic-fantasy, and has given the art houses another prize-winning film. Sometimes gentle, sometimes bitter and ironic, this attempts to show man and his constant struggle to find happiness. As in all fantasies, the audience must be made to be sympathetic or else it will seem ridiculous. The screen play is by Cesare Zavattini.

AD LINES: "See Vittorio De Sica's Latest Prize-Winning Film"; "You'll Discover A Miracle Of Laughter In 'Miracle In Milan'"; "A Glimpse Into Happiness."

Passion For Life

DRAMA
85M.

(Brandon)

(French-made) (English titles)

ESTIMATE: Absorbing art house offering has plenty of selling angles.

CAST: Bernard Blier, Juliette Faber, Delmont, Pierre Coste, Lucien Callamand, Gaston Modot, Henri Poupon, and 25 children from various schools of Provence. Directed by Jean-Paul Le Chanois.

STORY: Young Bernard Blier comes to a small village in Southern France after World War I to replace retiring stern schoolmaster Delmont. Blier soon learns that the leader of the schoolboys is Pierre Coste, looked upon by the village as a hopeless delinquent. The townsfolk are surprised when Blier discards the traditional methods of teaching, memory, and strict discipline, and attempts to get the boys really interested in what they are doing. Coste attends classes when he wants to but he is not won over. As a project Blier has the boys build a small power plant. Angry because the boys no longer regard him as their leader, Coste wrecks the plant. When Blier sits down, and talks to him of his rights to happiness, instead of beating him, the boy is finally won over. Blier buys a box of type, and has the class organize a paper. Acting as reporters, they write stories about various things, and then print it in their paper. Most of the villagers are delighted, but a few resent the new methods and Blier, and move to have him ousted. Blier learns of this, and says he will resign if Coste, who had failed three times before, doesn't pass the final exams. After a difficult time, the boy passes after making a stirring speech, and Blier has won his point, as well as having made Coste into a valuable citizen of the community.

X-RAY: An entire film based upon a teacher trying to use modern methods sounds terribly dull but in the case of this import, the results are the complete opposite. Told in simple terms, it captures the drama and excitement of pioneering in education. Much of the credit for the success of this venture goes to the uniformly excellent cast. Sponsored by the Film Board of the UN and many leading educators, this import easily lends itself to the type of exploitation that the entire community should support. The screen play is by Jean-Paul Le Chanois.

AD LINES: "From The Soul Of France To The Hearts And Mind Of The World"; "A Profoundly Moving Film That Really Matters"; "A Film That Offers Something Really New And Different."

The Path Of Hope

MELODRAMA
104M.

(Lux)

(Italian-made) (English titles)

ESTIMATE: One of the better imports, should do well in art spots.

CAST: Raf Vallone, Elena Varzi, Saro Urzi, Franco Navarra, Luciana Coluzzi, Angelina Scaldaferrì, Chicco Coluzzi, Saro Arcidiacono, Mirella Ciotti, Angelo Grasso, Liliana Lattanzi, Guiseppe Priolo, Gui-

seppe Cibardo, Assunta Radico, Francesca Russella, Renata Terra, Paolo Reale, Francesco Tomolillo, Carmela Trovato, Nicolo Gibilaro. Produced by Luigi Rovere, directed by Pietro Germi.

STORY: When a sulphur mine in Sicily goes bankrupt, the miners and their families lose their only means of support. A crook tells them there is plenty of work for miners in France, and, for a price, agrees to guide them across the border. This is illegal, but with starvation facing them, many sign up. Among them are a young married couple, a young widow with three small children, a young woman who has lived in sin and who was cast out by her family, and her lover, a vicious man. The guide deserts them in Rome, and they are taken into custody by police, who order them back to their home village. They disobey, and proceed toward the border of France. The widower and the young sinner fall in love when he protects her from the taunts of the others, her lover having disappeared when the police arrested the group in Rome. They find temporary work on a farm, but when they learn a general farm workers' strike is in progress in the area, they push on to the mountain border. The hostile lover reappears, and, in a savage knife battle, the widower kills him, setting the young woman free to be with him and his children. The little band weathers the snowy mountain passes and finally comes to the lower slopes of France, where they are stopped by a ski patrol of French soldiers. The French welcome them, and they pass into the country.

X-RAY: This film, as "Il Camino della Speranza", won prizes at many film festivals, etc. It is extremely well done and photography, production, and acting are all in good taste and quality. The English titles carry the story theme well. Definitely one of the better imports, this can be sold. From the novel, "Cuori Sugli Abissi", by Nino Di Maria, the film has some of the best scenery in an Italian production and a fine musical score.

AD LINES: "A Prize-Winning Italian Film"; "The Story Of An Arduous And Perilous Journey By Unemployed Sicilian Miners Across Italy And The Alps To Go Into France—And A Future"; "One Of The Greatest Of Italian Films."

Secret Flight

MELODRAMA
71M.

(Two Cities)

(English-made)

ESTIMATE: Fair English import.

CAST: Ralph Richardson, Raymond Huntley, John Laurie, David Hutcheson, Richard Attenborough, Ernest Jay, Patrick Waddington, Pamela Matthews, Joseph Almas. Produced for J. Arthur Rank by George H. Brown and Peter Ustinov; directed by Peter Ustinov.

STORY: Noted zoologist Ralph Richardson is recruited by the Royal Air Force, along with four other scientists, in 1940 to help develop radar and other navigation aids. Known in military circles as "Boffins", they set up secret laboratories in the British countryside, where the townspeople look upon them as foreigners, amidst slightly humorous happenings. Several secret flights to test navigational aids are scheduled. On one of these, Richard Attenborough, husband of Pamela Matthews is killed. Later, Richardson is sent on a Commando raid to occupied France to secure strategic parts of unknown Nazi aircraft warning equipment. The mission is a success. Richardson dismantles the equipment, and arranges for its transfer to England for study.

X-RAY: Story of aspects of the European air war has moments of interest. The acting is adequate, and some of the photography, particularly what are evi-

dently wartime clips, is impressive. On the whole, however, there is little to appeal to present-day American audiences. Director Peter Ustinov also wrote the screen play.

AD LINES: "Scientists And The Tremendous Job They Did In Winning World War II"; "Lifted From Secret English Government Files . . . The True Story Of The 'Boffins'"; "See How Scientific Developments Won The Air War Over Europe."

The Shorts Parade

THREE REEL

Color Nature Study

THE OLYMPIC ELK. RKO—Walt Disney—True Life Adventure. 26½m. Photographed in Olympic National Park off the coast of Washington, this shows the elk herds begin their move to the high country. There they lead a life of ease during the summer. In September, the mating urge drives the bulls out of seclusion, and they begin rounding up as many cows as they can. The herd bull must then keep an eye out for other bulls who want to steal his cows. One bull, in particular, finds it difficult to hold a large herd, and a battle takes place when another bull moves in. While they are fighting, the other bulls split up the herd of cows amongst themselves. The challenger wins. It is an empty victory as there are no spoils, and the vanquished realizes that next time he should be satisfied with a smaller herd that he can handle. EXCELLENT. (23302).

TWO REEL

Color Cartoon

HAPPY NEW YEAR. Artkino—Cartoon. 20m. A little brother and sister prepare a song in hopes that they will get a toy bear and rabbit for the new year. Deep in the woods and snow, Grandfather Frost, who bears a strong likeness to Santa Claus, is busy with his daughter and snowman helper gathering all toys for boys and girls. On the trip through the woods, the rabbit and teddy bear fall into the snow. A hungry wolf tries to eat them but gives up when he sees they are not real. At the party, the children go through their offerings for Grandfather Frost, who distributes their presents. When the little brother and sister start their song, Grandfather Frost realizes he lost their gifts. However, the daughter found them, and rushes to the party just in time. GOOD.

Comedy

HAPPY-GO-WHACKY. Columbia—Assorted and All-Star Comedies. 16½m. Nurse Vera Vague is offered \$10,000 by her patient to help him get rid of sponging relatives living at his house. She is to make believe she is the man's long-lost daughter, and feign insanity of such a violent nature that the relatives will be forced to leave. Vague goes through with the scheme, carrying it out so successfully that the patient's sister summons attendants of a mental institution. Meanwhile, Vague calls the hospital to learn that her patient is really out of his mind, and leaves the house. The attendants take into custody the sister, whom Vague has agitated to such an extent that she appears to be the crazy one. FAIR. (4414).

Color Documentary

LAND OF EVERYDAY MIRACLES. Warners—Technicolor Specials. 16m. Making use of the extensive Warner library,

a film devoted to the miracles of America has been concocted, with the commentator trying to supply the connecting thread. The point is that in America, through science, industry, invention, etc., miracles happen all the time, and while the subject matter and treatment are familiar, the flag waving may score in some areas. Otherwise, it is routine. FAIR. (8005).

Dramatic

I WON'T PLAY. Warners—Featurettes. 18m. When first reviewed in *THE SERVICE* of November, 1944, it was said in part: "This short story directed by Crane Wilbur is a comedy-drama concerning a group of marines on a South Pacific Island. One of them, Dane Clark, a former pianist, brags he knows all the stars of show business, and that he helped make famous their favorite pin-up girl, star Jane Page. Just as the fellows are all fed up with his gab, a piano arrives, and they are all set for some music, but he won't play. From then on, his buddies give him the silent treatment. Finally, a USO troupe arrives, with Page. She says she would like to sing, but hasn't any accompanist, so the boys, to humiliate him, push Clark forward. He crosses his fellows, and plays "Body And Soul." It turns out that he was carrying a torch for her, and had sworn never to play unless for her. Given regular feature production and direction, this is a swell short subject. EXCELLENT." (8103).

ONE REEL

Color Cartoons

BEE ON GUARD. RKO—Walt Disney Cartoons. 7m. When Donald Duck sees a stream of bees in his flowers, he follows them to their hive. The entrance is guarded by a bee. Determined to get the honey, Donald makes a number of attempts, finally fools the guard, and takes most of the honey. When the other bees return, they throw out the guard. The heartbroken bee discovers Donald's house, and, after a zany battle, recovers the honey. EXCELLENT. (24106).

FATHER'S LION. RKO—Walt Disney Cartoons. 7m. Goofy starts to brag to his young son about his hunting prowess as they drive into the mountains for a hunt-

ing trip. In the woods, Goofy's rifle shots bring over a curious lion. Unaware that the lion is watching, Goofy pitches his camp under a tree. As he prepares to go to bed, Goofy gets all tangled up with the big cat and his sleeping bag. His son tries to fight off the lion with his popgun, and, after a wild chase, he and Goofy escape in the car. FAIR. (24107).

HOLIDAY LAND. Columbia—Color Favorites. 7m. As sleepy Scrappy dreams, he sees the holidays pass in review, and awakens to find that he has to go to school. However, the desire to sleep is too strong, and, after dressing himself, goes back to bed again. FAIR. (4604).

LAMBERT THE SHEEPISH LION. RKO—Walt Disney Cartoons. 8m. When the stork brings a number of lambs to a group of ewes, he is one short, and finds that he has a lion cub left over. The latter goes to the lambless ewe, who takes him over as her very own, sending the stork on his way. As time goes by, Lambert is ridiculed by the other lambs because of his clumsiness and size. Eventually, the lambs grow up into rams, and Lambert into a full fledged lion although he is still the butt of jokes. One night, a wolf appears, and Lambert and the others are afraid until the lion's "mother" is threatened, whereupon Lambert becomes a lion and saves her, becoming the hero of the flock. EXCELLENT. (24109).

SNOW TIME. Columbia—Color Favorites. 7m. Professor Owl lectures his class on how weather is created, explaining that it all originates at the North Pole. The scene shifts there, and the gnomes who work in a weather factory are shown as they go about their chores of packaging thunder, making ice and snow, etc. FAIR. (4605).

Comedy

SO YOU WANT TO GET IT WHOLESALE. Warners—Joe McDoakes Comedy. 10m. Joe McDoakes, selling his old range to a man raising chickens, has trouble trying to buy a "hot" range, gets in duteh with the law, learns that he can't even buy one retail, and winds up with his old range, and with a chicken to boot. FAIR. (8403).

Novelty

MAN WITH A RECORD. RKO—Screenliners. 9m. After serving his time, a

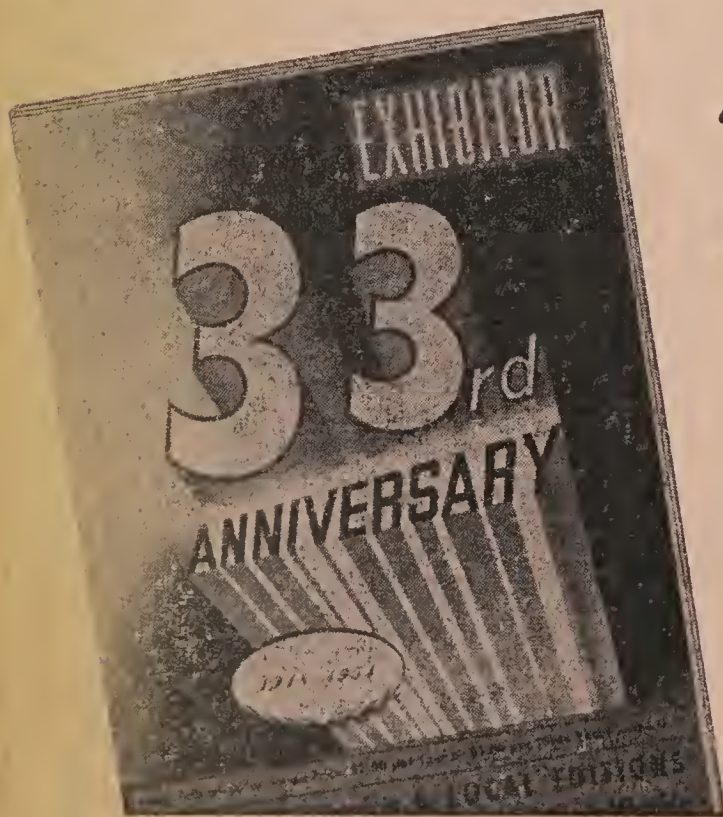
prisoner is given a new suit, some money, and is allowed to go start life anew. Having learned carpentry while in prison, he attempts to get a job. However, no one is willing to give him a chance. Discouraged, he starts to drift back to his old haunts. When he is almost picked up in a raid, however, he forgets about going back to his former life. With the aid of the John Howard Society, he finally gets a position with an employer who knows about his record. GOOD. (24205).

MEMORIES OF FAMOUS HOLLYWOOD COMEDIANS. Columbia—Screen Snapshots. 9½m. As narrator, Joe E. Brown reminisces about the great comedians of the past while vintaged glimpses of past stars and current favorites in their early days pass in review. Among those seen in the clips from old films and informal shots are Fatty Arbuckle, Charlie Chaplin, Chester Conklin, Clyde Cook, Zasu Pitts, Charlie Chase, Laurel and Hardy, W. C. Fields, Jack Oakie, Andy Clyde, Louise Fazenda, Ben Turpin, El Brendel, Charlie Butterworth, Trixie Friganza, Jimmy Durante, Alan Mowbray, the Marx brothers, the Ritz brothers, Martha Raye, Mischa Auer, Ken Murray, Burns and Allen, Joe Penner, Smiley Burnette, Kay Kayser, Abbott and Costello, Jack Benny and Mary Livingston, Olson and Johnson, Billy Gilbert, Milton Berle, Bob Hope, Jerry Colonna, and Bing Crosby. FAIR. (4855).

Sports

FEATHERED BULLETS. RKO—Sportscopes. 8m. International sportsman Alfred Glassell, Jr., lands in Santiago, Chile, and checks into the Lecaros hunting lodge. Soon he is out in the fields searching for doves. After hunting these birds with much success, Glassell heads for Northern Chile on the hunt for partridge. With the aid of some excellent bird dogs, he and his partner soon bag their limit. GOOD. (24304).

WATER JOCKEY HI-JINKS. Paramount—Grantland Rice Sportlights. 10m. Bruce Parker, Amityville, L. I., water ski champion, teaches the sport to old and young alike. Some of his students put on a show for the benefit of the camera with Evelyn Ford, title holder, going through some antics with Parker. GOOD. (R11-4).



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ALPHABETICAL GUIDE To 244 Features Reviewed Since The Aug. 29 Issue

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N	
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S	
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Y	
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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
DECEMBER Ten Tall Men B. Lancaster, J. Lawrence, G. Roland (Technicolor) The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holdren, T. Romano Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W C. Starrett, S. Burnette	DECEMBER Tales Of Robin Hood R. Clarke, M. Hatcher, B. Weldon The Great Adventure D. Price, J. Hawkins (English-made)	DECEMBER The Light Touch S. Granger, P. Angeli, G. Sanders (Made in Italy) Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Callaway Went Thataway F. MacMurray, D. Keel, H. Keel	DECEMBER Texas Lawmen, W J. M. Brown Northwest Territory K. Grant, G. Saunders, G. Chinook Stage To Blue River, W W. Wilson	DECEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor)	DECEMBER Double Dynamite J. Russell, F. Sinatra, G. Marx Overland Telegraph, W T. Holt, R. Martin, G. Davis	DECEMBER The Wild Blue Yonder W. Corey, V. Ralston, F. Tucker Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez Storm Bound C. Dowling, A. Checchi (Italian-made)	DECEMBER The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Bayonets R. Basehart, M. O'Shea, G. Evans Elopement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	DECEMBER The Big Night P. Foster, J. Barrymore, Jr. J. Lorrain (Waxman-Losey) Week-End With Father V. Heflin, P. Neal, R. Denning Pool Of London B. Colleano, S. Shaw, R. Asherson (English-made) The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)	DECEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest The Green Glove G. Ford, G. Brooks, Sir C. Hardwicke (Foreign-made) Buffalo Bill In Tomahawk Territory C. Moore, Thundercloud (Schwarz) One Big Affair A. Keyes, D. O'Keefe (Bogaus) (Made in Mexico) The River N. Swinburne, E. Knight, A. Shields (Technicolor) (Made in India) (McEldowney)	DECEMBER Starlift D. Day, G. MacRae, R. Roman, G. Nelson, J. Rule, and guest stars Captain Blood (Re-release) E. Flynn, O. DeHavilland, B. Rathbone Distant Drums G. Cooper M. Aldon (Technicolor)
JANUARY Boots Malone W. Holden, J. Stewart, S. Clements Indian Uprising G. Montgomery, A. Long (Supercinecolor) Storm Over Tibet R. Reason, D. Douglas The Old West G. Aulry, G. Davis, P. Buttram Smoky Canyon, W C. Starrett, S. Burnette, J. Mahoney	JANUARY For Men Only P. Henreid, M. Field Man Bait G. Brent, M. Chapman (English-made)	JANUARY Westward The Women R. Taylor, D. Darcel, J. McIntire It's A Big Country All-Star Cast Pandora And The Flying Dutchman J. Mason, A. Gardner, N. Patrick (Made in Europe) (Technicolor) The Sellout W. Pidgeon, J. Hodiak, A. Totter	JANUARY Aladdin And His Lamp J. Sands, P. Medina, D. Erdman (Cinecolor) The Steel Fist R. McDowall, K. Miller Texas City, W. J. M. Brown, J. Ellison, L. Hall	JANUARY Hong Kong R. Reagan, R. Fleming (Technicolor) On Dangerous Ground R. Ryan, J. Lupino, W. Bond Tembo Howard Hill documentary (Anso color) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn) The Hunchback Of Notre Dame C. Laughton, M. O'Hara (Re-release) Cat People S. Simon, K. Smith (Re-release)	JANUARY The Model And The Marriage Broker J. Crain, S. Brady, T. Ritter Decision Before Dawn R. Basehart, G. Merrill, H. Neff (Made in Germany) Japanese War Bride S. Yamaguchi D. Taylor, C. Mitchell, M. Windsor	JANUARY Captive Of Billy The Kid, W A. Lane, P. Edwards, C. Bevans Woman In The Dark R. Elliott, P. Edwards, R. Vallin A Lady Possessed J. Mason, J. Hayoc, P. Kellino	JANUARY The Lady Says No D. Niven, J. Caulfield (Ross-Stillman) Chicago Calling D. Duryea, M. Anderson (Berneis) Another Man's Poison B. Davis, G. Merrill, E. Williams (Angel) (Made in England)	JANUARY Flame Of Araby M. O'Hara, J. Chandler, M. Reed (Technicolor) Bright Victory A. Kennedy, P. Dow, J. Edwards Finders Keepers T. Ewell, J. Adams, E. Varden The Cimarron Kid A. Murphy, B. Tyler, J. Best (Technicolor)	JANUARY I'll See You In My Dreams D. Day, D. Thomas, F. Lovejoy, P. Wymore Room For One More C. Grant, B. Drake	JANUARY This Woman Is Dangerous J. Crawford, D. Morgan, D. Brian
FEBRUARY Death Of A Salesman F. March, M. Dunnock, K. McCarthy, C. Mitchell Scandal Sheet B. Crawford, J. Derek, D. Reed The Harem Girl J. Davis, A. Blake, P. Castle The Hawk Of Wild River, W. C. Starrett, S. Burnett Konga, The Wild Stallion F. Stone, R. Hudson, R. Fiske (Re-release)	FEBRUARY Invitation V. Johnson, D. McGuire, R. Roman, L. Calhern Shadow In The Sky R. Meeker, N. Davis, J. Whitmore Lone Star C. Gable, A. Gardner, B. Crawford, L. Barrymore Belle Of New York F. Astaire, Vero-Ellen, K. Wynn (Technicolor)	FEBRUARY Sailor Beware D. Martin, J. Lewis, C. Calvert Flaming Feather S. Hayden, A. Whelan, F. Tucker (Technicolor) Waco, W. P. Blake, S. Jolley	FEBRUARY Night Raiders, W. W. Wilson, L. Hall, F. Knight Fort Osage R. Cameron, J. Nigh (Cinecolor) Waco, W. P. Blake, S. Jolley	FEBRUARY The Las Vegas Story J. Russell, V. Mature, V. Price A Girl In Every Port G. Marx, W. Bendix, M. Wilson At Sword's Point C. Wilde, M. O'Hara, R. Douglas (Technicolor) Snow White And The Seven Dwarfs Walt Disney feature cartoon (Re-release)	FEBRUARY Colorado Sundown, W. R. Allen, M. E. Kay, S. Pickens Hoodlum Empire B. Donlevy, F. Tucker, C. Trevor	FEBRUARY David And Bathsheba G. Peck, S. Hayward, R. Massey (Regular release) (Technicolor) Phone Call From A Stranger G. Merrill, B. Davis, S. Winters Red Skies Of Montana R. Widmark, C. Smith, R. Boone (Technicolor)	FEBRUARY The Green Glove G. Ford, G. Brooks, Sir C. Hardwicke (Foreign-made) Buffalo Bill In Tomahawk Territory C. Moore, Thundercloud (Schwarz) One Big Affair A. Keyes, D. O'Keefe (Bogaus) (Made in Mexico) The River N. Swinburne, E. Knight, A. Shields (Technicolor) (Made in India) (McEldowney)	FEBRUARY Meet Danny Wilson F. Sinatra, S. Winters, A. Nicol Here Come The Nelsons Ozzie Nelson and family Bend Of The River J. Stewart, A. Kennedy, J. Adams (Technicolor)	FEBRUARY The Green Glove G. Ford, G. Brooks, Sir C. Hardwicke (Foreign-made) Buffalo Bill In Tomahawk Territory C. Moore, Thundercloud (Schwarz) One Big Affair A. Keyes, D. O'Keefe (Bogaus) (Made in Mexico) The River N. Swinburne, E. Knight, A. Shields (Technicolor) (Made in India) (McEldowney)	

OBSERVANCES
Feb. 12—Lincoln's Birthday
Feb. 22—Washington's Birthday
Feb. 27—Ash Wednesday

REALART
Dec.—The Bushwhackers—W. Morris, L. Tierney, M. Dell (Broder)
Jan.—The Thundering Trail—L. LaRue, A. St. John, S. Anglim

A SPECIAL
SERVICE FOR
EXHIBITORS...

... DESIGNED
TO HIGHLIGHT
CURRENT AND
CHOICE PRODUCTIONS

THE BOOKING OF THE WEEK

PURPLE HEART DIARY

THINGS YOU'LL WANT TO KNOW

TYPE OF STORY:

Comedy—Drama
with Music

CAST:

Frances Langford
Judd Holdren
Tony Romano
Ben Lessy

RUNNING TIME:

73 minutes

HIGHLIGHTS:

Awaited by millions of GI admirers, TV fans! The singing, laughing, loving picture of Frances Langford's own Army-life story! Singing 6 hot songs that set 9 million GI hearts apounding! Presold by her syndicated column! Sizzling with Tony Romano's TV-famous voice and guitar! Zany laughs from Ben Lessy, TV and nitery favorite. "Marquee value." (Boxoffice) "Large presold audience." (Showmen's Trade Review) Popular entertainment, human interest, emotional tug." (Hollywood Reporter.)

RELEASE DATE:

In release

DISTRIBUTOR:

Columbia

SAMPLE
NEWSPAPER
AD

THE NUMBER ONE GAL OF WORLD WAR TWO
-HITTING THAT DOWNBEAT
WAY UP FRONT!

From Seattle to Siam—she sets nine million G.I. hearts a-romping—and eighteen million G.I. feet a-stomping!

starring
FRANCES LANGFORD
with
Judd Holdren • Ben Lessy • Tony Romano
AND G.I.'s ALL OVER THE WORLD
Written for the Screen by WILLIAM SACKHEIM
Based on the famous syndicated newspaper column
Produced by SAM KATZMAN • Directed by RICHARD QUINE

Cheer up as she digs that dug-out downbeat on
"HOLD ME IN YOUR ARMS"
"ANYWHERE" • "FELLOW TOURISTS"
"WHERE ARE YOU FROM?"
"BREAD AND BUTTER WOMAN"

EXHIBITOR



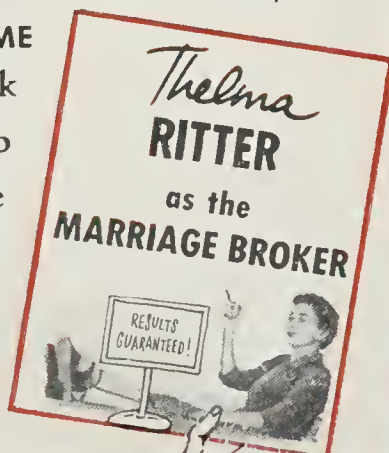
**AUDIENCES ARE HILARIOUS
AND THE BOXOFFICE HAPPY!**

20th Century-Fox's

*"The **MODEL** and the
MARRIAGE BROKER"*

at the Roxy Theatre, New York, is outgrossing pictures like "ALL ABOUT EVE," "TAKE CARE OF MY LITTLE GIRL,"

"THE FROGMEN," "CALL ME MISTER." Running neck and neck with top money-makers like "HALLS OF MONTEZUMA" and "ON THE RIVIERA."



47 Number 12
Two Sections: Section One

JANUARY 23, 1952

REGISTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
featuring **STUDIO SURVEY**

There's No Business Like 20th Century-Fox Business!

THE TRADE IS TALKING ABOUT...



Robert Taylor
Deborah Kerr

The new nation-wide "QUO VADIS" openings that top "GWTW" and the extended engagements that roll merrily along.



Robert Taylor
Denise Darcel

The "WESTWARD THE WOMEN" openings, nationally, that are doing 124% of "Go For Broke!" business.



Clark Gable
Ava Gardner

The unprecedented campaign to launch "LONE STAR" in a state-wide Texas celebration that will echo through the nation, a new high in high-powered showmanship.



James Mason
Ava Gardner

The fine reception for "PANDORA AND THE FLYING DUTCHMAN" (Technicolor) in its first openings, duplicating its success in New York where it is in its 2nd month.



Janet Leigh
Peter Lawford

The comedy, "JUST THIS ONCE", that Walter Winchell hails as "a click sleeper", which is convulsing preview audiences on both coasts.



Robert Taylor
Elizabeth Taylor
Joan Fontaine

The most exciting news since "QUO VADIS", the first reports of "IVANHOE" (Technicolor) the new industry Giant, secretly previewed in California and "coming in the Fall to top them all."



Stewart Granger
Cyd Charisse

The sock ad campaign in color reaching 160 million readership for "THE WILD NORTH" (Ansco Color), "The King Solomon's Mines of 1952."



M-G-M's Prize
Musicals

The way M-G-M keeps up its reputation for musical leadership with such coming Technicolor tune-toppers as "Singin' In The Rain", "The Belle of New York", "The Merry Widow", "Skirts Ahoy!", "Lovely To Look At" and others.



The way Leo keeps it there punching, with his studio activities full blast and his national showmanship at its hardest-hitting high!



ANNOYED because theatres kept asking her for an adult admission, a 10-year-old girl fortified herself with a complete birth record, baby prints and all, to show to cashiers who might doubt her age.



WHEN a woman in a southern city read about the inflammable sweaters which have been sold, she remembered that her son had gone to a nearby drive-in wearing one. She didn't know which open-airer it was but the police were contacted, and the son was finally located before anything serious happened.



SOMETHING new in the way of tieups has resulted in connection with Columbia's "The Harlem Globetrotters." By writing to William G. Margolis, Sports Enterprises, Suite 517, 127 North Dearborn Street, Chicago 2, Ill., an exhibitor can obtain free last season's Globetrotters annual souvenir hook. The theatreman then can sell them for 25 cents each in his lobby when playing the picture, and give the proceeds to the Variety Club "Heart Fund" of his area. The Globetrotters don't want any part of the money.



CONSIDERING the publicity which resulted when a coast actor slapped another theatre patron who was talking too loudly while a feature was being screened, it will be surprising if someone doesn't try to rebook "He Who Gets Slapped."



CHANCES are that picketing by pressure groups will decline following the coast million dollar suit instituted by a producer who grew sick and tired of an attack hurled against him and his picture.

—H. M. M.

I N D E X

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THE COVER PHOTO

Lippert Pictures President Robert L. Lippert is congratulated by STUDIO SURVEY editor Paul Manning on his company's acquisition of new distribution headquarters in Beverly Hills, Cal.

EXHIBITOR

Vol. 47, No. 12



JANUARY 23, 1952

Return To Sanity

SOME semblance of sanity may be restored by at least one distributor in a metropolitan subsequent-run situation where a change in clearance, coupled with the fear by distributors that they would be deluged by a mass of lawsuits if they didn't allow many houses to move up their runs, has resulted in a decline in grosses greater than those experienced by theatres in comparable cities.

WHAT is being tried now is to make the exhibitor pay a guaranteed rental, against percentage, in each level of runs, a system which had been once instituted but which was discarded when it became apparent that many houses desiring to improve their position in the clearance system were bidding more money than they took in.

IT IS no secret that the hysterical day-and-date idea, which, in one city, finds as many as 40 houses breaking a show at the same time against about nine under the previous method, is not paying off for distributor or exhibitor. Of course, a few houses are better off, but all the others are suffering.

TO FORCE the issue, and regardless of the legal spectre, which many observers feel can no longer be used as a threat by theatre-men, at least one distributor is going back to a guarantee against percentage, thus practically eliminating those theatres which were never entitled to an earlier run in the first place.

THE distributor, naturally, is motivated by a greater eventual return but, if in seeking to better his own position he is able to bring sanity to what must now be regarded as a mess, it is to be welcomed by the exhibitors as well.

THERE will always be a minority which will be against a reversal to sanity, but was there ever a time when everyone in this business ever agreed 100 per cent on anything concerning distribution and exhibition?

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An Important Announcement



WE'RE STARTING 1952 GREATEST PICTURES EVER

JANUARY

1

"DECISION BEFORE DAWN" Anatole Litvak, the man who gave you the "SNAKE PIT", has another masterpiece currently winning the critics' plaudits. Gary Merrill, Richard Basehart, and newcomers Oskar Werner and Hildegard Neff lead the way in a film that is on everyone's "Ten Best" list... A "must" for every showman.

2

"JAPANESE WAR BRIDE" Out of the present Korean conflict comes a most unusual love story of mixed marriage. Introducing Japan's top feminine star "Yamaguchi", plus Don Taylor, Marie Windsor and Cameron Mitchell in a startling motion picture.

3

"THE MODEL AND THE MARRIAGE BROKER" The warm, human story of the unsung matchmakers who give Cupid a little push in the right direction. A Jeanne Crain picture perfectly embellished by the exciting performances of Thelma Ritter, Scott Brady, Frank Fontaine and Zero Mostel.

FEBRUARY

4

"PHONE CALL FROM A STRANGER" In the tradition of "A LETTER TO THREE WIVES" and "ALL ABOUT EVE" comes a dramatic triumph which lashes out at the "Double Standard" of marriage. Great performances by Bette Davis, Gary Merrill, Keenan Wynn, Michael Rennie and the positively sizzling Shelley Winters.

5

"RED SKIES OF MONTANA" The first story of the courageous "Smoke Jumpers" ... Technicolor flashing across the screen with the most spectacular action sequences ever filmed. Richard Widmark heads a cast of rough, tough guys in a picture that combines power, drama, and all the excitement of the Great American Northwest.

MARCH

6

"FIVE FINGERS" The true, shocking revelations of the highest paid spy in history whose unbelievable exploits stunned the world. James Mason, Dannielle Darrieux and Michael Rennie head the cast of Joseph Mankiewicz's tingler filmed in Ankara and Istanbul.

7

"RETURN OF THE TEXAN" The adventurous story of a man who came home to the land that bred him and the woman who loved him. Vividly set in America's new great Southwest and dramatically portrayed by Dale Robertson, Joanne Dru and Walter Brennan.

8

"VIVA ZAPATA!" Another off-the-beaten-path dramatic achievement utilizing the collective talents of 20th Century-Fox's "Greats". John Steinbeck wrote it. Darryl Zanuck produced it. Elia Kazan directed it. Marlon Brando stars in it. "That" should give the theatre-going public an idea of what's in store for them.

WITH SIX MONTHS OF THE COMPLETED IN **20** HISTORY

CENTURY-FOX

APRIL

9

"WITH A SONG IN MY HEART" The long awaited Jane Froman story brought to the screen as a brilliant Technicolor musical-drama. Susan Hayward, David Wayne, Thelma Ritter and Rory Calhoun head a sparkling cast in a film that is destined to be among the very best in 1952.

10

"PRIDE OF ST. LOUIS" Presenting Dan Dailey as he romps through the ever-loving Dizzy Dean story. A natural for the entire family (for exploitation too, as the release date coincides with the beginning of the baseball season). Joanne Dru co-stars in this great picture about a great guy.

11

"ROSE OF CIMARRON" Jack Beutel in his first film since "THE OUTLAW" plus Mala Powers (of "CYRANO") in an exciting outdoor adventure spectacle filmed in brilliant Natural Color.

MAY

12

"BELLES ON THEIR TOES" The delightful Gilbreth family of "CHEAPER BY THE DOZEN" is at it again in a great big bouncy Technicolor film headed by Jeanne Crain, Myrna Loy, Debra Paget and Jeffrey Hunter. Just the most wonderful kind of family entertainment anyone could hope for.

13

"DOWN AMONG THE SHELTERING PALMS" South Pacific splendor and good old-fashioned fun in this Technicolor musical featuring Mitzi Gaynor, David Wayne, Jane Greer, William Lundigan and Gloria DeHaven. A lot of singing... dancing... laughing... and box-office!

14

"THE OUTCASTS OF POKER FLAT" Bret Harte's classic story now unfolded on the screen color by Technicolor with an impressive cast headed by Anne Baxter, Dale Robertson, Miriam Hopkins, Barbara Bates and Cameron Mitchell. Top dramatic fare.

JUNE

15

"KANGAROO!" A roaring Technicolor adventure filmed entirely in Australia. Maureen O'Hara, Peter Lawford, Richard Boone and Finlay Currie... plus stampedes, aborigines, wild animals and blazing brush fires. Excitement all the way through and thoroughly promoted by equally exciting exploitation.

16

"WE'RE NOT MARRIED"... What happens when people suddenly find that they are not legally married. A group of unusual dramatic and hilarious situations breathtakingly performed by Ginger Rogers, David Wayne, Fred Allen, Marilyn Monroe, Paul Douglas and Jan Sterling.

BIG EXCITEMENT!



"THE BIG NIGHT"

"YOUNG BARRYMORE, IN A TURBULENT, DEMANDING ROLE, CONVINCINGLY EARNS HIS RIGHT TO HIS FAMOUS NAME.

Crams an uncommon amount of character insight, originality and intense feeling, as well as the seedy realism of cheap, big city backgrounds in the small hours."—*Time*

"A mature, touching story skillfully directed. Barrymore turns in a youthfully ingratiating performance. The shocking opening scene finds him precipitated into a bewildered, drunken man hunt."—*Newsweek*



starring

JOHN BARRYMORE, JR.

Philip A. Waxman presents

JOHN BARRYMORE, JR. in "THE BIG NIGHT"

with Preston Foster • Joan Loring

Howard St. John • Dorothy Comingore • Philip Bourneuf

Directed by Joseph Losey • Produced by Philip A. Waxman

Screenplay by Stanley Ellin and Joseph Losey

Director of Photography Hal Mohr • Released thru United Artists

Big...thru UA



DISTRICT MANAGERS, BRANCH MANAGERS, SALESMEN, AND BOOKERS GATHER IN CHICAGO FOR LIPPERT PICTURES' FIRST NATIONAL SALES MEETING.

Lippert Holds Its First Sales Convention

Point-Of-Sale Merchandising Is Expected To Highlight Company's Program

AN all-out campaign directed at point-of-sale merchandising of its product was the keynote of Lippert Pictures' recent first national convention at the Blackstone Hotel, Chicago.

President Robert L. Lippert announced 22 higher budget pictures for the season, and revealed that the new policy of the company is complete concentration on the distribution of pictures produced by top writers, directors, and stars who will have ownership in their films. The plan was outlined in detail by Lippert and the more than 160 executives, division managers, branch managers, salesmen, and bookers present at the conclave.

Delegates attended screenings of four of the company's new productions, "Navajo", "For Men Only", "Man Bait", and "Stronghold." Sales plans for these and other films were described by Arthur Greenblatt, general sales manager. Greenblatt disclosed that approximately 25 new

salesmen will be added to the national sales force in order to strengthen the present distribution setup of the company.

During the course of the three-day meeting, all division, sales, and branch managers participated in round table discussions with Lippert, Greenblatt, vice-president Pizor, and Marty Weiser, director of advertising and publicity, leading the sessions.

Winners of the "Lippert Third Anniversary Collection Drive" were announced. Prizes were awarded as follows: Group 1, first place, Los Angeles, \$1250; second place, Atlanta, \$750; third place, Dallas, \$500; fourth place, San Francisco, \$375, and special award, New York, \$250. Group 2 winners were Salt Lake City, first place, \$1250; second place, Seattle, \$750; third place, Memphis, \$500, and fourth place, Buffalo, \$375.

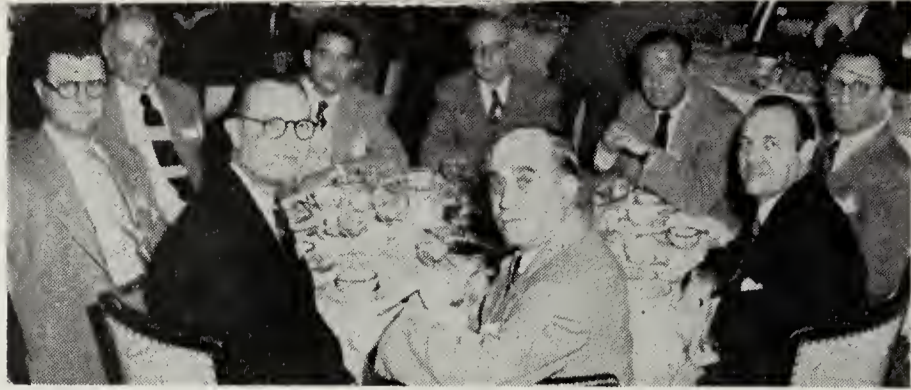
Some glimpses of the meeting are shown on this and the following page.



President Robert L. Lippert is pictured in his new offices in Beverly Hills, Cal., now headquarters for the entire distribution company.



On the dais are, from left, Arthur Hinds, producer, Exclusive Films; William F. Pizor, vice-president; Al Grubstick, assistant general sales manager; Arthur Greenblatt, sales manager; President Lippert; Joseph Smith; Robert Lippert, Jr., and Marty Weiser, director of advertising and publicity. Each addressed the convention, and participated in round table discussions.



Numbered among the delegates to the meeting are Jack Engel, Philadelphia franchise holder; Arthur Heyman, Philadelphia salesman; Harry Brillman, Philadelphia salesman; R. Greenblatt, New York salesman; Gene Tunnick, Cincinnati branch head; J. Kanter, Indianapolis salesman; H. Dudelson, midwest chief; E. Ginsberg, salesman, and J. Engel, branch head, Philadelphia.



Pictured at the sales convention are Marty Ross, Robert L. Lippert, Jr., Leslie Allen, Canadian distributor; Fred Meyers, Memphis branch manager; Fred Lawrence, Memphis salesman; Joseph Smith, Ceil Grodner, home office, and Mrs. M. Ross. About 160 home office executives, division and branch managers, bookers and salesmen were in attendance at the company's sales meeting.



Others at the meeting are Dave Sohmer, New York branch manager; Irving Shiffon, New Haven salesman; Ralph Dostal, San Francisco salesman; Ed Lyons, San Francisco salesman; Lewis Leiser, Buffalo branch manager; Leo Gottlieb, Cleveland branch manager; Richard Perry, Albany salesman, and Irving Mendelsohn, Boston branch manager. Four new pictures were screened.



Others on hand are Tom Bailey, Denver-Salt Lake City franchise holder; Al Mabey, Salt Lake City branch manager; Walt Sterzer, Salt Lake City salesman; Julian King, Des Moines-Omaha franchise holder; Hyman Wheeler, Pittsburgh salesman; David Brun, Pittsburgh salesman; C. Townsend, Detroit manager; J. Clark, Denver salesman, and A. Edwards, Denver office manager.



Also attending the conclave are Elmer McKinley, Washington, D. C., branch manager; J. A. Murphy, Washington, D. C., salesman; Bill Michaelson, Washington, D. C., salesman; Larry Dufour, New Orleans salesman; Bob Saloy, New Orleans office manager; Joe McKnight, Cincinnati salesman; Milt Kruger, Indianapolis salesman, and Moe Esserman, Indianapolis branch manager.



Pictured around a convention luncheon table are Stewart Honeck, Milwaukee salesman; William Benjamin, Milwaukee branch manager; Hal King, Des Moines salesman; Hal Tate, Bill Westerman, Minneapolis salesmen; R. E. Stahl, Minneapolis branch manager; Ed Speirs, Chicago branch manager; Ed Zaneman, and Julian King, Des Moines franchise holder for Lippert productions.



More convention delegates are Joseph Smith, R. O. Wilson, Portland branch manager; Larry Lewis, Seattle salesman; Fred Meyers, Memphis branch manager; Jack Engerman, Seattle branch manager; John Rubin, Chicago salesman; Erwin Ling, Chicago booker, and Marty Ross. President Lippert announced that 22 top budget films have been scheduled for release during the new season.



Additional conventioners are Conrad Dreber, Dallas salesman; Dean Goldman, Dallas salesman; Whit Boyd, Dallas salesman; R. E. Cammer, Dallas salesmanager; Herman Beiersdorf, central division manager; Chuck Decker, Kansas City booker; R. E. Thompson, Kansas City manager, and Ralph Morgan, Kansas City salesman. Sales drive plans highlighted the meet.



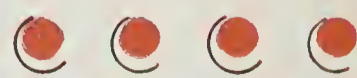
Included among those at the Chicago conclave are A. H. Addison, Jacksonville, Fla., salesman; Hall Bartlett, producer of "Navajo"; Harold Cohn, New Orleans franchise holder; Roy Nicaud, New Orleans salesman; George Rossman, Detroit office manager; Ed Penn, Los Angeles salesman; R. E. Gadsman, Los Angeles salesman, and Tom Charak, Los Angeles branch manager.

the greatest

reviews any

motion picture

ever received



... "ACCLAIMED" ...

It must be acclaimed a film that whips you about in a whirlpool close to the center of life.

—BOSLEY CROWTHER
N.Y. Times

... "EXALTED" ...

... one of the richest experiences our town offers!

—ALTON COOK
N.Y. World-Telegram & Sun

... "SHATTERING" ...

Shattering emotional revelations . . . a major movie event.

—OTIS L. GUERNSEY, JR.
N.Y. Herald Tribune

... "BEST-RATING" ...

...With this picture, the Stanley Kramer Company, which has consistently maintained its canny pace one step ahead of the crowd, takes two giant strides forward.

—ARCHER WINSTEN
N.Y. Post

COLUMBIA PICTURES
presents
STANLEY KRAMER'S
production of

Death of a

... "HIGHEST RATING" ...

I'm sure (Fredric March) will be considered for an award.

—KATE CAMERON
N.Y. Daily News

... "ALL-EMBRACING" ...

It overflows with an all-embracing tenderness and sympathy!

—JESSE ZUNSER
Cue

... "TERRIFIC" ...

Fredric March registers the most brilliant performance of his career . . . 'DEATH OF A SALESMAN' scores on the emotions as few pictures ever do.

—FRANK QUINN
N.Y. Daily Mirror

... "POWERFUL" ...

... emotion shattering . . . bound to be listed among the year's finest.

—ROSE PELSWICK
N.Y. Journal-American

... "PRIZEWORTHY" ...

At the close of the picture, the whole big housefull applauded . . . a splendid addition to the list of the year's best pictures!

—JANE CORBY
Brooklyn Eagle

... "BRILLIANT" ...

A distinguished motion picture achievement in every sense . . . one of the year's best films.

—LOWELL E. REDELINGS
Hollywood Citizen-News

... "MUST SEE" ...

It is a must see...Fredric March starred as Willy Loman in one of the great film performances of the year . . . shattering in its emotional impact . . . A memorable film experience.

—Variety

... "MASTERPIECE" ...

A dramatic masterpiece . . . gripping entertainment . . . Fredric March surely ranks as a leading contender in the awards tournament.

—Hollywood Reporter

Salesman

starring **FREDRIC MARCH**

with Mildred Dunnock • Kevin McCarthy
Cameron Mitchell • Howard Smith

Screen Play by STANLEY ROBERTS • Based upon the Play by ARTHUR MILLER
... as produced on the stage by Kermit Bloomgarden and Walter Fried
Directed by LASLO BENEDEK

... "SENSATIONAL" ...

. . . Kramer merits the accolade

—EDWIN SCHALLERT
L.A. Times

... "BRILLIANT" ...

Fredric March's 'Willy Loman' a brilliant rendition . . . immediately sets him up for consideration in the matter of masculine acting honors and awards.

—Film Daily

... "ELECTRIFYING" ...

Fredric March has easily accomplished one of the year's most electrifying performances.

—HOWARD McLAY
L.A. Daily News

... "MATCHLESS" ...

Fredric March turns in a performance of matchless brilliance. Richly rewarding.

—Motion Picture Daily

Mel Konecuff's NEW YORK

CLOSE to 400 industryites turned out recently to honor Charles Lewis at a testimonial dinner at the Hotel Astor for his efforts on behalf of the Will Rogers Memorial Hospital, of which he is vice-president, and the Variety Clubs International, of which he is International Press Representative.



KONECUFF

The sum of \$68,000 was turned over to him for the hospital, representing \$57,000 obtained in the "Christmas Salute" drive, and presented by exhibitor representative Sam Switow and distributor chairman Charles Feldman; \$10,000 from The Variety Tent, and \$1,000 as surplus from the dinner.

Lewis was presented with an illuminated scroll signed by all those present, and among those who lauded the veteran industryite were toastmaster Fred Schwartz, Abe Montague, hospital president; Si Fabian, Marc Wolf, Colonel William McCraw, and Herb Shriner.

Among others on the dais were: Dr. Edgar Mayer, Al Daff, David Weinstock, William J. German, Edward Rugoff, Sam Rinzler, Sam Rosen, Al Schwalberg, Harry Brandt, Joseph Vogel, Arthur Krim, Ned Depinet, Mrs. Lewis, Herman Robbins, Leonard Goldenson, Charles Reagan, Sol A. Schwartz, Richard Walsh, Robert Mochrie, Feldman, Max A. Cohen, Arthur Mayer, Moury Goldstein, and Rev. Ralph Thorne.

GREATEST DEPT.: Talk around town is not only about the grosses on "The Greatest Show On Earth" but the campaign put on by the Paramount press boys. With a minimum of material and little time, they roused the circus spirit in the hearts of the populace at a time of the year when thoughts turn to things other than the big top, and huffed and puffed all over the place until the DeMille epic has indeed become the talk of the town. . . . The New York News came out with an editorial, "Quit Your Worrying, Hollywood", which reads as follows, and which

Ia., Neb., Allied Raps Sale Of Films To TV

DES MOINES—The board of directors of Allied Independent Theatre Owners of Iowa and Nebraska last week went on record as condemning producer Edward Small for selling 26 features to TV, and also opposing sneak previews.

Resolutions opposed Small's releasing the 26 features and also Columbia for handling his new films. Opposing the sneak previews, the Allied group requested distributors to return to the practice of holding regular trade showings at 10:30 a.m. and 1 p.m. so that exhibitors can attend. Another resolution adopted requested all towns and theatres be regularly and fully solicited in person, and "not by phone or hearsay", by representatives of all film companies.

Al Myrick, Lake Park, Ia., was re-elected president, and Leo Wolcott, Eldora, Ia., was renamed board chairman. Mrs. Thelma Parsons, Keota, Ia., was renamed Iowa vice-president; Arnold Meierdirck, Pender, Neb., Nebraska vice-president, and Al Wuebben, Parkston, S. D., South Dakota vice-president. Elmer Huhnke, Omaha, formerly secretary, was named treasurer, and Charles Jones, Elma, Ia., was elected secretary.

is one of the nicer things that has been said to filmdom in many a moon:

"Until the other day, we'd been inclined to lend a sympathetic ear to the current moans and groans from our California movie capital. You know: Movie making costs too much . . . TV's killing us . . . if it weren't for popcorn sales, every producer out here would be on relief.

"Then, the other day, we ankleed over to the Music Hall to see 'The Greatest Show On Earth', tagged by our shrewd Kate Cameron as a four-star production.

"Kate didn't give us a bum steer. In this one, ol' master Cecil B. DeMille has filmed a color-splashed thriller of the Ringling, etc., circus that's aimed right at the section of a spectator's backbone that quivers pleasantly at the sight of a real show. Occasionally, the old film wizard allows such actor folk as Betty Hutton, Gloria Grahame, or James Stewart to draw a bead right on your heart.

"An added observation: 'The Greatest

Show Shopping Seen Along Broadway

NEW YORK—Grosses in the Broadway first-run spots were varied last weekend evidencing show shopping. The Radio City Music Hall, Roxy, and Paramount were out in front by comfortable margins. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"ROOM FOR ONE MORE" (WB). Warner reported \$30,000 for the opening week.

"SCANDAL SHEET" (Col.). Paramount, with stage show, claimed \$84,000 for the opening week.

"DECISION BEFORE DAWN" (20th-Fox). Rivoli did \$14,000 on the fifth week.

"THE MODEL AND THE MARRIAGE BROKER" (20th-Fox). Roxy, with stage show, claimed \$52,000 for Friday, Saturday, and Sunday, with the second week heading toward \$75,000.

"THE GREATEST SHOW ON EARTH" (Para.). Radio City Music Hall, with stage show, garnered \$91,500 for Thursday through Sunday, with the second week bound to go above \$150,000.

"DETECTIVE STORY" (Para.). Mayfair hit \$23,000 on the 11th week.

"I WANT YOU" (Goldwyn-RKO). Criterion reported \$16,000 for the fifth week.

"SUBMARINE COMMAND" (Para.). Globe opened to a \$23,500 first week.

"QUO VADIS" (MGM). Astor reported \$29,000 for the 11th week.

"FOR MEN ONLY" (Lippert). Loew's State anticipated the opening week at \$16,000.

"THE LIGHT TOUCH" (MGM). Capitol had a \$35,000 opening week.

"DEATH OF A SALESMAN" (Col.). Victoria expected the fifth week to reach \$20,000.

Show On Earth' runs two and one-half hours, and appears in sparkling Technicolor. As of now, TV can't compete with any of that.

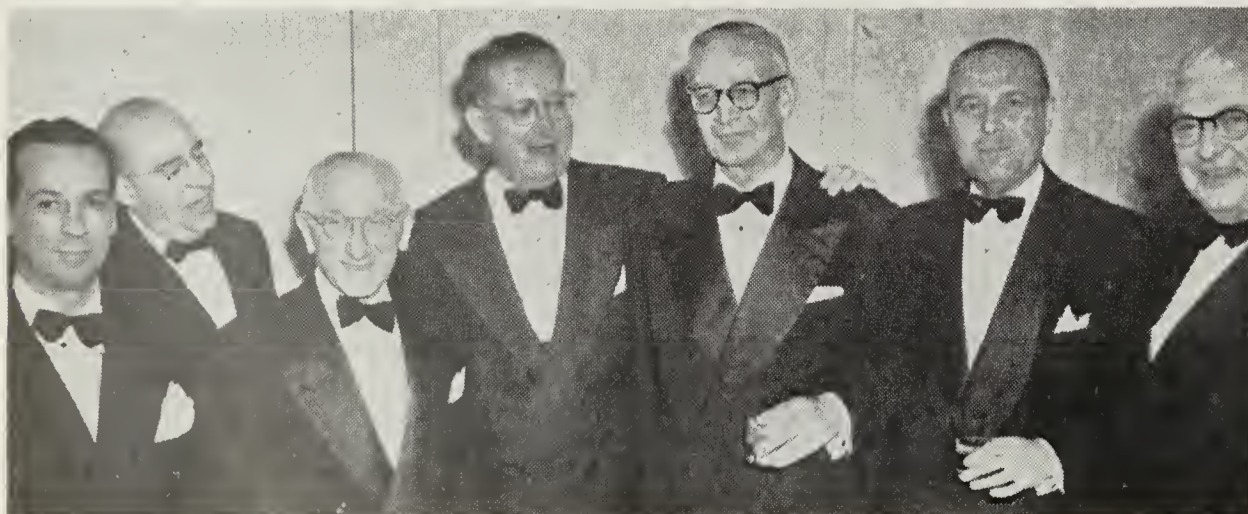
"Take your tears elsewhere, Hollywood. All you need is more real showbusiness, like your man DeMille's."

Postscript: We understand that even an elephant tried to check his trunk with a doorman at the Music Hall so he could get in to see the film.

NOTES: The Paramount set a booking which is really loaded. On the screen will be Jane Russell in "The Las Vegas Story", while on the stage to support her will be Denise Darcel. Need we say more? OOO-la-la. . . . We heard a story the other day from a supposedly reliable source on how a male star with a big voice, and head to match, kept stalling about making a trailer for "The March of Dimes" for about four months, what with being overweight, etc., he finally agreed to do it. Came camera time, and said star refused to go through with it, giving as his reason that he only appears in Technicolor film, and that the trailer was to be black and white. Howard Keel stepped in at the last moment, and did his share to fight polio.

THE METROPOLITAN SCENE: "Miss Kangaroo", 19-year-old Loretta North, and one of her pet kangaroos arrived from Australia, and was hostess at a party held at the 20th-Fox home office for the children of newspaper, trade paper, magazine, radio and television contacts, and per-

(Continued on page 18)



When Charles E. Lewis was recently honored by the industry for his activities on behalf of the Will Rogers Memorial Hospital and Variety Clubs International at a testimonial dinner at the Hotel Astor, New York City, seen, left to right, were: Fred J. Schwartz, dinner chairman; Richard F. Walsh, International President, IATSE; Sam Rinzler, Randforce Circuit; Lewis; Robert Mochrie, general sales manager, RKO; Sam Rosen, Fabian Theatres, and Marc Wolf, Chief Barker, Variety Clubs International.

FCC Opens Hearings On Paramount, Dumont

WASHINGTON—Bernard Goodwin, a Paramount official and secretary of Allen B. DuMont Laboratories, told the Federal Communications Commission last week neither Paramount Pictures Corporation nor its predecessor, Paramount Pictures, Inc., has exercised any control over the management of the three television stations licensed to DuMont. Testifying before Hearing Examiner Leo Resnick in the Commission's investigation into stations owned by DuMont and Paramount interests, Goodwin said he had been secretary of the DuMont board the past 12 years, an employe of Paramount for 17 years as vice-president and board member of Paramount Television Productions, Inc., as vice-president and general manager, Famous Music Corporation and Paramount Music Corporation, Paramount subsidiaries, and as production manager of all motion picture shorts.

Goodwin said DuMont interests always dominated management and policy matters over the Paramount interests.

Dr. Allen B. DuMont, head of the DuMont firm, testified that his company plans to re-apply for a TV station in Boston and another in St. Louis, and to withdraw applications in Cleveland and Cincinnati after the TV freeze is lifted.

Dr. DuMont charged that the FCC view that Paramount Pictures exercises control over policies and operations of the Allen B. DuMont Laboratories, Inc., is hurting DuMont's expansion plans. Dr. DuMont also stated that Paramount has no control over DuMont's "policies, financing, programming, research, or technical developments," and that he had tried to buy Paramount's DuMont stock holdings but had not been successful.

Picker Holds Brazilian Meeting

NEW YORK—Arnold M. Picker, vice-president, United Artists, in charge of foreign distribution, left for Brazil last week on the first leg of a tour of the company's offices in South America. In Rio de Janeiro, Picker will hold the first Brazilian sales convention in the company's history. Delegates attending the conference will include Sam Bekeris, South American supervisor; Enrique Baez, general manager in Brazil, and branch managers of the company's exchanges in Brazil, as well as key personnel from the Rio office. After Brazil, Picker has scheduled visits to Uruguay, Argentina, Chile, Peru, Panama, and Venezuela.

MGM Stars On Int. Tour

HOLLYWOOD—Kathryn Grayson and Howard Keel, MGM stars, last week headed the "Flying Show Boat" tour, which left for a three-week tour of South American cities. The junket, approved by the State Department, will cover Havana, Lima, Santiago, Valparaiso, Rio de Janeiro, and Sao Paulo.

Canadian Comment

Toronto's transportation strike boosted neighborhood theatre business. Unexpectedly, business in downtown houses remained the same, since a number of the large-scale downtown doings, such as fights and "Bingo", were called off. Early settlement was looked for. Film companies arranged car pools to bring employes to work.

The death of William Covert, 63, second vice-president, IATSE, in Toronto, brought the end to a veteran labor leader and motion picture pioneer. He was instrumental in the formation of the Toronto local of the IATSE, winning recognition after a strike in 1912. A charter member of Tent 28, Toronto, Variety Clubs International, he was also highly regarded on the Canadian labor scene.

A sellout audience attended the Variety Club's annual winter benefit show in Toronto at the Imperial, headlined by the appearance of Betty Hutton, and accompanied by a pre-release showing of Paramount's "The Greatest Show On Earth." A special stage presentation arranged and produced by Jack Arthur was cancelled on two counts. The show had a circus as its theme, and it would have made the evening too long.

"Royal Journey", first feature-length film in color made by Canada's National Film Board, is keeping the tills busy wherever it plays. Columbia Pictures of Canada is distributing here.

Building of new theatres dropped during 1951 due to the defense program, with only 70 new situations being developed during the 12-month period. Eighteen of these were drive-ins. The year before saw 148 new houses opened.

CANADIAN SNAPSHOTS—Henry A. Morton, Winnipeg, Canadian motion picture pioneer, left an estate valued at \$358,400. . . . Sam Hebscher succeeded Connie Spencer, resigned, as manager, Odeon Capitol,

THE INTERNATIONAL SCENE

Hamilton. . . . Mike Pappas, pioneer theatreman, Peterborough, Ont., passed away. . . . A stage show at the Odeon, Victoria, B. C., garnered 1,122 pledges of blood for the Red Cross. . . . Wanie Tyers, manager, Carlton, Toronto, staged fashion show in connection with "The Model And The Marriage Broker." . . . Toronto theatres are girding for a fight to protect overhanging signs now banned by city ordinance. . . . Kent, Bathurst, N. B., operated by J. J. Kent, in affiliation with Famous Players, will open soon. . . . Morton Bernstein, B and L Theatres, St. John, N.B., was a recent visitor to Toronto.

In Toronto, new managerial shifts announced by Canadian Odeon transfer Sam Hebscher from the Palace to the Capitol, replacing Connie T. Spencer, retired, and moved Neil Main up from the Odeon, Galt, to the Palace.

Brazilian Government Fining

NEW YORK—According to word received by the foreign department heads of the various film companies last fortnight, the Brazilian government is now fining exhibitors violating its quota law requiring them to show one domestic feature for each eight foreign films played.

Randolph Richards Passes

LONDON—Randolph Richards, 67, theatre executive and past president, Cinematograph Exhibitors Association, died last fortnight.



The Cine Rio, Sao Paulo, Brazil, seats 900, and is one of the most attractive in the country. R. Ekerman, Simplex distributor for Brazil, equipped the fine South American theatre, notable for its luxurious decor.

THE COURAGE OF **COCHISE!** THE VENGEANCE OF

These are some of the leading theatres playing "THE BATTLE AT APACHE PASS" during the month of April!

ALABAMA
THEATRE NAME YOUR CITY
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NORTH DAKOTA
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WYOMING
THEATRE NAME YOUR CITY
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THEATRE NAME YOUR CITY
THEATRE NAME YOUR CITY

All key-city playdates in April will be listed in this powerful double-truck ad – appearing in the SAT. EVE. POST – MARCH 26th and LOOK – MARCH 25th

A combined readership of over 20,000,000

ASK YOUR UFT SALESMAN!



Starring **JOHN LUND • JEFF**
with **SUSAN CABOT • BRUCE COWLING • BEVERLY TYLER**

GERONIMO! THE GLORY OF THE U. S. CAVALRY!

The story of the blood-feud
that turned the greatest of Indian
nations into a land of fury!

The **BATTLE**
AT APACHE
PASS

COLOR BY

Technicolor



CHANDLER

...AGAIN AS "COCHISE"—the role
in "Broken Arrow" that won him
an Academy Award nomination!



Directed by GEORGE SHERMAN • Story and Screenplay by GERALD DRAYSON ADAMS • Produced by LEONARD GOLDSTEIN • A UNIVERSAL-INTERNATIONAL PICTURE

Skouras, Lichtman Keynote 20th-Fox Meet

NEW YORK—Charging the sales force with the responsibility of maintaining the position of 20th-Fox in the industry, and calling upon them to support the lineup of pictures with sound and fair distribution methods, both President Spyros P. Skouras and director of distribution Al Lichtman keynoted the final sessions of the company's sales convention last fortnight.

Skouras told the men that they could not depend on business coming to the boxoffice automatically, and it was incumbent upon them to become salesmen of a calibre who cannot only sell pictures but inspire showmen through their efforts to sell these pictures to the public. Lichtman told the men that they must channel the knowledge and experiences gained at the convention to formulate new methods and techniques to see that the motion picture meets and surpasses its competition.

Skouras asked the men to join with their customers in a mutual improvement of the business. He told the men that pictures that are booked without the proper exploitation buildup do disservice to the public and the exhibitor, and asked them to make certain that all films receive their proper share of pre-selling before they go out to theatres.

Both Lichtman and Skouras charged the men with knowing everything possible about the merchandise they are selling.

Skouras called on the advertising and publicity forces to be alive to the change in public taste in order to take advantage of their needs and desires.

Skouras also told the men that through the relations they maintain with their customers, much of the litigation which is an evil of the industry can be settled amicably and fairly across the conference table.

A discussion of the company's overseas operations highlighted the concluding session of the convention. Speakers included Murray Silverstone, 20th-Fox International president; vice-president Emanuel Silverstone, Albert Cornfield, Continental European managing director; Edward Cohen, Central and South American supervisor, and Edward Ugast, Far Eastern manager.

Division managers who addressed the meeting were Herman Wobber, Harry Balance, Moe Levy, Ray Moon, Ed Callahan, Martin Moskowitz, Peter Myers, Glenn Norris, Buck Stoner, and Paul Wilson.

Lichtman Host To Eastern Exhibitors

NEW YORK—Al Lichtman, 20th-Fox director of distribution, last week announced a meeting of prominent eastern exhibitors, who were to gather at the company's home office this week.

The meeting was to devote itself to a presentation by Lichtman of the entire year's lineup, and was then to be turned over to vice-president Charles Einfeld and his staff for detailing of the advertising, publicity, and exploitation plans.

More than 100 representatives of top eastern and Canadian circuits signified their intention of being on hand.



Seen recently on the MGM lot in Culver City, Cal., were, left to right, James FitzPatrick; Fred Quimby, head, short subjects department and producer of MGM cartoons, and Pete Smith, now celebrating their 25th anniversary with MGM.

Allied Rocky Mt. Hits Practices

DENVER—The directors of Allied Rocky Mountain Independent Theatres last week hit at the practices of several film companies for asking "excessive admission prices and high percentages on some films for general release." A resolution also condemned them for withholding some films for general release for a lengthy time after key-runs. Praised was the "Movietime" campaign while National Allied's proposed arbitration plan was approved.

The directors set the convention for May 6-7 at the Antlers Hotel, Colorado Springs, Colo., following the National Allied board meeting at the Broadmoor, May 3-4.

Officers elected include John Wolfberg, national board member; Neil Beezley, president; Elden Managh, vice-president, and Mary Lind, treasurer.

Morgan Handling "Encore"

NEW YORK—Oscar Morgan, general sales manager, short subjects and Paramount News, has been placed in charge of sales for Somerset Maugham's "Encore", which Paramount will distribute, A. W. Schwalberg, president, Paramount Film Distributing Corporation, announced last week at the company's divisional sales managers' meeting. "Encore" is the second J. Arthur Rank production to be handled by Paramount in the past year. These new duties are in addition to those Morgan is responsible for as general sales manager, short subjects and Paramount News.

SAG Coast Dinner Feb. 25

HOLLYWOOD—Awards for the best screen writing of the year in dramatic, comedy, musical, and low-budget categories will be made by the Screen Actors Guild at a dinner to be held at the Hollywood Palladium on Feb. 25. SAG also will award the Robert Meltzer prize for the script most ably depicting problems of the American scene.

Levin Surveys Foreign Market

NEW YORK—Audience reaction to foreign films exhibited in art theatres were surveyed last week by Jack H. Levin Associates in two major areas. The national company was retained to survey audience reaction on the west coast and in the midwest, and to present statistical results and analysis.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"The Wild North"—Should register in the higher grosses.

"Just This Once"—Pleasing programmer.

"Special Handling Needed", Schwalberg

NEW YORK—"All pictures must be given special handling to assure proper grosses in today's market," A. W. Schwalberg, president, Paramount Film Distributing Corporation, last week told the company's divisional sales managers' meeting.

"We can no longer rely on a conventional selling pattern," the distribution chief said. "We cannot treat pictures as a group."

The three-day divisional sales managers' conclave concluded with a series of meetings between individual division managers and home office sales executives. Previous sessions were devoted to a discussion of general problems facing the distribution force and plans for the selling and merchandising of forthcoming product.

Sales policy for "The Greatest Show On Earth" also was a major factor in the discussions.

Speakers included Barney Balaban, president, Paramount Pictures Corporation; Adolph Zukor, chairman of the board; Y. Frank Freeman, vice-president and studio head; E. K. O'Shea, vice-president, Paramount Film Distributing Corporation; Jerry Pickman, vice-president and director of advertising, publicity, and exploitation, and Oscar Morgan, general sales manager, short subjects and Paramount News.

Kane Upped By Paramount

NEW YORK—A. W. Schwalberg, president, Paramount Film Distributing, announced last fortnight that A. M. Kane, assistant eastern-southern division sales manager, would, as of March 1, become south-central division manager, succeeding M. R. "Duke" Clark, who resigned as of Feb. 29. Kane, with Paramount since 1925, started in Boston as sales manager and in New Haven as exchange manager. He returned to Boston as exchange manager, and in 1947 advanced to the post he has held until now.

Movietone News Adds Reels

NEW YORK—Augmenting the regular issues of Movietone News, 20th Century-Fox last week announced that a special additional newsreel, 10 minutes in length, will be issued twice a week starting on Jan. 18, in order to give expanded spot coverage of important happenings to selected theatres. Peter Levathes, short subjects sales manager, said that the innovation in news coverage will be shown first at the Embassy Newsreels houses, the Roxy, and the Grand Central, in the metropolitan area.

THE LOVABLE, LAUGHABLE, WONDERFUL
FAMILY OF RADIO FAME
now uproariously delightful on the screen!

OZZIE

...he's in a whirl—over
a hard-riding cowgirl!



and **HARRIET**

...she had an "F. B. I." Guy in her guest
room—and a skeleton in her closet!

DAVID and RICKY

Just chips off the old blockhead, they're on the
loose, chasing a thug to the calaboose!



"HERE COME THE NELSONS"

**57 VARIETIES
OF FUN!**



...BRINGING ALL THE FUN
AND WONDERFUL ADVENTURES
THAT HAVE ROCKED THE AIRWAYS
WITH **LAUGHTER!**



Co-Starring

ROCK HUDSON

with **BARBARA LAWRENCE**

Story and Screenplay by OZZIE NELSON, DONALD NELSON and WILLIAM DAVENPORT • Directed by FREDERICK de COROOVA • Produced by AARON ROSENBERG



U-I MAKES THE MONEY MAKERS!



This Was The Week When . . .

Max E. Youngstein, UA vice-president and national director of advertising, publicity, and exploitation, announced a \$400,000 budget for "The African Queen." . . . Governors of four states, Montana, Oregon, Idaho, and Washington, were invited to the world premiere of 20th-Fox's "Red Skies Of Montana" at Missoula, Mont., on Jan. 28. . . . Gene Autry started a six-week tour in Wichita, Kans., which is due to carry him through 19 midwestern, eastern, and southern states. . . . Director Frank Capra was chosen to represent the industry and act as official delegate of the State Department at the International Film Festival at India, Jan. 24-Feb. 27.

Argosy magazine, in its February issue, had a 32-page layout plus color cover for 20th-Fox's "Viva Zapata!" . . . Marion Marshall, Paramount starlet, began a 10-city coast-to-coast tour under sponsorship of the National Foundation for Infantile Paralysis, plugging both "The March of Dimes" and "Sailor Beware." . . . 20th-Fox revealed that Jack Barrows, U. S. Forest Service representative and technical adviser on "Red Skies Of Montana", started a tour of several cities on behalf of the film, with Leo Pillot, 20th-Fox representative, handling arrangements.

Jack Kirsch, president, Allied Theatres of Illinois, released the text of a letter to Edward Small, president, Edward Small Productions, for selling 26 of his pictures to TV while he is still making new product for theatres, declaring that "if you think that TV offers you a better source of revenue, you should concentrate on that field" and "if you are going to continue to sell to television, you should, in all fairness, leave the production of pictures for theatre consumption to those producers who still believe that their future rests with the motion picture industry."

U-I announced a nationwide contest among disc jockeys in connection with "Meet Danny Wilson." . . . The TOA asked its members to cooperate fully in "The March of Dimes", and to show the trailer from Jan. 24-31. . . . Columbia held



Republic star Roy Rogers is glimpsed pinning an honorary sheriff's badge on Larry Jim Gross, 1952 "March of Dimes" poster boy, during the seven-year-old lad's recent trip to the Republic studio on the coast on behalf of the polio drive.

its third and fourth sales meetings in Chicago and New York.

U-I revealed an extensive national magazine ad campaign for "The Battle At Apache Pass", which will list all key theatres to play the picture. . . . 20th-Fox set the world premiere of "Viva Zapata!" on Feb. 7 at the Rivoli, New York City. . . . UA set a deal for two films with King Brothers Productions, "Mutiny" and "The Ring." . . . "Royal Journey", color film account of the recent visit of Princess Elizabeth and the Duke of Edinburgh to Canada and the United States, was acquired for distribution by UA.

MGM scheduled a two-day sales conference of division chiefs in Chicago, starting on Jan. 28. . . . UA revealed a number of tieups for "The Green Glove." . . . Republic concluded its series of four regional sales meetings. . . . Matilda, one of two kangaroos which arrived for a good will tour in connection with 20th-Fox's "Kangaroo", died in New York. . . . The Library of Congress issued a 1256-page catalog that lists more than 50,000 pictures registered in the Copyright Office from 1912-1939, entitled "Motion Pictures, 1912-1939" and selling for \$18 per copy. . . . U-I announced an extensive national advertising campaign for "Bend Of The River." . . . The Department of Commerce failed to include the film industry in a new, revised list of essential activities. . . . The Screen Writers Guild announced that it would present its fourth annual awards for the best screen writing of the year in all categories at a dinner on Feb. 25 at the Hollywood Paladium, Hollywood.



At the recent 20th Century-Fox sales meeting in the New York home office were, left to right, W. C. Gehring, executive general sales manager; Spyros P. Skouras, president; Murray Silverstone, president, 20th-Fox International Corporation; Charles Einfeld, advertising-publicity-exploitation executive vice-president; W. C. Michel, comptroller, and W. Henderson, secretary-treasurer of the corporation.

PEOPLE

NEW YORK—Dan J. Smolen has been named purchasing agent for 20th Century-Fox, succeeding the late William Freedman, it was announced last week. Smolen, with the company for 30 years, started his career as an information clerk, and subsequently was a member of the auditing staff and the New York studio organization. He has been with the purchasing department for 20 years.

NEW YORK—Souvaine Selective Pictures last week announced the appointment of Bob Finkel as its eastern district sales manager. Formerly New York sales manager, ELC, and associated with Republic, Finkel replaces John McKenna, resigned.

HOLLYWOOD—Eugene Arnstein, recently resigned as administrative head, Pathe Laboratories, was appointed personnel director, Monogram home office, it was announced last week by Monogram President Steve Broidy.

TORONTO—W. Arthur Irwin was last week reappointed chairman, National Film Board and Government Film Commissioner.

NEW YORK—Mort Freedgood resigned from the Paramount home office publicity department last fortnight to devote his future time to freelance writing.

Konecoff

(Continued from page 12)

sonalities. She is here to plug the picture, "Kangaroo", filmed in her native land, and has an extensive itinerary planned. . . . The Jerry Lewis-Dean Martin money-maker "Sailor Beware", is due to follow "Detective Story" into the Mayfair. . . . More and more theatres are joining the collection campaign for "The March of Dimes," which needs the funds badly this year. . . . The Marquee for January has a lengthy piece on Sam Goldwyn, "The Goldwyn Legend." . . . U-I's "Bend Of The River" got a wonderful plug on Art Baker's network television show via a 10-minute film and live action sequence. . . . The Board of Education of New York City accepted from Paramount 10 sets of reproductions of famous paintings inspired by the circus and "The Greatest Show On Earth", for display in the city's high schools. . . . Sid Mesibov, Paramount exploitation manager and professor of picture-pushing, has been elected president, Paramount Pictures Club, taking over from Albert Deane. . . . Formation of Kaufman and Schreier, was announced by Ben Kaufman, formerly with Mutual Broadcasting, UA, U-I, and MGM, and George Schreier, formerly with WJZ and a personality representative. They are located at 400 Madison Avenue. . . . A good pressbook is out on "Red Skies Of Montana."

Harry Martin Passes

PHILADELPHIA—The trade was shocked to hear of the death of Harry Martin, 51, U-I branch manager, who passed away suddenly in New York last weekend.

The deceased had previously been branch manager for the company at the Washington exchange.

He leaves a wife, two daughters, and a host of friends who will miss him.

Biggest in L.A. ... Soon, Biggest in the Nation!

DOMESTIC SERVICE		INTERNATIONAL SERVICE	
Check the class of service desired; otherwise this message will be sent as a full-rate telegram		Check the class of service desired; otherwise this message will be sent at the full rate	
FULL RATE TELEGRAM	SERIAL	FULL RATE LETTER TELEGRAM	SHIP RADIOGRAM
DAY LETTER	NIGHT LETTER	VICTORY LETTER	

1207

W. P. MARSHALL, PRESIDENT

"THE BIGGEST HOLIDAY BUSINESS IN LOS ANGELES"

3 NL LOS ANGELES CALIF 4-
WILLIAM J. HEINEMAN, VICE PRES. IN CHG. DISTRIBUTION, UNITED ARTISTS PICTURES NYK-

DEAR BILL: "THE AFRICAN QUEEN" CERTAINLY ADDED AN EXTRA MEASURE OF HAPPINESS TO OUR NEW YEAR BY OPENING TO THE BIGGEST HOLIDAY BUSINESS IN LOS ANGELES IN ITS WORLD PREMIERE AT OUR FOX WILSHIRE THEATRE. THE PUBLIC LOVES IT AND THE CRITICS ARE RAVING ABOUT THE BRILLIANT PERFORMANCES OF BOGART AND HEPBURN. I'M SURE YOU HAVE A HIT IN "THE AFRICAN QUEEN" THAT WILL GET A LOT OF MONEY FOR THE THEATRES. WE ARE LOOKING FORWARD TO A LONG RUN IN THE WILSHIRE. CONGRATULATIONS AND BEST WISHES FOR 1952—

CHARLES P. SKOURAS— . . .

"THE PUBLIC LOVES IT AND CRITICS ARE RAVING!"

... and the second weekend tops the first!

**HUMPHREY BOGART
KATHARINE HEPBURN**

Produced by S. P. EAGLE • Directed by JOHN HUSTON

"THE AFRICAN QUEEN"

COLOR BY TECHNICOLOR

Horizon Pictures presents HUMPHREY BOGART • KATHARINE HEPBURN in "THE AFRICAN QUEEN" • Color by TECHNICOLOR • with ROBERT MORLEY and Peter Bull • Theodore Bikel • Walter Gotell • Peter Swanwick Richard Manner • A Horizon-Romulus Production • Produced by S. P. EAGLE • Directed by JOHN HUSTON

Another BIG ONE thru **UA**

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

England: Enterprise sinks—Captain Carlsen feted.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 35, No. 6) New York: Plane crashes in Flushing Bay, L. I. New York: The sweaters that burned. New York: "Miss Press Photographer." New England: Huskies race in snow. Grossinger, N. Y.: Ice skating skill. Austria: Ski-jumping Olympic hopefuls.

NEWS OF THE DAY (Vol. XXIII, No. 240) Italy: Traffic police get gifts from friends for public service well done. San Francisco Bay Area, Cal.: Flood. New York: Plane crashes in Flushing Bay, L. I. New York: "Miss Press Photographer." Los Angeles: Pro bowl championship. Grossinger, N. Y.: Ice skating skill.

PARAMOUNT NEWS (No. 43) "Enterprise" sinking.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 526) Canada: Churchill in Ottawa. New York: Plane crashes in Flushing Bay, L. I. Spain: Storm lashes San Sebastian. Oakland, Cal.: House with the creeps. Grossinger, N. Y.: Ice skating skill.

WARNER PATHE NEWS (Vol. 23, No. 45) New York: Plane crashes in Flushing Bay, L. I. Paris: France mourns a great General. California: Floods. New York: Eden honored with degree at Columbia. New York: Dutch premier arrives. New York: "Miss Press Photographer." Grossinger, N. Y.: Ice skating skill.

TELENEWS DIGEST (Vol. VI, No. 3-A) England: Enterprise sinks. New York: Plane crashes in Flushing Bay, L. I. Alabama: One-man scrap drive. England: Luxury liner Gothic gets dolled up for royal tour to Australia. Vienna: Four power sports meet. Grossinger, N. Y.: Ice skating skill.



More profit with **LIPPERT!**

UPT Investing In Electronic Firm

NEW YORK—United Paramount Theatres last fortnight became the first theatre circuit to invest in an electronic engineering firm, Microwave Associates, Inc., Boston. A statement by Microwave stated that it would expand its operations in research, development and manufacture of microwave tubes, components, and systems, with the expansion program financed by the sale of its common stock to UPT, which owns 50 per cent of outstanding common stock.

Five UPT executives will be directors on the new board. Dana W. Atchley, Jr., coordinator of technical research, will become president of the enlarged company, while Leonard Goldenson, Robert H. O'Brien, S. B. Siegel, and Jason Rabinovitz will be on the board. Microwave officers on the board will include Vessarios Chigas, vice-president and general manager; Richard M. Walker, vice-president and treasurer, and Louis W. Roberts, vice-president and director of research.

IN ALL FIVE:

In the Atlantic: End of the Enterprise. Washington: President Truman addresses Congress.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 35, No. 5) Atlantic City, N. J.: Fire. New York: Costello tried for contempt. Washington: President meets "March of Dimes" poster child. Los Angeles: Tommy Bolt wins open. New York: Silver Skates annual.

NEWS OF THE DAY (Vol. XXIII, No. 239) Atlantic City, N. J.: Fire. Suez: British stand firm.

PARAMOUNT NEWS (No. 42) Germany: New dog act. Hollywood: Koala Quartet from Australia. New York: Silver Skates annual. New York: Golden Gloves.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 525) Atlantic City, N. J.: Fire. England: New carrier Catapult. New York: Golden Gloves.

WARNER PATHE NEWS (Vol. 23, No. 44) Atlantic City, N. J.: Fire. Washington: President meets "March of Dimes" poster child. Germany: New dog act. France: Olympicski tryouts in Alps. New York: Golden Gloves.

TELENEWS DIGEST (Vol. VI, No. 2-B) Washington: President Truman addresses



When Cecil B. DeMille, producer of Paramount's "The Greatest Show On Earth," was recently interviewed by the trade press in a New York City suite, on hand were Mel Konecoff, EXHIBITOR; Alan Ames, Bill Specht, Mrs. Cecelia Harper, daughter of the producer, and Chester B. Bahn.

Congress. Nevada: Atom test. New Jersey: Mrs. Carlsen awaits skipper's return. Maryland: Final tests on model of super-carrier U.S.S. Forrestal. Seattle: Cruisers to carry guided missiles. Korea: British Private wins Victoria Cross. Denver: Winter tames wild fowl.

NATIONAL LEGION OF DECENCY

Jan. 17, 1952

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Flaming Feather" (Para.); "Fort Osage" (Monogram); "Indian Uprising" (Col.); "Red Snow" (Col.); "Secret Flight" (English-made) (Distinguished); "The Treasure Of Lost Canyon" (U-I); UNOBJECTIONABLE FOR ADULTS: "Another Man's Poison" (UA); "Tembo" (RKO); "Woman In The Dark" (Rep.); OBJECTIONABLE IN PART: "Phone Call From A Stranger" (20th-Fox).

NATIONAL BOARD OF REVIEW

Jan. 12, 1952

SELECTED FEATURES: "Phone Call From A Stranger" (20th-Fox); "Westward The Women" (MGM); "Gypsy Blood" (Selznick); "For Men Only" (Lippert).

Monogram In New Financing

HOLLYWOOD—Signing of a new one-year revolving loan and credit agreement with the Security First National Bank of Los Angeles was announced last fortnight by Steve Brody, president, and George D. Burrows, executive vice-president and treasurer, Monogram and Allied Artists. The agreement provides for maximum borrowings of \$1,000,000, and also permits issuance of guarantees up to \$500,000 covering bank loans to producers releasing their pictures through the Monogram-Allied Artists organization.

Groves Sets Promotion Unit

NEW YORK—Harold L. Groves, head, Hargroves National Service System, Inc., last week retained Ritter, Sanford, and Price, Inc., for national sales promotion, advertising, and publicity through 1952. The program includes the use of radio, magazines, and newspapers to acquaint the public with the desirability of their patronizing theatres using Hargroves. Trade magazines will be used to acquaint the exhibitor with the advantages of Hargroves National Service System.

Souvaine, Box In Deal

NEW YORK—Announcement was made last week by Charles M. Amory, general sales manager, Souvaine Selective, that a two-way deal has been arranged between Souvaine and the recently formed Sydney Box producing and distributing organization of London, Apex Film Distributors, Ltd. Souvaine Selective Pictures will handle the distribution of Apex pictures in the United States, and Apex will release certain Souvaine pictures in Great Britain.

Correction

(Sensational gross of the William Mishkin combination of "Secrets Of The Female Sex" and "Outcast Girls" should have been credited to the RKO Liberty, New Orleans, instead of the RKO Liberty, New York, as listed in Jan. 16 issue of EXHIBITOR.—Ed.)

OUTDOOR REFRESHMENT SERVICE
from Coast to Coast over 1/4 Century

Refreshment Service for **DRIVE-IN THEATRES**

SPORTSERVICE CORP.
SPORTSERVICE BLDG. • BUFFALO, N. Y. Phone MA. 5014

SOON THE STAR-SPANGLED EXCITEMENT OF

RETREAT!



"Retreat, hell!
We're just attacking
in another direction!"
— Gen. O. P. Smith,
First Marine Division, Korea

A bunch
of husky guys
in battle-green
who showed
the world
you can't
stop a
Marine!

IT'S FROM
**WARNER
BROS.**

"RETREAT, HELL!" STARRING FRANK LOVEJOY RICHARD CARLSON RUSTY TAMBLYN ANITA LOUISE
SCREEN PLAY BY MILTON SPERLING AND TED SHERDEMAN STORY AND PRODUCED BY MILTON SPERLING DIRECTED BY JOSEPH H. LEWIS
A UNITED STATES PICTURES PRODUCTION DISTRIBUTED BY WARNER BROS.



Skouras Chairmans TOA Meeting

HOLLYWOOD—Charles P. Skouras will serve as general chairman for the annual conference of the board of directors of the Theatre Owners of America, on Jan. 28-31, it was announced last week.

Dick Dickson has been named by Skouras as coordinator of all TOA conference activities. Serving with Dickson on a general committee on arrangements will be Thornton Sargent, Ed Zabel, and John Lavery. Other assignments include George Bowser, entertainment; R. H. McCullough, television; Andy Krappman, merchandising; Dean Hyskell, decorations and exhibits, and Pete Latsis and Dick Pitts, publicity.

RKO Officers Renamed

NEW YORK—The RKO Theatres' board last fortnight returned President Sol A. Schwartz and his entire administration to office. Renamed were William W. Howard, vice-president; Thomas F. O'Connor, vice-president and treasurer; William F. Whitman, secretary; Harold E. Newcomb, controller; Louis Joffe and Milton Maier, assistant secretaries, and Edward W. Avery, John E. Redmond, and A. E. Roach, assistant treasurers.

Suits Shifted To Dallas

WASHINGTON, D. C.—Eight major distributors and two large Texas circuits last week were granted a request for the transfer to Dallas of two anti-trust actions filed against them in Wilmington, Del. The defendants, Interstate Circuit, Texas Consolidated Theatres, and the eight majors, asked that the cases be transferred to

Skiatron To Complain To D of J On Tests

NEW YORK—Arthur Levey, president, Skiatron Electronics and Television Corporation, announced last week that the refusal of two major producer-distributors to make available product for a Subscriber-Vision public trial run here, conditional replies from two others, and no answers from five would force Skiatron to take the matter to the Department of Justice.

Levey identified the companies as MGM and 20th-Fox, as refusing; Paramount and RKO, agreeing conditionally, and Warners, Columbia, U-I, Republic, and UA, not replying.

COMPO Aids Visiting Newsmen

NEW YORK—It was learned last week that office space in COMPO headquarters in the Paramount building has been made available to out-of-town newspapermen visiting New York.

In a letter sent to all "Movietime, U.S.A." publicity chairmen throughout the country, COMPO suggested that newspaper writers contemplating a trip to New York be advised that they will be welcome at the COMPO offices, where working facilities will be provided them.

Dallas, a more convenient location for all involved. Plaintiffs are I. B. Adelman and the Tivoli Realty Company, operators of theatres in Dallas and Houston, Tex.

BOOK REVIEWS

Hollywood, U.S.A.: From Script To Screen: By Alice Evans Field. New York: Vantage Press. \$3.50. Illustrated.

An idea is traced from its conception to its final emergence as a motion picture, with the duties of the artists and artisans charged with effecting various phases of the transformation outlined in brief detail. In describing the work of the director, producer, cameraman, writers, and others, Mrs. Fields imparts little more knowledge than is generally known, and for this reason her book would have its greatest appeal to persons who are totally unfamiliar with the workings of the film studios. While the book covers all of the facets of movie-making, none is treated very intensively. Sources of information range from the men in the industry to the Encyclopedia Britannica and Webster's Dictionary. The volume is padded out with lists of notable producers, directors, cameramen, Academy Award winners, etc., and a multitude of experts' quotations.

C. F.

Hollywood Aid Sets Record

HOLLYWOOD—A total of 2,931 free personal appearances, nearly double that of 1950, were recorded by 785 filmland volunteers in conjunction with 531 patriotic and public service events in all parts of this country and many foreign lands of the United Nations during 1951, it was reported last week.

Statistics summarizing activities extended by the industry and its roster of talented artists through the Hollywood Coordinating Committee were announced by president George Murphy.

MPAA Upholds "Nellie" Ruling

NEW YORK—Objections by the Production Code Administration to certain scenes in 20th Century-Fox's "Wait Till The Sun Shines, Nellie" were upheld last fortnight by the board of directors of the MPAA. Earlier, 20th-Fox declined to make the suggested changes, and, following established procedure, appealed to the MPAA board.

ANSWER TO YOUR TECHNICAL PROBLEMS...



The
Altec
Service
Man

*The Altec
Service Man and
the organization
behind him*



161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT



More profit with **LIPPERT!**

The Editor Speaks

"THESE are fighting words and I don't like it, not one bit!" That is what producer Stanley Kramer had to say about the attack made on his good name by a



PAUL MANNING

group called the Wage Earners Committee. Kramer is properly outraged by the continued picketing of "Death Of A Salesman" and the mailing of hundreds of circulars proclaiming that "Stanley Kramer is notorious for his Red-slanted and Red-starred films." Bristling at this attack, Kramer

filed a \$1,000,000 libel suit against the organization.

THE TOP echelon of the industry has risen in open admiration of Kramer's action in rolling his sleeves, doubling his fists, and making a real fight of it, instead of putting his tail between his legs, and submitting in fearful and docile silence to this flagrant attack (as this industry has done now for too long—Ed.) Kramer is making a real issue out of it. From this precedent-establishing event will no doubt come a clear legal understanding which will make all other self-styled censoring organizations think twice before making any further ill-advised attacks at this industry or any members thereof.

SAYS Kramer, "I am fighting this for several important reasons. Most important of these is I do not like my name to be smeared without reason or without fair trial. Any man should fight to protect the integrity of his name. Another is that if incidents like these are allowed to go unchecked and unchallenged, it won't be long before some of our most precious American heritages are seriously threatened."

WE ARE confidently hopeful that Stanley Kramer will prove to be every bit as good a gladiator as he has proven himself to be a producer. Bravo!

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarian Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

* **STUDIO SURVEY**

Paul Manning, editorial director

Vol. 5, No. 1 January 23, 1952

*Registered Trademark

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

20th CENTURY-FOX's

"PHONE CALL FROM A STRANGER"

starring

SHELLEY WINTERS, GARY MERRILL, MICHAEL RENNIE

with

KEENAN WYNN, EVELYN VARDEN, WARREN STEVENS,
BEATRICE STRAIGHT, TED DONALDSON

also starring

BETTE DAVIS

Produced by Nunnally Johnson. Directed by Jean Negulesco.
Screen play by Nunnally Johnson, based on a story by I. A. R. Wylie.

UNITED ARTISTS'

"THE AFRICAN QUEEN"

starring

HUMPHREY BOGART and KATHARINE HEPBURN

with

ROBERT MORLEY, PETER BULL, PETER SWANWICK, THEODORE BIKEL,
RICHARD MARNER

Produced by S. P. Eagle. Directed by John Huston.
Adapted for the screen by James Agee and John Huston from the novel by C. S. Forester.

Color by Technicolor.

WARNERS'

"ROOM FOR ONE MORE"

starring

CARY GRANT and BETSY DRAKE

with

LURENE TUTTLE, RANDY STUART, JOHN RIDGELY, IRVING BACON,
MARY LOU TREEN

and

IRIS MANN, GEORGE WINSLOW, CLIFFORD TATUM, JR., GAY GORDON,
MALCOLM CASSELL, LARRY OLSEN

Produced by Henry Blanke. Directed by Norman Taurog.
Screen play by Jack Rose and Melville Shavelson from the book by Anna Perrott Rose.

EXHIBITOR

A Producer Offers Some Advice To Exhibitors

Sam Zimbalist, whose results production-wise speak for themselves, believes that some theatre-men haven't been making the most of the opportunities Hollywood has been giving them

IMAGINE producing two magnificent screen epics like "King Solomon's Mines" and "Quo Vadis" within the short span of one year. This is the remarkable record hung up by Sam Zimbalist, MGM producer.

I gathered during our interview that while Zimbalist is an "exhibitors' producer" the reason is not what one would think it would be. The average exhibitor says he is not always the best judge of what type of picture the public will buy. The success and progress of our business depends, Zimbalist continued, on the necessity for daring producers to ferret out different ideas for the cameras to play with. The old standby formula picture has long since been recognized as a phoney by most of the moviegoers, and were it not for a few enterprising young Hollywood producers who dare to present original ideas new to the screen, this business would slowly grind itself to an ignominious death. (Straight-from-the-shoulder talk and down-to-earth logic.—Ed.)

ZIMBALIST'S entrance into the industry and his climb up the ladder was accomplished with a directness and integrity which has been a strong factor in the heavy responsibilities which Leo the Lion has confidently placed squarely on his young shoulders. Zimbalist went with Metro in New York in 1920 as a film cutter. Later, he was sent to the west coast studios, where he edited the Nazimova films. It was a natural for him to land with a top producer as an assistant. That producer turned out to be Hunt Stromberg. A producer's berth was awarded Zimbalist in 1937, and the succeeding years saw the Sam Zimbalist credit flash on the titles of such outstanding MGM hits as "Navy, Blue, And Gold", "Boom Town", "The Crowd Roars", "Tortilla Flats", "Thirty Seconds Over Tokyo", and now the two spectacular hits, "King Solomon's Mines" and "Quo Vadis."



SAM ZIMBALIST

THERE is a funny gag in show business pulled whenever anyone does a terrific turn. It is the stopper question, "Wacha gonna do for an encore?" After these two all-time hits, this question might very well be asked of Zimbalist. Were he an ordinary guy, he might be stumped by this jackpot question, but we must realize that no ordinary fellow could have brought us such pictures, and, therefore, we can all rest assured that he is all set to top himself.

SAYS Zimbalist, "In this racket, you got to go like hell to stay where you are!" From the determined set of the Zimbalist jaw, he aims to do just this, to stay right up there on the high place to which he has fought his way.

TWO HOURS after our visit together, he planed to Europe and Africa to set up the machinery for another African picture. When he told me this, I asked him if this wasn't doing exactly what he had

told me shouldn't be done, making a formula picture. He said, "No, Paul, I don't consider this forthcoming African picture to be anything like 'King Solomon's Mines'. I am tremendously intrigued by the limitless possibilities which lie in the grandeur of Africa's vast natural beauty. The public is entitled to see this through the eyes of the color camera, and even 100 pictures filmed in these authentic locations will not, in my opinion, satiate the civilized world's constant thirst for stories of adventure in this primitive land. Take a story which takes place in New York. A million stories, different stories, can be made with this same big city background. all different, all equally as entertaining. The story for the new African picture is entirely different, and what's more interesting is this—our explorer cameramen found new and exciting locations. We have every reason to believe that the public will find it as thrilling and entertaining as 'King Solomon's Mines'."

ZIMBALIST got back to exhibitor talk with the remark that he would surely like to see an annual trophy given to the best independently operated theatre in the country, based purely on the service offered to the public in the way of personnel, courtesy, seat comfort, equipment maintenance, etc.

HE SAYS, also, "The vote should be made by film salesmen. There are many theatres," says Zimbalist, "operated by men who have no right to be exhibitors. Running a theatre is a job for a full time, natural public relations man. His job isn't completed when he gets the name of the picture up on his marquee. It has just begun. He must make a great effort to select first the type of picture that his customers like, and then sell that one like the very devil, milk it for every nickel. Lots of exhibitors have a bad habit of

(Continued on page SS-4)



A pagan ritual of ancient Rome is recreated before the Technicolor cameras in MGM's lavish spectacle, "Quo Vadis," which was filmed in Italy, and produced at a cost of \$6,000,000.



Robert Taylor, as a commander of one of Nero's legions, is shown in a scene from "Quo Vadis."

Star and Picture Maker

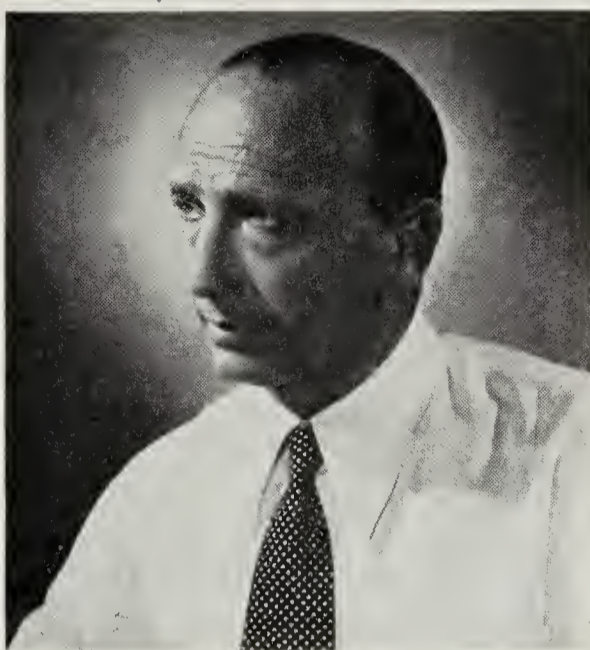
Michael Curtiz, a top director in EXHIBITOR's Laurel Awards poll and ace director on the Warner lot, believes in doing the unusual and it has paid off.

IT ISN'T much of a vocal effort to get a real, bang-up interview with Mike Curtiz, my favorite director. Mike, as we of the press call him, is a self-winder. He can eat, sleep, and talk pictures. The truth of the matter is that for over 25 years at Warner Studios, Curtiz has been making pictures with precious little time for eating, talking, and sleeping.

I LOVE to hear Mike wax enthusiastic about his work. He showers affection on his players and by showing openly this sincere admiration of their talent he can accomplish the film achievements which have been the glowing milestones of his career. For any director to remain for a full quarter century with one studio is in itself a towering testimonial. Ask any Hollywood worker about this, and you will be instantly assured that Curtiz is a miracle man. The way I see it, it isn't as much of a miracle as it is knowing your job, loving your job, and, above all, doing your job.

MICHAEL CURTIZ was born in Budapest on Christmas Eve, 1889. As early as he can remember, he knew only of poverty. The main family dish was usually a hunk of dark bread with a piece of herring slung across it. This wasn't exactly the same sort of herring which present-day gourmets nibble at politely at Toots Shor's and Dave Chasen's. This wasn't followed by 16-ounce filet mignon steaks and baked Alaska.

EXHIBITOR'S LAUREL AWARDS poll last year honored Curtiz as a TOPLINER DIRECTOR. This year, he has two solid entries running under his colors, "Jim Thorpe—All American" and "I'll See You In My Dreams." While exhibitors will be mulling over the sweet taste of these two hits, Curtiz will be busy at Warners mixing another batch of his magic picture brew which will soon take shape as "The Will Rogers Story." With Will Rogers, Jr.,



MICHAEL CURTIZ

acting the title role, and Will Rogers' widow acting as story consultant, Warners has a lot to look forward to, and so does the public.

CURTIZ will not be pinned down or permanently identified with any one particular type of picture. Look at the names of some of the all-time hits he has made, and realize the truth of this statement: "20,000 Years In Sing Sing", "Black Fury", "Captain Blood", "Kid Galahad", "Four Daughters", "Adventures Of Robin Hood", "Angels With Dirty Faces", "The Sea Hawk", "Dive Bomber", "Yankee Doodle Dandy", "Casablanca", "Mission To Moscow", "Mildred Pierce", "Life With Father", "Young Man With A Horn", "Jim Thorpe—All American", "I'll See You In My Dreams."

How is that for a diversified credit list? This represents about every type of picture theme ever made, and if one shouldn't find it among those listed above it's a lead pipe cinch that it is in the long, long list

of his other pictures which I cannot mention due to limited space.

MIKE CURTIZ is a guy who gets terrific hunches, and plays these to the hilt. When casting for "Captain Blood," he happened to notice a tall young extra walking down the studio street. He had never seen the young man before and didn't know whether he could act worth a nickel, but within 10 minutes the dazzled extra was reading lines. He was satisfied that this young actor would be perfect for the part. That he was not a name, and, therefore, not very good boxoffice insurance, did not deter Curtiz in battling with the front office to get the lead for this unknown actor. Curtiz finally won out, and it was do or die. He evidently did, as the young extra who was handed the break of his life by Curtiz was none other than Errol Flynn.

WHILE preparing "Mildred Pierce", which saw the rebirth of Joan Crawford as a top dramatic star, Curtiz discovered a tall, loosely knit young man who had been working as a carpenter for quite a few years trying vainly to get even some extra work. Curtiz tested this novice, found a very different and appealing type of screen personality, perfectly adapted for the leading role in "Mildred Pierce", and again made a strong pitch with the top brass for the carpenter-actor. When the smoke cleared, and the picture began racking up record grosses, Warners realized for the first time that Curtiz had handed them another star, David Brian.

AND so it goes with Michael Curtiz. All in a day's (and night's) work is his answer to the kudos tossed his way. Doris Day is another star who owes her start to Curtiz. Still another, and perhaps the gem of all casting miracles, is the smash hit that Danny Thomas is making in his portrayal of Gus Kahn in Warners' "I'll See You In My Dreams." How about that

(Continued on next page)

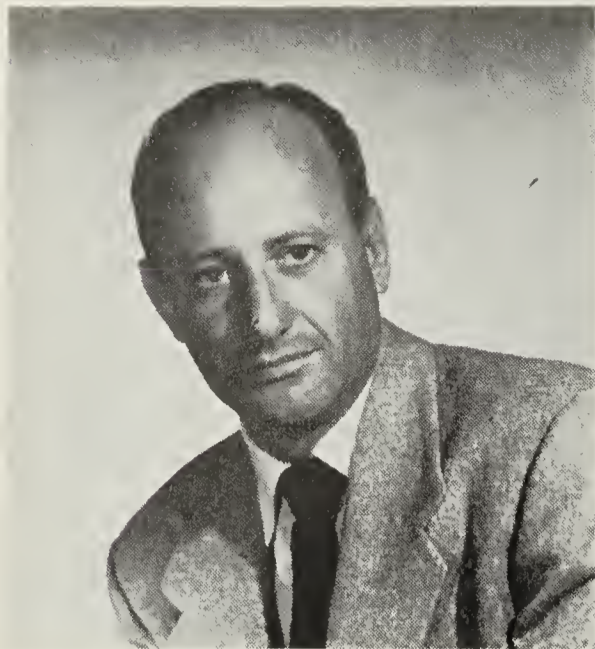


Curtiz confers with Doris Day and Danny Thomas on the set of Warners' musical, "I'll See You In My Dreams." The youngsters are Robert Lyden and Bunny Lewbell, featured in the film.



Curtiz talks with Burt Lancaster on the set of Warners' recent "Jim Thorpe—All American."

Meet George Glass . . .



GEORGE GLASS

SELDOM has this editor met a man with as many facets to his ability and personality as George Glass, vice-president, associate producer, and head of advertising and exploitation for the Stanley Kramer Productions. Hollywood has recognized in Glass' sharp-sighted approach to the many problems of film advertising and promotion a revolutionary form of film selling which has now clearly demonstrated that original selling techniques were powerful ammunition in the success of this snowballing Stanley Kramer Productions.

Ad chiefs of every film company have admired the sheer striking power and eye appeal of the ads created under Glass' careful supervision, ads which made millions of filmgoers conscious of Kramer's first big hit, "Champion."

GLASS was born right in Los Angeles, and challenges all jokes on the subject. Blasting his way up through the ranks, he saw rugged duty as cub reporter, rewrite man, and sports writer. His easy manner of speaking won him the job of radio news commentator for The Los Angeles Examiner, and, via this springboard, he became familiar with local, state and federal politics, wrote radio plays, sold feature stories to the syndicates, and got to know a bit about the general activities of Hollywood.

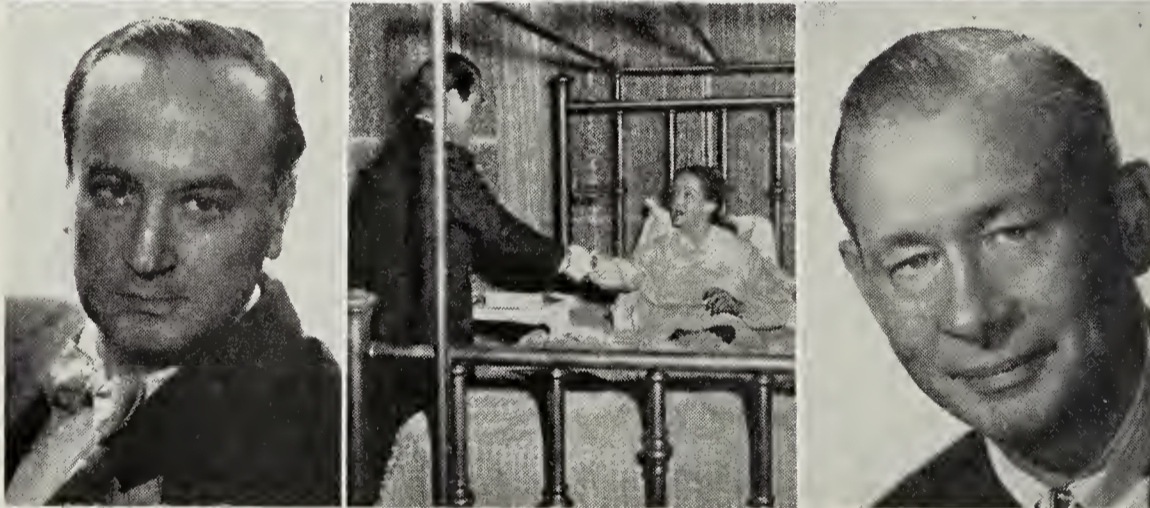
IT WAS a natural for him to slip into a publicity work with the studios, and, in 1935, he went with Selznick. Later, he opened up his own public relations office, and soon afterwards, realizing that he needed more knowledge of the distribution end of the business, accepted a job with United Artists. Here he met all the important independent producers.

HE STRUCK up a fast friendship with Stanley Kramer, who, at that time, was an executive assistant. Both were young and ambitious. Both were eager to have a fling at their own brand of movie making. Working on the theory that the public was by now pretty bored with formula films, they planned a group of different films, "Champion", "Home Of The Brave", "The Men", "Cyrano De Bergerac", and

GOOD THINGS TO COME FROM HOLLYWOOD . . .

"Phone Call From A Stranger"

There are few moviegoers who will not recommend "Phone Call From A Stranger" to their friends. As a trade paper reviewer, pictures come at me a mile a minute, and it isn't too often that one has the guts to dig in deep. This picture does just that, digs in deep, and stays with you. A superb combination of players, sensitively directed by Jean Negulesco of "Johnny Belinda" fame, and under the production guidance of Nunnally Johnson, makes a high-rating picture. Although this is bright adult entertainment, the story is handled in a simple manner, which will make it easily understood and appreciated by the family trade. 20th-Fox is to be congratulated for this one. This studio has surely been consistent with its pictures, and "Phone Call From A Stranger" will not be the cause of any frowns grosswise. Our plaudits go to Gary Merrill, Shelley Winters, Michael Rennie, Bette Davis, Keenan Wynn, and the others in the cast who turn in such outstanding performances.—P. M.



Keenan Wynn, Shelley Winters, Gary Merrill, and Michael Rennie are seen, upper left, in scene from 20th Century-Fox's "Phone Call From a Stranger." The other photos show Rennie, Winters, and Merrill; director Jean Negulesco; Merrill, Bette Davis, and producer Nunnally Johnson.

"Death Of A Salesman." Need we say more?

LIMITED space does not allow me to go into their struggle, financially, to get this program on film, but I know that all will agree that the heavy press notice given to Kramer films both in the trade and daily press all bespeak loudly of fine press and public relations operating for that organization. The gentleman responsible for this great job is George Glass, a swell guy.—P. M.

Producer

(Continued from page SS-2)
dropping a good moneymaker at the first sign of a dip in grosses. Like a child, in search of a new toy, they go out and buy another film, eager beaver for those big opening grosses. That extra gravy, that extra week, could be the difference between profit and loss to Hollywood. Holly-

wood needs it."

THESE are just a few thoughts from Sam Zimbalist. He says it straight, and pulls no punches. As a producer he goes all out to be a good one. All he asks is that exhibitors do likewise and go all out to be good exhibitors.—P. M.

Star

(Continued from preceding page)
one, exhibitors? How many would have had the courage to stick your chin out, and cast Thomas, who had been floundering around as far as a movie career was concerned, in the lead role of a top picture. Not many, I would wager. And what happened? The records tell the tale.

THIS, friends, is real picture making, and, for a real picture and star maker, you'll never find anyone real-er than Michael Curtiz, my favorite director.—P. M.

Roy Rowe Candidate For N. C. Lieut.-Gov.

CHARLOTTE—Considerable support was evidenced in the announcement by Roy Rowe, Burgaw, N. C. veteran legislator, prominent businessman and farmer, that he is a candidate for lieutenant governor in the spring Democratic primary.

Rowe was born on a farm near Burgaw on May 29, 1905. His business interests include the ownership and operation of theatres in Burgaw and Elizabethtown for the last 17 years. He is a past president of the Theatre Owners Association of North and South Carolina. In recent years, he has been devoting much of his time to the development of his farm in Pender County. He is now carrying out a program of quality beef cattle production along the lines of the "green fields" program.

NEWS OF THE

Territory

BRANCHES

Atlanta

The Boys' Club swimming pool, completed last November, was dedicated at 402 Pryor Street, S. W. The \$40,000 facility was christened the Variety Club Pool, honoring the theatrical group which made the principal contribution toward financing the project.

Cecil B. DeMille, producer of Paramount's "The Greatest Show On Earth," was in to begin a week-long publicity junket on behalf of his colossal circus epic. He participated in press interviews, and met with leading exhibitors in the area at Paramount exchange.

Born to Boyd Fry, manager, Loew's Grand, and the Mrs., was a baby girl.

It was happy birthday for Arthur C. Bromberg, president, Monogram Southern Exchanges. . . . Bill Specht, formerly with many exchanges, was in visiting.

R. E. Baulch, president, Crescent Amusement Company, Nashville, Tenn., has been elected vice-president, Nashville Chamber of Commerce. . . . The old love bug was again on the Row. This time it was Miss Tessie Blankship, Warners, and Carl Waldred. . . . Mrs. Jo-An West, Monogram billing department, resigned to be a housewife. . . . Mrs. Sara Smith, Monogram accounting department, is back after an illness.

Public school students were told about Stanley Kramer's "Cyrano de Bergerac" in broadcasts direct to their classrooms as the result of the public school system's selection of the United Artists film for plugging on WABE, the 5,000-watt FM station operated by the Board of Education. Programs emphasizing the story, acting, music, and other aspects of the film went out daily to 300,000 students in



Ralph B. Mann, center, Monroe, Monroville, Ala., as well as other area theatres, was a recent visitor to the Paramount studio in Hollywood, where he was hosted by Richard Arlen and William Holden, right.

Fulton, Cobb, and DeKalb Counties. The engagement of "Cyrano" at the Rialto also was publicized by teachers in all classrooms reached by the school radio network. The tieup was arranged with G. A. Burrows, supervisor of the school station, by Rialto manager Robert Moscow and Milton L. Overman, Mori Krushen's United Artists exploitation staff.

Frank Merritt and R. M. Kennedy now operate five downtown theatres in Birmingham, Ala., the Strand, Empire, Melba, Lyric, and Royal. The new company is the Acme Theatre Company.

Fred T. McLendon Theatres, Alabama, selected the Ga-Ann, Georgiana, Ala., as first for six-month popcorn sales in the circuit. Mrs. Mary Dorriety, concession attendant, was also given a cash prize of \$75.

Ed O'Neill, U-I special sales representative, was in. . . . Florida States, with headquarters in Jacksonville, Fla., has taken over an entire city block to provide parking space for patrons of three theatres in St. Petersburg, Fla. Frank H. Bell, district manager there, said that his company had been working on the plan for some time.

The Dixieland Drive-In, 300 cars, is under construction in Opp, Ala. Owners



Arnold Haynes, Naples, Naples, Fla., is seen holding the baby alligator which was recently bartered by the Seminole Indian family for tickets to the theatre's showing of Warners' "Distant Drums."

Meet Your Neighbor

WILLIAM A. BRIANT whose connection in distribution has been with 20th Century-Fox, presently as New Orleans' branch manager, with the exception of seven months in 1949, when he resigned to accept a position with United Artists, was born in New Orleans on June 11, 1917, and acquired his scholastic training in New Orleans public grammar schools, Fortier High, and Tulane University. He started in the business in 1936 as assistant shipper, followed by assistant ad sales manager, poster clerk, and assistant booker until Sept. 27, 1941, when he left to join the Army Air Corps. Returning to civilian life and 20th-Fox in 1945, he was given the booker's position, and later as field representative and office manager. On Oct. 24, 1949, he again was placed as salesman and in Feb., 1950, was made branch manager.

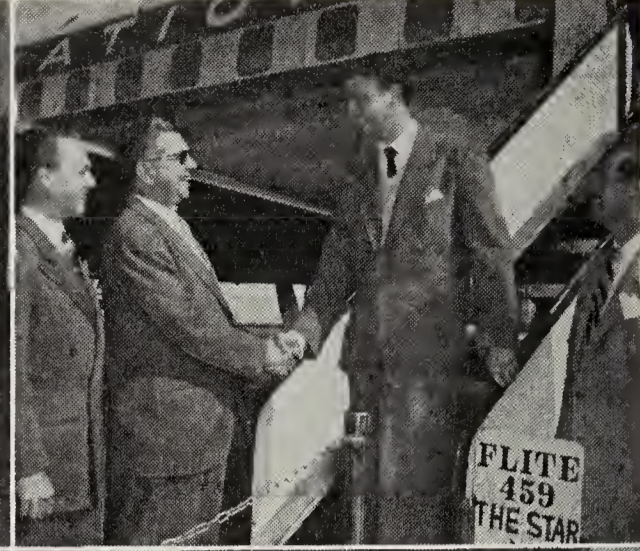
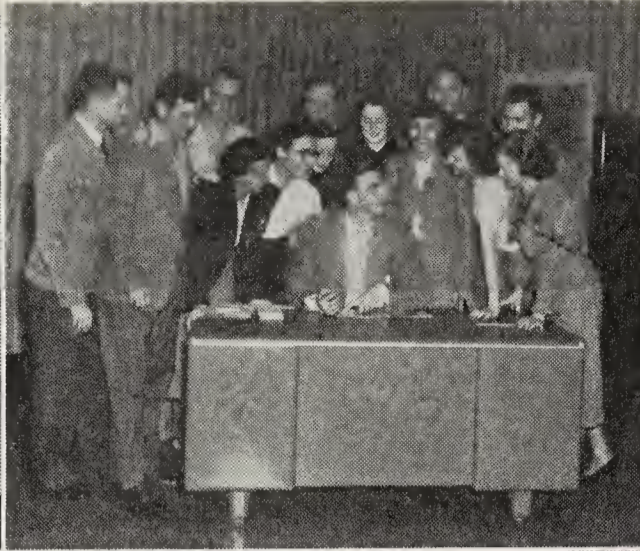


are Bill Ward, Don Page, and Ches Gautney, Opp. . . . The Ashland, Ashland, Ala., installed new Magnarc projection lamps with a new Hertner transverter and a new Walker plastic molded screen. The installation was under the supervision of James G. Thigpen, National Theatre Supply.

Charlotte

Tom Bailey is the new assistant branch manager at Metro.

The Variety Club has raised over \$2,500 in its drive for contributions to the Will Rogers Memorial Hospital, Saranac Lake, N. Y. Scott Lett, chairman, "Heart Fund," said the drive is continuing, and that \$3,000 may be raised. . . . H. H. Evereth, Stewart-Evereth Theatres, is named for the second time as president, Chamber of Commerce. . . . Charlie Cash, Joy and Dixie, Kings Mountain, Victory, Cramerton, and Holly, Mt. Holly, N. C., is back. He will do the buying and booking this year. . . . The William, Hookerton, N. C., changed its name. It is now the Hookerton. Queen City Booking Service will handle buying and booking. Queen City is also handling buying and booking for the drive-in, Beula-ville, N. C. . . . J. B. Harvey, Carolina, Clover, S. C., is a patient at Memorial Hospital. . . . Roy Rowe, Burgaw and Elizabethtown, N. C., leased the Rowe, Elizabethtown, to Roy Helms. . . . Bob Simeral, branch manager, National Screen Service, returned after attending a business meeting in Atlanta. . . . Mr. and Mrs. B. B. Anderson, Anderson Theatres, Mullins, S. C., returned from a trip to Bermuda. . . . White's Drive-In, Nashville, N. C., closed for the winter months. . . . Mr. and Mrs. Morris Littman, Sylvan, Rutherfordton, N. C., returned after spending the holidays in New York and Washington, D. C.



To kickoff Columbia's "The Barefoot Mailman," Jerome Courtland made a state-wide tour of Florida, where it was filmed, winding up with the three-theatre world premiere at the Miami, Miami; Carib, Miami Beach, and Miracle, Coral Gables. Shown above in the usual top to bottom, left to right, order, are Courtland being greeted at Fort Pierce by manager Howard Palmar, manager, Sunrise, and R. N. Koblebard, Jr., district manager, Talgar Circuit, and a happy crowd; at Jacksonville, signing autographs for the Columbia staff as branch manager Paul Hargette, center rear, looks on; Dann Deever, manager, Normandy, Miami; Bob Ingraham, Columbia's southern district manager, and Hargette, with Courtland at the airport; George Baldwin, manager, Paramount, West Palm Beach, showing the star how he looks from the rear;

at Orlando, letter carrier Clarence Jacobs, Courtland's top sergeant in the army, meeting the star once again as Jack Partlow, manager, Kuhl Avenue, looks on; at Fort Lauderdale, the star receiving the key to the city from Mayor Moore, and, left to right, postmaster A. G. Shand; Harold Cummings, assistant manager, Gate Way; Courtland; Mayor Moore; Charles Pierce, bank president; Ralph Wilson, manager, and Theodore Pratt, author, "The Barefoot Mailman"; at St. Petersburg, newspaper men and women on hand as Courtland crosses the city line in the car of C. C. Sutton, owner, Sky-Vue; plenty of bare-footed people at the Miami, Miami, in response to sign posted out front, and in Miami, taking time out to visit the University of Miami where he is seen with Minna Jackter, daughter of Rube Jackter, Columbia's general sales manager,

Visiting were: Howard Anderson, Anderson Theatres, Mullins, S. C.; Ralph Simpson, Carolina, Gastonia, N. C.; Morris Littman, Sylvan, Rutherfordton, N. C.; Luke Linder, Piedmont, Pendleton, and Williamston, S. C.; Clinton Whitlock, Hannah Pickett, E. Rockingham, N. C., and Mr. and Mrs. R. L. Smith, Princess, Benson, N. C.

Memphis

COLUMBIA — Mrs. Norman Calhoun, wife of the branch manager, was visiting in New Orleans.

Mr. and Mrs. Jerry Jernigan, the popular Film Row couple who formerly had the Lippert, and Realart franchises, returned after a vacation in Florida.

They sold Realart to C. E. Wallace, closed their apartment, and left. They now are toying with the idea of becoming exhibitors instead of distributors.

MONARCH THEATRE SUPPLY — Neil Blunt, manager, made a business trip to Nashville, Tenn. . . . Visitors included: George Ferris, Tunica, Miss.; Mr. and Mrs. Nathan Flexer, Waverly, Tenn., and J. C. Bond, Hernando, Miss.

MONOGRAM — Joy Benner, branch manager's secretary, was married to Douglas Wright.

PARAMOUNT — The winter vacation was enjoyed by salesmen Tom Donahue, Bob Kilgore and Travis Carr.

Elliott Johnson, manager, Malco, has a new assistant, William Bryant.

MGM — Exhibitors calling included Alvin Tipton, Monette, Ark.; H. H. Kinney, Hughes, Ark.; Miss Amelia Ellis, Mason, Tenn.; Joe Wofford, Eupora, Miss.; Glen Moser, Olive Branch, Miss.; Leon Rountree, Water Valley, Miss., and Orris Collins, Paragould, Ark.

20TH-FOX — Jimmy Gillespie, exploitation, Dallas, was visiting. . . . Calling were: Mrs. J. C. Noble, Leland, Miss.; C. M. Brooks, Floral, Ark.; Jimmy Singleton, Marked Tree, Ark.; Whyte Bedford, Hamilton, Ala.; Roy Cochran, Little Rock; Walter Lee, Heber Springs, Ark.; Mrs. Clara C. Davis, Drew, Miss.;

Gordon Hutchins, Corning, Ark.; Ned Green, Mayfield, Ky.; W. F. Ruffin, Jr., Covington, Tenn.; Lawrence Landers, Batesville, Ark., and Tom Ford, Rector, Ark.

WARNERS — Salesman Bob Pedretty was in surgery for a tonsillectomy. . . . Branch manager Frank Carter, attended a meeting in Atlanta.

New Orleans

The Campti, Campti, La., changed hands. . . . Charlie Peters sold the Loma, which, upon assuming operations, he had renamed. F. G. Rhodes, one of the town's leading business men, is the new owner.

Robert Siegler sold the Dome, Hattiesburg, Miss., to Tom Hartman.

George Chadwick, who formerly owned theatres in Carthage, Miss., announced that he is planning to build a drive-in near that city. . . . E. W. Ansardi stopped in to chat a few minutes.

Howard Hill, star of RKO's "Tembo," was slated for personal appearances at the Joy.

Tracy Barnett, Rex, DeKalb, Miss., joined the sidewalk chat before going ahead with his business. . . . G. Fagot, coowner, Monte Sano, Baton Rouge, La., challenges any one to come forward to say that their projection room is larger than theirs.

Tom Neely, Sr., manager, National Theatre Supply, was a Baton Rouge, La., business caller. . . . Mrs. Shans, Dixieland Midway Shows, replenished her popcorn and supply stock with Manley product.

"Willie, The Wizard," popular magician, accompanied the Salles brothers, Phillip and Jack, Covington, La., on their visit.

Managers of all exchanges pledged their full attention to bookings of the Disabled American Veterans, Department of Defense, and the Association of Motion Picture Producers', 21-minute production, "One Who Came Back." All exhibitors will be asked to book this free of charge. Prints and one-sheets will be distributed by National Screen Service.

RKO's regional sales meeting was held at the Jung Hotel. Frank Mooney, New York assistant to Charles Boasberg, division manager, and Dave Prince, Atlanta district manager, were in charge. Tom Watkins, who is back in harness again after a recent auto accident, joined his fellow workers, manager Roger Lamantia, salesman Robert Des-sommes, head booker and office manager, Jeanne Crozat, and booker Helen Pabst for the meet.

When Harry Thomas McComb visited, congratulations poured in on the household increase, the second son. Papa cheerfully passed out cigars.



Spyros P. Skouras is seen congratulating new Jacksonville, Fla., branch manager Marvin Doris as Al Lichtman looks on at the recent 20th Century-Fox sales convention at the New York home office.

Pat Downs, Joy Theatres, Inc., celebrated her 22nd birthday.

Louisiana callers were: Doyle Maynard, Don Theatres, Shreveport; Frank Olah, Albany; Mayor Lew Langlois, New Roads; F. G. Pratt, Jr., Vacherie; Sid Fuhrman, Madisonville; John Harvey, Oberlin; Robert Molzon, Norco; Robert Bergeron, Abbeville; Richard Guidry, Delcambre and Erath; Vinson Currier, Amite; Dick Coor, Baton Rouge, and Charles Arcement, Violet and Port Sulphur. From Mississippi came Ed Ortte, Clermont Harbor; Teddy Solomon, McComb; Tracy Barnett, DeKalb, and Pic Moseley, Picayune.

W. E. Limroth, general manager, Giddens and Rester Theatres, announced that they have added another theatre in Mobile, Ala., the Chickasaw, formerly owned and operated by Paramount-Richards. It is now undergoing thorough refurbishing.

Mrs. Annie Dorhauer, mother of E. R., Bill Castay's Arrow, died at Baptist Hospital. She was 80.

The clan gathered around Robert Molzon, enjoying his flowery parlance on his recent Hollywood vacation. . . . Joy, Fred, and Willis Houck were seen breaking bread at Gentilich.

Oliver Broughton, Loew's maintenance supervisor, was here on his annual official inspection tour.



An announcement of the world premiere of Warners' two-reel featurette, "Land Of The Trembling Earth," Lyric, Waycross, Ga., was scanned recently by the pair of baby alligators from the Okefenokee.



Richard Boone, rising 20th Century-Fox personality, and wife recently returned from Argentina, following location filming of the Technicolor production, "Way Of A Gaucho."

Mr. and Mrs. Babe Cohen motored to Mobile, Ala. The hours of pleasure were shared with their son, a scholar at Spring Hill College.

Mrs. Henry Boudreaux is the new billing clerk at UA. . . . Lullabies are being melodized for the fifth time in the Harold Shambach family. The little bundle from heaven delivered at Baptist Hospital is a girl. The first four are boys. Papa is office manager, Joy Theatres, Inc.

A. Olivari, vice-consul, Argentine, attended the screening of several featurettes at the 20th-Fox Screening Room.

The superfluous aroma came from the cigars passed out by Milton Dureau, Masterpiece, signifying the arrival of six pounds, three ounces Milton, Jr., at the Hotel Dieu. Mother and babe are doing nicely.

Tom Main, resident manager, Southern Amusement Company theatres, Lafayette, La., for a great number of years, died.

Henry Glover, manager, Monogram Southern, said that Feb. 10-16 has been designated as "Monogram Week." The entire staff has rolled up their sleeves, and has settled down to make it one of the biggest weeks in history.

In to buy and book were Joy Barcelona, Regina and Tivoli, Baton Rouge, La.; N. Ordoneaux, Lake, Lake Arthur, La., and Ann Molzon, Labadieville, La.

T. V. Garroway, owner-operator, Plaza and Ritz Drive-in, Prentiss, Miss., and the Pinehill Drive-In, Picayune, Miss., announced that starting on Feb. 1 he will do his own buying and booking.

Conferring with J. G. Broggi, buying and booking representative, was J. R. Cullpepper, Dear Park, Ala., owner-operator, Citronelle Drive-In, Citronelle, Ala.

Mrs. William E. Miller read a story from California that highly inflammable rayon sweaters had been sold. She had purchased three sweater sets for her 19-year-old son from a man who had called at her residence. Fearful that her son, who had left an hour before to

attend a drive-in, was in danger as he was wearing one of the sweaters, and, as she was unable to recall the name of the ozoner, she promptly contacted the police central complaint bureau giving a description of the car her son and a friend were driving. The management of Woolner's Drive-In Movies instantly recalled the car, and went to the vehicle, and relayed Mrs. Miller's request to her son to take off the sweater, and keep it off. The son complied.

Localites seen were Bob Roberts and daughter Rita, Mrs. Bertha Foster, Rene Imperial, Brunet; H. Lillis, son of the president, Masterpiece; William Sedy, Patio; S. E. Mortimore and Lyle Shiell, Skyvue Drive-In; E. M. Jones, St. Bernard Drive-In, and Larry and Barney Woolner, Drive-In Movies and Airline Drive-In.

The Joy, Dubach, La., changed hands. It is now owned and operated by O. O. Fontenot. J. G. Broggi continues to buy and book.

Mr. and Mrs. John Caldwell, owners, closed Union, Farmersville, La., were among visitors at J. G. Broggi Booking Exchange.

Gordon Ogden, head, Gordon, Ogden, and Chimes, Baton Rouge, La., visited.

On the day Columbia's "Boots Malone" opened at the Orpheum, the Fair Grounds track named the fifth race "The Boots Malone."

Terry Turner, RKO director of exploitation, was in, when "Tembo" opened at the Joy, with producer Howard Hill making personal appearances.

A sudden heart attack proved fatal to Thomas Maine, 49, manager, Jefferson, Lafayette, La. He is survived by his wife and a sister.

Cecil B. DeMille, director and producer of "The Greatest Show On Earth," arrived for the third stop of his cross-country promotion tour on behalf of this Paramount Technicolor release.

**Florida
Miami**

Jerome Courtland became a veritable one-man exploiteer when he stumped up

and down the state on the occasion of the day-and-date premiere of Columbia's "The Barefoot Mailman" in Florida. In Jacksonville and Miami, and at all the stops in between, he participated in almost every kind of exploitation and good will activity. At Daytona Beach, Fred Beck arranged a huge dinner in Courtland's honor, with the local press and radio as guests. At West Palm Beach, Courtland met Theodore Pratt, author of the novel, visited the local postoffice, attended a cocktail party for the local press, and visited the town's 'teen age recreation center. Next day, the party swung inland into the heart of the citrus grove region to visit Orlando, where more teen-agers were met. Next, St. Petersburg and Tampa were visited. Then it was off for the southern tip of the state and the three-ply premiere at the Miami, Miami; Miracle, Coral Gables, and Carib, Miami Beach, Courtland was joined here by Sonny Shepard, Wometco Circuit, who had arranged press luncheons, etc. A one-day side trip was made to Fort Lauderdale, and to Hillsborough Inlet. On the way back to Jacksonville, Courtland finished up his tour by making appearances at the Sunrise, Fort Pierce, and the Paramount, West Palm Beach.

**North Carolina
Asheville**

Carl R. Bamford has sold his interest in the Imperial, Plaza, State, Paramount, and Isis, to United Paramount Theatres, Inc., but is expected to play an active part in operation of the houses. The theatres have been owned and operated for many years by Publix-Bamford Theatres, Inc. Before Bamford sold his interest, he and United Paramount Theatres were partners in the operation of the five houses.

Burgaw

Roy Rowe, veteran North Carolina legislator, prominent exhibitor, and

farmer, formally announced his candidacy for lieutenant governor in the spring Democratic campaign. A former president of the Theatre Owners of North and South Carolina, Rowe has operated theatres in Burgaw and Elizabethtown for the last 17 years. In recent years, he has been devoting much of his time to the development of his farm in Pender County. Rowe first served in the North Carolina legislature as a Senator during the special session of 1936. He was also a member of the Senate in 1937, 1941, 1945, and 1949 from the Eighth Senatorial District. He served as a member of the House in 1943. He has never been defeated in an election for public office. As a licensed private pilot, Rowe served as chairman, North Carolina Aeronautics Commission, from 1941 to 1949, under appointments by Governors Broughton and Cherry.

Durham

Charles Lewis, manager, Center, was host to the members of the City School-boy Safety Patrols.

Fayetteville

Leon Gibson, manager, Broadway, has been named a team leader in an intensive membership campaign launched by the Chamber of Commerce.

Greensboro

Neil McGill, city manager, North Carolina Theatres, Inc., has been named chairman, theatres' committee, "The 1952 March of Dimes," in charge of placing coin cans in the theatres of the city and in arranging a schedule for the showing of "You'll Never Walk Alone."

Raleigh

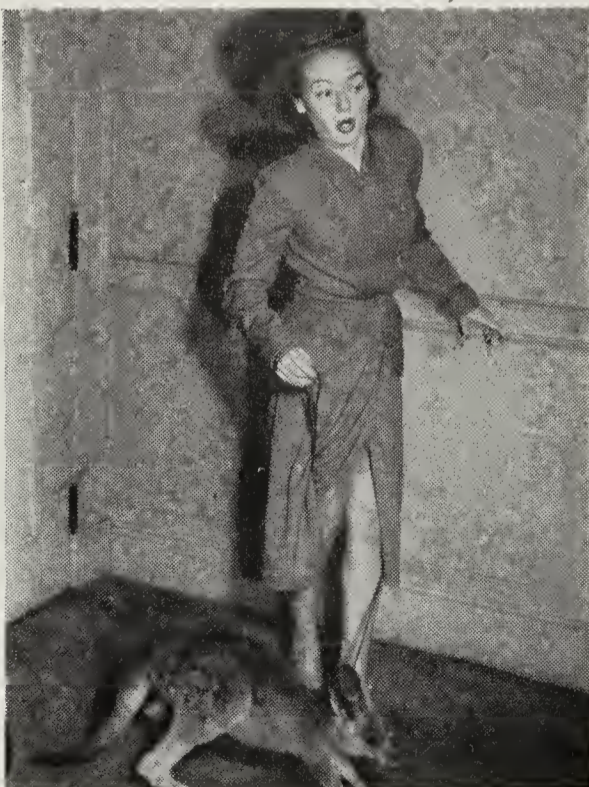
The Fire Insurance Rating Bureau has filed proposed reductions in fire insurance rates which would include removal of a 25 per cent increase placed on theatres, motion picture houses, and studios in 1948. The proposals were filed by with the Insurance Department, and a public hearing on them is to be held on Feb. 5 by Insurance Commissioner Waldo C. Cheek.

Spindale

Donald Truett is the new Carolina manager, succeeding Charles Hitchcock, transferred to Bishopville, S. C. Only 20 years old, Truett has had several years' experience in the industry, and is the youngest member of the circuit which employs him.

**Tennessee
Nashville**

Crescent Amusement Company's new Tennessee, a 2,030-seat, \$1,000,000 house, will open on Feb. 28, it was announced by R. F. Baulch, president. Floyd R. Rice, formerly manager, Knickerbocker, will manage the house, with Earl T. Kemp, assistant manager, Knickerbocker as house manager. Porter Woolwine, former manager, Inglewood, goes to the Knickerbocker, and is succeeded by Louis Rubenstein, his assistant at the Inglewood.



Loretta North, Australian lass recently named "Miss Kangaroo" in a continent-wide beauty contest, arrives in New York City, accompanied by her pet kangaroo, Joey. The good-will ambassador is touring the nation in behalf of 20th-Fox's forthcoming "Kangaroo."

**GIVE *Voluntarily* TO
MARCH
OF
DIMES
JANUARY 2-31**

JANUARY

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NEWS OF THE

Territory

Chicago

Ben Kalmenson, Warners' vice-president in charge of distribution, announced the promotion of George Lefko from assistant branch manager to branch manager in Chicago, replacing Jack Shumow, resigned.

Milton Officer, Nortown manager, is having continued success with his shows for juveniles. . . . George A. Bohm, 61, exhibitor at Albion, Mich., for 38 years, passed on. . . . Mrs. H. L. Love bought the Star, Cash, Okla., from Mrs. J. H. Stevens.

Les Stepner, McVickers manager, is seeking donations of unused spot and bunch lights for Menorah Temple. . . . Benjamin Berger, president, Berger Amusement Company, vacationed in Honolulu.

The historic Garrick, closed for 17 months during the erection of a steel building next door, was reopened as a charmingly intimate TV theatre, from which Balaban and Katz broadcasts WBKB sponsored programs.

Allen Drive-In Theatres is building the Super 30-33 Drive-In, 1-000-cars, with provision for 200 additional cars.

The Lyric, Casey, Ill., was reopened after complete improvements. . . . The suit of the Amo against National Screen Service was settled out of court.

The Illington reopened after speedy restorations following a \$20,000 fire. . . . S. L. Stallings is constructing a 300-car drive-in for opening in the spring. . . . Rex Houck, Sharpsburg, Ia., bought the Clearfield, Clearfield, Ia.

A dance hall group is negotiating for purchase of the Como. . . . Fred M. Repogle, 50, Confections, Inc., branch manager, Red Oak, Ia., passed on. . . . Byron C. Kixmiller bought large acreage near Bicknell, Ind., for a drive-in.

The Picadilly inaugurated a student rate of 50 cents, instead of the adult 74 cents, for admission at any time. Cards signed by the Picadilly manager are also honored at the Hyde Park and Harper. The Pickwick, suburban Park Ridge, has been successful with junior admissions for those from 12 to 16. The Valley, Spring Valley, Ill., also employs a student rate. . . . James Ackron was named Riley manager, Greenfield, Ind.

A backstage fire closed the United Artists for one day.

Denver

Trial of the demand for \$1,000,000 damages against RKO, Loew's, and 20th-Fox, being asked by Cinema Amusements, Inc., owner, Broadway, got under-



David Wallerstein, general manager, Balaban and Katz, is seen with Danny Thomas recently in the lobby of the Chicago, Chicago, at the area premiere of WB's "I'll See You In My Dreams."

way in the United States District Court before Judge Lee Knous. The Cinema, owned by Harris Wolfberg, his son, John, and Trueman Rembusch, claims it was unable to buy films on equitable terms for the proper operation of the Broadway during 69 weeks in 1945 and 1946, after it took over the Broadway, which before that, had been operated by Fox Intermountain. During the latter's operation the theatre had used mainly moveover films from the Orpheum. Cinema claims the same terms were not made available to it, and thus was forced to run subsequent runs for the 69 weeks before it went on a first-run basis. It was shown that the Broadway has outgrossed the Denver and Paramount, the two latter being Fox Intermountain theatres, in total gross on top grossers, but the Broadway took longer to do it. It was shown that the Denver could do about twice what the Broadway would do in the first week of a run. The case is expected to run about six weeks.

With the resignation of Robert Anderson as city manager, Butte, Mont., Jack McHee, Montana district manager, Fox Intermountain Theatres, announced these promotions: Dick Conley from city manager, Nampa, Idaho, to Butte; Dick

Dekker, from Caldwell, Idaho, to Nampa, and Ed Doty, who served as assistant in several cities, to be city manager at Caldwell.

Ben Snyder bought the interests of his partner, George Besse, in the Unique Gunnison, Colo. . . . Bidwell McCormick, in this area for 14 years as exploitation man for RKO, has been promoted to a similar post at St. Louis, with the Denver job going to Hap Eaton, home office. . . . Harry Graham, Graham Brothers Theatre Supply, was still seriously ill in St. Luke's Hospital.

Tom Bailey's Denver exchange, handling Lippert product, finished fifth in the recent Lippert drive. His Salt Lake City branch easily captured first place.

Fred Zekman sold his Park interest to his partner, Sam Dunevitz.

George Frantz, went to Santa Fe, N. M., to inventory property belonging to the Greer interests. While in New Mexico, he will also supervise the rebuilding of the El Raton, Raton, N. M., damaged by fire some weeks ago, and will start the building of a 250-car drive-in, with room for expansion, at Socorro, N. M., for Gibraltar Theatres. The remodeling job on the El Raton, owned by Hubbard and Murphy, is a \$50,000 job.

Des Moines

Milton Feinberg, National Screen Service, was elected Chief Barker, Tent 15, Variety Clubs International. Bob Conn, 20th-Fox, was elected First Assistant Chief Barker; Leon Mendelsohn, Warners, Second Assistant Chief Barker, and U-I's Lou Levy, Dough Guy. Don Hicks, Paramount, retiring Chief Barker, was installed, as per custom, as the International Canvassman. Plans were made for the first business meeting to be held at the Standard Club. Leading personalities from radio, newspaper, distributor, and exhibitor groups will be invited, and an outline of activities in Des Moines for the year will be dis-



Seen at the recent board of directors meeting of the Kansas-Missouri Theatre Association at the Hotel Phillips, Kansas City, were: Jim Cook, Tivoli, Maryville, Mo.; Earl Jameson, Jr., Vogue, Lee's Summit, Mo.; Louis Higdon, Midcentral States Theatres, Manhattan, Kans.; Ernest Block, Civic, Sabetha, Kans.; Frank Weary, Jr., 13 Hiway Drive-In, Henrietta, Mo.; Elmer Bills, Lyric, Salisbury, Mo.; Homer Strowig, Plaza, Abilene; Gladyce Penrod, KMTA office secretary; Glen Hall, Hall, Cassville, Mo.; C. E. Cook, Tivoli, Maryville, Mo.; Elmer C. Rhoden, Jr., Commonwealth Amusement Company, Kansas City; R. R. Biechele, Consolidated Agencies, Kansas City; Dale Danielson, Dream, Russell, Kans.; Jesse DeLong, Ute, Mankato, Kans.; Lauren Turner, Associated Theatres, Independence, Mo.; Frank Weary, Sr., Farris, Richmond, Mo.; Marcus Landau, Liberty, Horton, Kans., and Ken Winkelmeyer, Casino, Boonville, Mo.

cussed. The membership drive will also be one of the high points.

Tent 15, Variety Club, entertained 18 boys from the YMCA home at a special screening of "Boots Malone." Refreshments were served. Arrangements were made by Byron Shapiro, Columbia branch manager and chairman, charity committee, in cooperation with Robert Lindbergh, director, YMCA activities.

The Allied Independent Theatre Owners of Iowa and Nebraska held its annual meeting. . . . A foreclosure suit against the owners and former operators of the Garwin, Garwin, Ia., has been filed in district court by Clifford and Mabel Anderson, Palo Alto County. The suit was filed against Jack and Beverly Comfort, Walter and Virginia Jenner, and Dale Johnson for \$4,745, the amount claimed to be owing on a note given by the Comforts, secured by a mortgage. The plaintiffs claim the Comforts borrowed \$5,500 in 1946, and defaulted on payments last April. The Jenners and Johnson were named as possessors of the theatre at the present time.

Kansas City

Edward B. Rowe, 60, assistant sales manager United Film Service, died after an illness of six weeks.

The following committees have been appointed for the Kansas-Missouri Theatre Association by C. E. "Doc" Cook, president, in conjunction with the board of directors: Membership, (Kansas)—Homer Strowig, Don Burnett; membership (Missouri)—Glen Hall, Harley Fryer; membership (Kansas City territory)—Lauren Turner, Ed Hartman; national and state legislation—taxes—R. R. Biechele, H. B. Doering, Gordon



Seen in Omaha exchanges are, top, D. Y. Campbell, State and Sun, Central City, Neb., in RKO with Mort Eichenberg and Erma DeLand, and, below, Phil March, March Circuit, Wayne, Neb., in Columbia exchange with Marty Grassgreen.

Holiday, Harley Fryer, Dale Danielson, Elmer Bills, Stanley Durwood; special events promotion—Earl Jameson, Jr., Elmer Rhoden, Jr., J. Leo Hayob, Marcus Landau, Durwood, Ken Winkelmeyer, Jess DeLong, Jack Shriner, Harold Lyon, Eddie Mansfield; drive-ins—Jack Braunagel, Frank Weary, Jr., Jim Cook, Harley Fryer, Don Burnett, Calvin Strowig, John Basham; exhibitor-distributor relations, arbitration, trade practices—Lauren Turner, Elmer Bills, George Baker, Durwood, Virgil Harbison, C. A. Schultz, E. M. Block, Louis Higdon, Charlie Knickerbocker, Ralph Adams; publicity and public relations—Elmer Rhoden, Jr., Glen Hall, Strowig, Senn Lawler, Louis Higdon, R. R. Biechele, Joe Redmond, and theatre television—R.

M. Shelton, Dale Danielson, Jay Means, and KMTA bulletin—Glen Hall. The board proposed that the association write the motion picture critic of The Kansas City Star, calling to his attention that there is a large motion picture theatre audience in the territory, and that these people read his reviews, also, and to ask him if he could possibly make some comment regarding pictures for the territory, in other words, to designate between art and entertainment. The Kansas-Missouri Theatre board also proposed that distributors be requested to hold more screenings out in the territory and in the individual theatres, with invitations going to all the exhibitors in surrounding towns, and that all trailers be screened along with the pictures. The board believes that this resolution will be of great help on the selling of the motion picture concerned. The association will recommend that the exhibitor give the free use of his theatre for these screenings.

Sol Frank sold his houses in Protection and Coldwater, Kans., to Porter Smith, Gravette, Ark. Frank purchased the drive-in at McPherson, Kans., and one at Beatrice, Neb. . . . Mr. and Mrs. Frank are vacationing in Mexico. . . . Virginia Cello is replacing Lillian Hammer, booker's secretary, at Fox Midwest.

Homer Strowig, Eldon Peak, and L. Kimbriel are vacationing in Mexico. . . . Charles Tyler, Shreeve Theatre Supply, resigned.

Clarence A. Schultz, president, Consolidated Agencies, returned from Minneapolis. . . . Fox Midwest opened the new Fox, Fort Scott, Kans. Several exhibitors and branch managers, as well as salesmen, attended.



When EXHIBITOR sent its representative to Los Angeles on a recent tour, among those whom he snapped were, in the usual top to bottom, left to right order: At MGM—left to right, seated, W. A. Callihan and T. J. Aspell, and, standing, left to right, Ervin Douglyn, Charles K. Geary, and Jerry Baerwitz; Saul Mohler, Vincecoff Theatres; at Exhibitors Service—left

to right, Harry Racklin, J. Lawrence Stephens, Keith McCallum, and Syd Lehman; "Doc" Barsky; Dan L. Sonney; Dave Bershon and Ezra E. Stern; at U-I—left to right, standing, Jack Zamsky, Don Gillin, Carl Miller, Tony Fursee, Edward Cooke, Lon Hoss, and, seated, William Marriott; Arnold Schaak seen with Jack Jacobs, and Leo A. Hamecher with John G. O'Neill.

Bea Freeman, switchboard operator, Paramount, resigned to be the booker's secretary at Monogram.

Seen on Film Row were: William Flynn, Drive-In, Emporia, Kans.; Charles Kahler, Butler, Butler, Mo.; Miss Lily Welty, Midway, Hill City, Kans., and Mr. and Mrs. A. J. Jarboe, Ritz, Cameron, Mo.

Virginia Gaylord, Central Shipping, Kansas City, was vacationing in Las Vegas, Nev.

Leo Stein, Parsons Drive-In, Parsons, Kans., was seen on the Row. . . . Louis Sutter, Castle, was in Tulsa, Okla., for a few days.

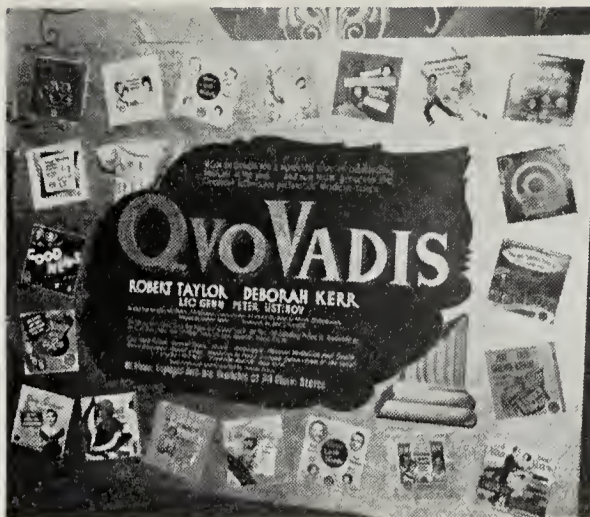
The Harlem Globe Trotters made personal appearances at the Gem, and the Esquire. . . . H. B. Doering, Peoples, Garnett, Kans., was in. . . . Bill Feld, Triangle, is moving to Des Moines, where he will be branch manager for Realart.

Arthur Cole, Paramount, was named president, Motion Picture Association of Greater Kansas City, succeeding Elmer C. Rhoden. Other officers named by the board of directors were James W. Lewis, RKO branch manager, first vice-president; Stanley Durwood, Durwood Circuit general manager, second vice-president; Senn Lawler, Fox Midwest Theatres, secretary, and Sam Abend, Exhibitors' Film Delivery Service, treasurer. Rhoden was appointed welfare committee chairman.

Los Angeles

Cliff Harris, Monogram salesman was in Arizona. . . . Manny Gottlieb, U-I midwest district manager, was in. . . . Corporal Doug DeCosta, son of Johnny DeCosta, RKO, flew back to McCord Air Base, Tacoma, Wash., after visiting. . . . The Motion Picture Salesmen had its regular meeting. . . . Gorman Heim Mueller, manager, Egyptian, has been upped to assistant district manager and ad head. Al Huttig, UA downtown, has been moved into the post vacated by Heim Mueller, and Bill Saxton will take over the reins at the UA.

Eddie Barison, Cinema Distributors, was in New York to line up future



This elaborate set piece attracted plenty of attention recently to MGM's "Quo Vadis" in the lobby of Loew's Warfield, San Francisco. It tied in with the MGM record album of music from the film.

foreign product. . . . Bernie Leavitt closed his Granada, La Jolla, Cal. . . . Jack Mandel, former foreign film distributor and manager, closed Melvan, joined the Vinicof organization as manager, Centro. . . . Virginia Weber, secretary to Thornton Sargent, FWC advertising department, is resigning to marry Richard Molloy in February. Bobbe Veler, formerly of the FWC booking department, will fill the spot left by Miss Weber. . . . Loretta Dodge, formerly employed in the FWC legal department, and now living in San Jose, Cal., paid a visit to the National Theatres office. . . . Bill McClintoc, owner, Park, Huntington Park, Cal., is recuperating in St. John's Hospital from a gall bladder operation. . . . Branch managers, salesmen, and bookers from all the exchanges viewed "One Who Came Back," which is being released in conjunction with the annual drive for the Disabled American Vets. . . . Film Row Club officers held a meeting to discuss plans for the forthcoming spring dance. . . . Charlie Kranz, Realart, left for San Francisco, on business. . . . Ben Peskay, Popkin and Ringer Theatres, was still critically ill in Cedars Hospital following his recent heart attack. . . . Joe Felder, Favorite, arrived from New York. . . . Irving Levin, Realart, has been huddling with Hal E. Chester, producer of "Models, Inc." . . . The Film Row Club treasury was enriched by more than \$700 when the old Film Row Club funds were turned over to the newly formed organization.

Milwaukee

Fox-Wisconsin Amusement Corporation announced that reduced prices for children 12 through 17 had gone into effect in Fox theatres here. The price is 44 cents, including tax, in three downtown houses, the Wisconsin, Strand, and Palace. In 13 neighborhood houses, it is 40 cents. Previously, the price for that age bracket has been the same as adult tickets, ranging up to 98 cents in the downtown houses. The 13 houses which will charge 40 cents to the teen-agers are the Allis, Garfield, Jackson, Modjeska, Paradise, Plaza, Riviera, Sherman, Shorewood, State, Uptown, Varsity, and Venetian.

After midnight movies will be shown on WTMJ-TV on Wednesday, Thursday, and Friday nights.

Letters answering the question "Why I want to spend a weekend in Chicago with father" poured into the Warner. The contest, open to youngsters, had a first prize of an all expense trip to Chicago for the child and the parents where they would be guests of Gigi Perreau. The contest was held in conjunction with "Week-end with Father."

The Palace was the scene of a presentation of a citation by the Secretary of the Army to the Milwaukee County Red Cross chapter for surpassing its assigned blood program by more than 100 per cent. The award was with the preview of "Fixed Bayonets."

Reduced prices for children 12 through 17 went into effect in Fox theatres in Milwaukee County. The price will be 44 cents in the three downtown houses, while the Allis, Garfield, Jackson, Modjeska, Paradise, Plaza, Riviera, Sherman, Shorewood, State, Uptown, Varsity, and Venetian charge 40 cents.

Lou Orlove, MGM, had a pleasant task when he met Leslie Caron.

Wally Rieck, Alhambra assistant, left for a hitch in the navy. . . . Bill Bindel, Juneau, launched "Operation Profit," a plan that calls for reducing operating expenses in the showplace.



Special banners, valances, posters, and other accessories proclaiming Feb. 10-16 as "National Monogram Week" are currently on display in all of the company's 37 domestic and Canadian exchanges. At left, in the Minneapolis exchange, Dolores Johnson, Ray Lehrman, branch manager Irving Marks, and booker Robert Goldhammer are all set for the campaign, and, center, M. J. E. McCarthy, Los Angeles exchange man-

ager, and actress Anne Kimball, featured in "Fort Osage," are interested spectators as Bruce Fowler signs a booking contract for Fox West Coast Theatres, Los Angeles, of which he is first-run supervisor. Seen at right in the Des Moines exchange are booker Dick Shields, cashier Leo Johnson, audit clerk Dolores Nelson, salesman Joe Foley, and branch manager Bill Johnson.

Joe Reynolds, Oriental, announces that his "11 for \$1" ticket gimmick for small fry is selling beyond expectations. . . . Allis patrons will have one hour, twice the normal time to get into the show at the reduced price of 40 cents each night, according to manager Remo Diorio. He also said that the Allis has experienced great success with the Saturday p.m. kiddie shows.

At a board of directors meeting of Allied Independent Theatre Owners of Wisconsin, President S. J. Goldberg appointed Ben Marcus chairman of a committee of three to be known as the "Arbitration of Film Committee," and to act for the group as a stop-gap until an all-industry arbitration program is formulated. A. M. Spheeris, Towne, and Goldberg will serve with Marcus. Other appointments confirmed were: legislative, F. J. McWilliams, chairman, Eric Brown, C. L. Baldwin, J. Goderski, J. P. Adler, Fred Lienhardt, and Marcus; drive-in, Spheeris, chairman, McWilliams, Robert Karatz, John Schuyler, Sam Kostas, and Leo Miner; budget, Russell Leddy, chairman, Eric Brown, Oliver Trampe, Floyd Albert, Edward Johnson, and John O'Connor; membership, Leddy, chairman, and all board members; screening, Joe Strother, chairman, Harry Melcher, Dick Saeger, Angelo Provinzano, Harry Perlewitz, Jake Eskin, and Harry Karp, and special committee to cooperate with National Allied, Marcus, chairman; J. P. Adler, McWilliams, Arnold Brumm, Perlewitz, and Provinzano.

Minneapolis

North Central Allied will protest an increase of five cents a line for theatre advertising announced by The Minneapolis Star and The Tribune, scheduled for March 1, according to Stanley Kane, NCA executive counsel. Basis of the protest will be that the increased circulation, main reason for the rate increase, has been outside the city. Kane also will point out that the open rate of theatre advertising now in effect is discriminatory. Kane estimated that the new rate would cost the average independent neighborhood house in Minneapolis an increase of \$400 a year.

Minnesota Amusement Company and Ben Marcus called off the deal whereby Marcus was to purchase the lease and equipment of the 800-seat Badger and the small-seater Cameo, Eau Claire, Wis. Marcus, however, purchased the Fifth Avenue, La Crosse, Wis., from Minnesota Amusement, and is operating the stand now.

A decision is expected in August or September in the case of the Homewood, charging six major film companies and Minnesota Amusement Company with conspiring to deprive the house of early run product. The case ended in U. S. District Court after two months of heated testimony.

Theatres in the film zone retrieved 392 pounds of copper drippings in the last month of the special salvage program of the National Production Authority, according to Art Anderson, branch man-



Robert Busch, prominent Oklahoma City exhibitor, is seen recently at his desk.

ager, Warners, and chairman, Northwest Variety Club's Heart Hospital committee, sponsor of the salvage drive. The State, Mankato, Minn., turned in the largest amount, 72 pounds. Projectionists in Minnesota, North Dakota, South Dakota, and western Wisconsin collected the drippings, which were brought to Minneapolis by film carriers without charge. Proceeds of the sale as scrap will go to the Variety Club welfare fund.

Ben Berger reopened the Lyric,ergus Falls, Minn., after giving the house a face-lifting. . . . Ray Lee purchased the Mound, Mound, Minn., from Lyle Carisch. . . . Ray Pepple is the new owner, Grand, Wilton, N. D. . . . The State, Pierre, S. D., will be closed several months for repairs following a disastrous fire. . . . E. D. Nash sold the Canton, Canton, S. D., to Math Weubben, and joined E. C. Sorensen and Axel Sorensen in the purchase of the State, Chamberlain, S. D.

A newspaper forum and advertising clinic will be held at the annual spring convention of North Central Allied, according to a recent NCA bulletin to members. The NCA forum and clinic will present newspaper editors, publishers, advertisers and editorial personnel along with advertising and publicity representatives of producers and distributors, according to current plans. Every exhibitor is being urged to start making arrangements to bring to the convention the publisher, editor, or other key man on his local newspaper.

Hitherto unpublished aspects of the status of television in relation to motion pictures were copied in an article in The St. Paul, Minn., Sunday Pioneer Press by Bill Diehl, motion picture editor. COMPO sent out reprints of the article from its New York office.

Lippert is now operating under home office supervision, the parent company having completed a deal to take over the Lippert franchise formerly owned by Jack Collier, Shakopee, Minn. Dick Stahl will continue as branch manager, and Bill Westerman will be salesman. The exchange will operate as Lippert Pictures, Inc., of Minneapolis. Collier retains his independent North Star Film exchange. Clyde Cutter, formerly with Monogram, is the North Star branch

manager. North Star will distribute Masterpiece, Favorite, Laurel and Hardy features and shorts, "Bowery Boys" reissues, and several series of westerns, and will take an additional product to replace the Lippert product formerly handled by the exchange throughout the territory.

Young Jack Meilie, who won one of the big prizes in the recent Pillsbury baking contest in New York, pops the popcorn at the State.

The theatre okehed by the NPA for Frederick, S. D., will be a conventional stand, not a drive-in, as listed by the NPA.

Monogram will film "Hiawatha" in Cinecolor on location in Minnesota. . . . J. B. Dougherty, head, Film Advertising Agency, left for an auto tour and vacation in Florida.

Ted Mann, World, and president, North Central Allied, is vacationing in southern California. . . . Frank Anderson, formerly with the Paramount as North Dakota salesman, is now with Warners in his old post. . . . Earl Wilson is the new North Dakota salesman for RKO. . . . A fire in the poster room at 20th Century-Fox created considerable smoke in the building, but damage was slight.

The lobby and second floor of the Park, Braham, Minn., were damaged when fire broke out on the second floor of the building as a show was about to begin. The house was emptied in a few minutes. . . . C. W. Scott, Altec field manager, is recuperating in Florida from a recent illness, and expects to be back on the job on March 15. . . . Lee McLellan is a new stenographer at the local Monogram exchange.

Ruth Gray, clerk, 20th-Fox, is engaged to the office manager at the Columbia exchange in Seattle. . . . Bill Brooker, Columbia exploiter, was in setting up campaigns for "The Harlem Globetrotters."

Services were held for Alfred C. Putz, MGM head booker, who died at St. Barnaban Hospital after a brief illness. He had been with the company since 1921, starting as booker in Chicago, and moving to Minneapolis as office manager in 1936. He is survived by his widow, Ella, sons James and John; his mother, sister, and brother, all living in Cincinnati.

Oklahoma City

Exhibitors seen on Film Row included: O. K. Kemp, Poteau, Okla.; Amos Page, McLean, Tex.; W. T. Kirby, Wetumka, Okla.; J. Fagan and Harold Wilson, Borger, Tex.; Lee Guthrie, Wheeler, Tex.; Mrs. Kathryn Hendricks and Henry Simpson, Bristow, Okla.; Lamar Guthrie, Erick, Okla.; L. A. White, Weatherford, Okla.; Mrs. Rhoda Cates, Seiling, Okla.; O. A. Peters, Wapanucka, Okla.; Dana Ryan, Pawnee, Okla.; Mr. and Mrs. W. T. Henderson, Medford, Okla.; Volney Hamm, Lawton, Okla.; B.

J. McKenna, Tulsa, Okla.; H. S. McMurry, Dumas, Tex.; Bill Slepka, Okemah, Okla.; Jack Hankins, Lawton, Okla.; Ed Holt, Coalgate, Okla.; W. E. Jones, Sand Springs, Okla., and J. E. Jones, Tulsa, Okla.

The Tower, Tulsa, Okla., is now operated by Allied Theatres, Inc., on a sub-run policy. . . . The Fox, Kingston, Okla., closed.

Audie Murphy was in making a personal appearance with "The Cimarron Kid." Other members of the cast of this picture making a personal appearance were Yvette Dugay, Susan Cabot, James Best, and John Hudson.

Robert B. Busch, manager, Upland, asserted that recent publicity given teenage hoodlums has been hurting his business, and conferred with Police Captain W. J. Landes to remedy the situation. Captain Landes made a public statement to the effect that none of the publicized disorders occurred near the Uptown, although some were reported near other neighborhood theatres.

Omaha

"One Who Came Back," Disabled American Veterans' film, being distributed through National Screen Service, is being shown in the area.

Mort Ives, in charge of arrangements for the Variety Club's inaugural ball at the Blackstone Hotel on Jan. 28, reports early ticket sales gratifying.

Margaret Murphy joined the 20th-Fox staff as billing clerk. Francis Kosiut and Mary Ann Olsen, who resigned recently, were feted at a staff dinner. . . . Larry Caplane, RKO-Brandeis manager, was vacationing at home. He recently bought a house, and has been busy getting the family settled.

William Fletcher, son of R. V. Fletcher, Hartington, Neb., exhibitor, was one of seven American servicemen killed in the ground collision of two planes at Burtonwood, England.

Rollin Stonebrook, former manager, Orpheum, is managing director, North-center, Chicago. . . . Charles Kopp, formerly at Tri-States' Hollywood, Sioux City, Ia., which has been taken over by Affiliated Theatres, has been named assistant manager, Orpheum.

Eudora Pritchard has been named MGM biller, replacing Ruth Schaefer, resigned. . . . The Eustis, Neb., theatre closed temporarily. . . . Dean Nash and Axel Sorenson, partners at Beresford, S. D., announced a deal for the theatre at Chamberlain, S. D. . . . Sol Francis, Monogram branch manager, and Harold Wirthwein, Des Moines, called on exhibitors in the western Iowa sector.

State Fire Marshall W. H. Walker, revealed no action will be taken against two youths who caused a fire in the State, Pierre, S. D., when they "experimented" with matches and kerosene-soaked rags while cleaning the basement floor.

Portland

Wes Johnson, for many years a leading theatre operator in Eugene, Ore., is back from Hawaii for a Portland vacation. . . . Earl Hunt, for many years in various capacities with Evergreen Theatres, is recovering from a serious operation. . . . Cliff Mitchell, for some time past assistant to Virgil Faulkner, city manager, Hamrick Theatres, has been advanced to the advertising department. . . . Glenn Shelly, well-known theatre organist, is again at the console of the Liberty's Wurlitzer. . . . A. B. Heinbergen, leading Northwest theatre decorator, has a record with the Northgate, Seattle, the 737th theatre he has decorated. . . . F. Maynard Culver, 46, chief projectionist and technician for the three Sterling theatres, The Dalles, Ore., had a heart attack while eating lunch, and died. . . . L. H. Louik, manager, Post Street, put on a special street display in Spokane, Wash., during "The Wild Blue Yonder." . . . Manager Oxtoby, Warners' exchange, put on a special preview of "I'll See You in My Dreams" for disc jockeys.

The first contingent of stars and featured players who attended the world premiere of Universal-International's "Bend of the River," this week planed out of Hollywood. Julia Adams, Rock Hudson, and Lori Nelson comprised the advance group which is to tour a dozen cities in Washington and Oregon, winding up in Portland. The second contingent, headed by William Goetz, in charge of production, and James Stewart, left Hollywood this week. This group included producer Aaron Rosenberg, director Anthony Mann, studio publicity director Al Horwits, Jay C. Flippen, Chubby Johnson, Susan Cabot, Suzan Ball, and a number of others. More than two score top newspaper and trade paper writers accepted invitations to attend the premiere, the opening event in the celebration of "The Covered Wagon Centennial," observed throughout Oregon by official proclamation of Governor Douglas McKay. The "Bend of the River" premiere was preceded by two days of intense activities. Governor McKay invited governors of six states bordering on the famous old Oregon Trail to be his guests. So great was the ticket demand that the theatre scheduled two complete premiere shows. The stars and featured players in the picture and other U-I personalities made personal appearances at both shows.

St. Louis

The controversial bill to require the hiring of only licensed stationary engineers to operate certain types of steam boilers, engines, or plants in St. Louis is to be filed, Alderman William Brady announced. Filing of a bill is tantamount to killing the measure.

James H. Arthur, president, Fanchon and Marco Service Corporation, has been elected Chief Barker, Variety Club, Tent 4, succeeding John Meinardi, St. Louis district manager, Fox Midwest Theatres, who has been named the national canvassman. Other officers selected are: First Assistant Chief Barker, Tomas Canavan,

St. Louis representative, Altec Service; Second Assistant Chief Barker, Tommy James, owner, Comet, Douglass, and Strand; Dough Guy, Joseph Ansell, and reelected, Property Man, Dick Fitzmaurice, manager, Rivoli. In addition to the officers and national canvassman Meinardi, the other members of the 1952 Crew are Louis K. Ansell, David Arthur, Edward B. Arthur, Ben Rader, and Mike Riordan. Delegates to the 1952 gathering of the Variety Clubs International are James H. Arthur and Tommy James.

Officers of the labor unions representing the employees of the exchanges were selected at recent meeting of Film Exchange Employees Union Local B-1, and Film Exchange Employees Union Local F-1. Union Local B-1 named: President, Richard Klages, 20th-Fox; vice-president, Mrs. Leona Klages, 20th-Fox; recording secretary, Mollie Corry, National Screen Service; financial secretary, Abe Engel, National Screen Service; business agent, Betty Wendt, and delegate to the Central Trades and Labor Union, Linda Sanerwein, United Artists. Members of the executive board are: Roy Stockglausner, Warners; Louise Seil, Paramount; Corrine Swerane, MGM, and Albert Carey, Warners, and trustees, Anne Cullen, Monogram; Helen Stillenkothen, Warners, and Vito Ventinelgia, MGM. Elected for Local F-1 are: President, Bill Thomas, 20th-Fox; vice-president, Albert Coco, MGM; financial secretary, Ruth Shurnas, Paramount; recording secretary, Frances Petros, Republic; corresponding secretary, Marcella DeVinney, Republic; treasurer, Theresa Bohein, Paramount; business agent, Jimmy Gately; guardian, Carol Ryan, Paramount; Guide, Joan Bowe, Universal-International, and trustees, Fanny Krause, MGM; Mary Braun, 20th-Fox, and Mabel Godwin, MGM. The members of the executive board are: Frances Hoffman, MGM; George Cohen, RKO; Frances Murphy, Warners, and Anna Kurz, 20th-Fox.

An effort to answer all the questions concerning the operation of drive-ins during the 1952 season, including runs, clearances, rentals, publicity, exploitation, public relations, and, of course, operations of concessions, etc., will be made at a general meeting of independent drive-in owners at the Dunn Hotel, Poplar Bluff, Mo., on Jan. 25, under the sponsorship of Co-Operative Theatres.

In Potosi, Mo., Harry Blount, owner-operator, 500-seat Plaza, started construction on a 350-car drive-in to serve this general area. He arranged to obtain the necessary projection and sound equipment, in car speakers, etc., from the St. Louis branch of Joe Hornstein, Inc.

In West Plains, Mo., Dean Davis, who operates the Davis and New Avenue, started construction on a 350-car drive-in on Highway 63. Equipment for the drive-in is to be provided by the St. Louis branch of Joe Hornstein, Inc.

In New Canton, Ill., Tom Gates, Barry, Ill., new operator, Gem, made arrangements to give shows on Tuesday, Thursday, Saturday and Sunday nights. He is using 16mm. pictures on Tuesdays and

Thursdays and 35mm. on Saturdays and Sundays. He also operates the theatre at Chaplin, Ill.

In Marissa, Ill., Tony D. Beninati, new owner of the local theatre, and his manager, Leonard Stanford, recently announced the winner of the contest to select a new name for the house, for many years called the Gem. Suggested was the Mars.

To avoid conflict with the TOA mid-winter meeting in Los Angeles, the date for the Tom Edwards testimonial luncheon at the Sheraton Hotel has been changed from Jan. 29 to Feb. 4. Gael Sullivan, TOA executive director, will attend the testimonial. Tom Bloomer, Belleville, Mo., president, and Tommy James, St. Louis, vice-president, MPTO, will represent it at the TOA meeting.

Clarence M. Turley, coowner with Charles and George Skouras in the Ambassador and Missouri office and theatre buildings, sold his stock interest in the Best Amusement Company, owner, Uptown, to Al Matreci, manager and principal stockholder.

The "Movietime, U. S. A." committee for the trade area met at the office of Edward B. Arthur, Fanchon and Marco-St. Louis Amusement Company, to discuss future plans. Also in attendance were Herb Bennin, MGM manager, distributor chairman, and Tom Bloomer, Belleville, Ill., and Frank Plumlee, Farmington, Mo., vice-co-chairmen for the exhibitors. Arthur is exhibitor chairman.

Out-of-town exhibitors seen along Film Row included: Homer Woods, representing College Theatre Company, Inc., Hall, Missouri, and Varsity, Columbia, Mo.; Bill Collins, DeSoto, Mo.; Tom Edwards and Frank Plumlee, Farmington, Mo.; Harry Blount, Potosi, Mo.; Lee Norton, Sullivan, Ill., recently returned from Tucson, Ariz.; Dean Davis, West Plains, Mo.; Bill Williams, Union, Mo.; Lester Snodgrass, Tiger, Columbia, Mo., and Vita, Warrenton, Mo.; Joe Goldfarb, Alton, Ill., and Charles Beninati, Carlyle, Ill.

The engagement of Miss Judith Mary Goldman, daughter of Charley Goldman, prominent theatre owner, and Mrs. Goldman, to James Richard Blumenfeld has been announced.

San Antonio

Eph Charninsky, head, Southern Theatres Company was scheduled to make a talk to managers of the Claude Ezell and Associates drive-ins. The group had a two-day conference at Galveston, Tex. . . . Everett M. Wiess, former manager, old Kyle, Beaumont, Tex., died. . . . Hugh Plath, Claude Ezell and Associates, paid a visit en route to Brownsville, Tex., where he attended the opening of the Star Drive-In.

Tom Hardeman, Moon-Glo Drive-In, Junction, Tex., is the proud father of a baby son. . . . Name of the new drive-in at Comanche, Tex., recently purchased by Jack Arthur and Harold Flemings, may

be the Chief or the Comanche. Arthur and Flemings recently purchased the Majestic and Ritz from J. V. Carter. . . . Phipps and Layton Theatres, Childress, Tex., have received approval for the construction of a new theatre to cost \$174,790. . . . R. S. Starling received approval for new drive-in to be constructed at San Marcos, Tex., at an estimated cost of \$20,000.

A man who was just about to rob the River Oaks, Houston, Tex., politely stepped aside to let several persons buy their tickets first. He then proceeded to rob Glenda Christian, an aide, of about \$150.

O. M. Kirkeby, Reagan Drive-In, Big Lake, Tex., announced that he will construct another 300-car capacity drive-in adjacent to the Reagan to make a twin drive-in operation. Kirkeby is also building a drive-in at Abilene, Tex. When the drive-ins are completed, Kirkeby will operate six theatres. He has been a drive-in exhibitor since 1929.

San Francisco

In were Lester Blumberg, Principal Theatres, Los Angeles; Roy Cheverton, owner, Maribel, Weott, Cal.; Mickey Gross, Republic publicist, Los Angeles, and Mike Newman, Columbia publicist. . . . James Mason and Mrs. Mason were in for personal appearances at the St. Francis in connection with "Lady Possessed."

Changes in management for Northern California include Fox West Coast and Golden State Theatres. Thomas Groff resigned as San Francisco manager, North Coast's Esquire, to take over management of Golden State's Foothill, Oakland, Cal. Other GS changes in Oakland include the appointment of Stanley Pooley, Santa Barbara, Cal., to the post of manager, Fruitvale, replacing Frank Galvin, who went into the Fairfax, making Evart Clayton available to manage the Laurel, the job formerly held by Raymond Cooke, resigned.

George Barnes, one time manager, United Nations, returned to Fox West Coast after serving with the navy. He took over management of the Midtown, replacing Thomas Kuykendall, resigned.

At Vallejo, Cal., FWC changes moved manager Bob Marseilles from the Strand to the Senator, where he took over duties of William Tannehill, who went to the Marval, replacing Andrew Chantlas, transferred to the Strand. . . . Bob Palmer, Paramount Theatres publicist, has been recalled by the navy. . . . FWC took over operation of the Tower, Fresno, Cal., from Gamble and O'Keefe. At the same time, FWC gave up operation of the Kinema, Fresno, Cal., to G and O. Frank Arcure, manager, Kinema, was transferred to the Tower at the time of the changeover. . . . FWC's Franklin, Oakland, Cal., reopened with a Saturday and Sunday only policy. . . . Golden State's Broadway, Oakland, Cal., is undergoing remodeling to the extent of \$25,000, with complete renovation and a new front.

When "Lady Possessed" premiered at the St. Francis, it was given an unusual Hollywood-type opening. Mickey Gross, Republic publicist, and United Paramount's division manager, Jerry Zigmond, met with manager Mervyn Davenport, and set up a campaign that shattered precedent. Republic exchange manager, George Mitchell, was also on hand for welcoming ceremonies for Mr. and Mrs. James Mason. The campaign covered many facets, with the star of the film, Mason, getting plenty of attention. Mrs. James Mason, as Pamela Kellino, also appears in the film as well as having written the story.

Seattle

One of the splashiest motion picture premieres in many months is that arranged for "Hong Kong" at the 5th Avenue, sponsored by the China Club and Greater Seattle, Inc. It also takes in the annual observance of Chinese New Year. The sponsors reserved the loge section of the theatre. Rhonda Fleming will grace the occasion with a personal appearance. The premiere will be followed by a dinner at Twin Dragons for 500 guests.

Fred Danz, vice-president, Sterling Theatres, conducted a training school for 200 employees of Sterling's neighborhood theatres during the recent Christmas vacation. Topics of all phases of theatre operation were demonstrated and discussed by William Danz, treasurer; Zollie Volchok, city manager; Lyman Bench, concession manager, and Grace Rude, assistant manager, Palomar. In their questions and suggestions in the open forums, the employees evidenced keen interest, and the practice will remain on the Sterling program.

Julia Adams, Rock Hudson, and Lori Nelson, in "Bend of The River," were here to spread the word of the premiere of the picture at the Orpheum. Mike Vogel, U-I exploitation staff, was here setting up the campaign.

Friends of Bob and Jane Quick, with the Army Motion Picture Service in the Seattle district several years ago, received Christmas greeting cards from them. They are with the Army Motion Picture Service in Nurnberg, Germany. . . . Les and Cora Theuerkauf returned from a vacation in California. . . . J. A. Walsh, manager of branch operations for Paramount, left for Portland and Dallas. . . . A. C. Brown, Paramount traveling auditor, was in. . . . A. J. Sullivan, United Artists branch manager, returned from a conference with his Portland sales staff. . . . Barney Rose, western district manager, U-I, was here.

Among state exhibitors on The Row were: William Spies, Liberty, Dayton; Corbin Ball and John Lee, Moses Lake and Ephrata; Eddie Snow, Mount Vernon; Max Hadfield, Colville and Chewalah; William Haugen, Poulsbo; Guy Spencer, Tacoma; E. W. Johnson, Spokane, and George Blair, Rodeo, Bremerton.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Frank Allara, Matewan, W. Va., an exhibitor for 20 years and operator of houses in Matewan and Delbarton, W. Va., has been honored as "Man of the Year" in his community. Active in numerous civic affairs, he is so widely known that mail addressed to "The Man" or "The Big Man" is delivered to him. His many friends along Film Row consider the honor is deserved recognition to a "great guy."

William Bein, NSS district manager, and salesmen Derek Sydney, Lou Hearn, and Barnard Frisch attended a company regional meeting in Chicago. . . . Business trips were made by Gene Tunick, Lippert branch manager, to Columbus, O.; Milton Gurian, Monogram branch manager, to Huntington, W. Va., and Jay Goldberg, Realart branch manager, to Huntington and Charleston, W. Va.

Clyde Norman has been promoted to shorts booker at Northio, and Jean Fratz is new secretary to Murray Baker, Northio head booker and buyer. . . . Jean Datillo, National booker, resigned. . . . Jean Robinson, Paramount contract clerk, resigned because of her approaching marriage to Richard Taft. . . . Elizabeth Gulden, MGM inspectress, returned to work after a long convalescence from surgery.

Dan Loventhal, RKO New York office, and Morris Lefko, district manager, conducted a meeting in connection with the annual drive. . . . Bennett Goldstein and Harold Raives, Schine Cleveland office, were in.

Important brass from Wright-Patterson Air Force Base participated in the local premiere of "The Wild Blue Yonder" at the downtown Grand, with the proceedings being broadcast. . . . A local housewife identified "Boots Malone" on a downtown street to win \$50 as a phase of the newspaper bally for the film at the Palace.

State Booking Service is now booking and buying for drive-ins at Sidney and St. Marys, O., operated by Vance Schwartz, and the Princess, Mount Hope, W. Va., owned by Floyd Bonifacio. . . . Several from here attended installation ceremonies of the Variety Club in Dayton, O., when Bill Clegg, owner, Ohio and Rialto, was installed as Chief Barker, succeeding Fred Krimm.

Monogram is releasing several free films of the Ohio Bell Telephone Company, for statewide showings. . . . The comedy team of Dean Martin and Jerry Lewis will head a stage show at the downtown Albee, starting on March 1. . . . Six youths between 13 and 16 were arrested by police after they attempted

to jimmy open a rear door at the downtown Lyric. Local theatre owners have reported numerous such attempted break-ins.

Seen along Film Row were: John Goodenow and C. B. Huekle, Huntington, W. Va.; Paul Estel, Salem, W. Va.; Al and Bill Thalheimer, Logan, W. Va.; Frank Mandros, Cabin Creek, W. Va.; Harold Moore, Charleston, W. Va.; Walter B. Hannah, South Shore, Ky.; Mrs. Elizabeth Wyrick, Carlisle, Ky.; William Cain, Paintsville, Ky.; A. R. Holland, Jeffersonville, O.; Harry Wheeler, Galipolis, O.; Barton Cook, Chillicothe, O.; Jack Needham, Columbus, O.; John Gregory, Fred Krimm and Roy Wells, Dayton, O.; Vernon Berg, Yellow Springs, O.; Ray Friz, Springfield, O.; Ray Laws, Lebanon, O.; George Turkulas, Hamilton, O.; Hank Davidson, Lynchburg, O., and Charles Scott, Vevay, Ind.

In line with his policy that a producer should go out into the field, Philip A. Waxman, whose "The Big Night," starring John Barrymore, Jr., opened at the RKO Grand, was in town.

Cleveland

Manny Brown is the new UA branch manager. He was formerly a salesman at the Buffalo exchange. Brown replaces Sid Cooper, who shifts to New Haven as branch manager.

Henry Greenberger, Variety Club Chief Barker, named the following committees to serve during his tenure of office: Membership: Irwin Shenker, chairman; Justin Spiegle, Abe Kramer, Leroy Kendis, and Nat Wolf; finance and welfare: Oscar Ruby, chairman; Nat Wolf, I. J. Schmertz, Nate Schultz, and Meyer Fine; heart fund: M. B. Horwitz, chairman; Irwin Pollard, Oscar Ruby, Marshall Fine, and Milton Mooney; house: Milton Grant, chairman; Schmertz, Sam Lichter, James Kalafat, and Jack Shulman; entertainment: Jack Silverthorne, chairman; Jerry Wechsler, Leonard Greenberger, Al Sunshine, and Sanford Leavitt, and publicity: Harry Weiss, chairman; Leonard Greenberger, and Silverthorne. A Variety Club dinner dance was held on Jan. 18 in the Carter Hotel to honor Kramer, outgoing Chief Barker, and to initiate the new officers, who are: Greenberger, Chief Barker; Wechsler, Frist Assistant; Wolf, Second Assistant; Greenberger, Property Master, and Schmertz, Dough Guy.

It was no surprise when Ernest Schwartz was reelected president and general manager, Cleveland Motion Picture Exhibitors Association, at its annual meeting. He has held the post for 17 years, and now embarks upon his 18th year as spokesman and leader of the independent exhibitors of Greater Cleveland. He was elected by acclamation as were also vice-president Albert E. Ptak and secretary-treasurer Ted Vermes. Preceding the business meeting was a buffet luncheon attended by 10 local judges as guests. This is the largest number of public men who have ever attended an association gathering, and established top public relations between

the exhibitors and the city officials. The judges who broke bread with the theatre owners were Samuel E. Kramer, Perry Jackson, Felix Matia, Frank Celebreeze, Joseph Artl, Arthur Day, Donald Lybarger, Edward Blythin, and Sam Silbert.

Oscar Ruby, Columbia branch manager, attended a company district meeting in Washington, D. C. . . . Joe Leavitt, who recently brought his wife home from Florida for burial, returned to Miami, Fla., to sell or lease his home there. Bob Bial, Luthi Sign Company, shared the ride south with him. . . . Dick Babb, son of Hallmark prexy Kroger Babb, will enter Stanford University. . . . Bert Lefkovich, Community Circuit, and his missus were vacationing in Mexico. . . . Ray Essick, Essick and Reif Circuit, and Mrs. Essick are back from their vacation in Bermuda.

Frank Porozinski, New Victory and Garfield, will be leaving for Florida.

Sidney Cooper, United Artists Cleveland branch manager, has been transferred to New Haven as branch manager. His successor is Emanuel Brown, who comes here from Buffalo. Brown, with some 35 years' experience in the distribution field, hails originally from Toronto, Canada, but has spent most of his career with Paramount in the Denver and Buffalo territories. As soon as he finds living quarters, his wife will join him from Buffalo, where their daughter and granddaughter live.

Jack Gertz, Jack L. Gertz Enterprises; Stuart Cangney, the same organization; Jimmy Kalafat, and Marshall Fine, Associated Circuit, braved the Lake Erie winds to try their luck at ice fishing.

Paul Scholz has taken on Jim Edwards as a full partner in his Argus, Inc., business, equipment repair and service organization. All new machinery has been installed in the Film building shop, which enables the boys to repair both 35mm. and 16mm. equipment. Edwards has had almost 10 years experience in the field of servicing and repairing motion picture equipment, four of them in charge of all motion picture equipment for the Third Marine Corps. For the past five years, he has been actively engaged in the same type of work in Cleveland. An inspection visit to 206 Film is extended to all theatre owners and managers.

Bob Wile is now established in Columbus, O., as secretary, Independent Theatre Owners of Ohio. His first bulletin to ITO members is full of information which might save exhibitors money, especially that part relating to unemployment compensation. Under the Ohio amended unemployment compensation law, a worker who "quits" without

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cause or who is "discharged" for just cause is barred from drawing compensation during unemployment caused by such quit or discharge.

Independent Theatre Owners of Ohio urges all theatre owners to participate in "The March of Dimes."

Neighborhood house owners are not in favor of boosting children's admission from the present 10 cent level. A minority expressed the opinion that a boost would not seriously cut into the attendance. This point of view was frowned upon by the majority as a short sighted policy, so the kids will continue to buy their entertainment for a dime.

"Bingo" got slapped down for the third time when Common Pleas Judge Edward Blythin refused to hold that "'Bingo' for charity" is legal, and refused to grant an injunction protecting would-be operators from arrest by local or county officials. The ruling was in the case of Brook Park Post, Veteran of Foreign Wars, which claimed profits were used to aid deserving persons including veteran hospital patients, scholarships, and other worthy causes. In earlier court decisions, "Bingo" was outlawed in Cleveland by Common Pleas Judge Frank J. Merrick.

Al Sunshine, Advanads, was in New York on business. . . . Milton A. Mooney, head, Co-operative Theatres of Ohio, also had business in New York.

Visitors on Film Row included: J. J. Maloney, MGM division manager; J. A. Beidler, Jr., Toledo, O., circuit owner; Shea managers Dale Tysinger, Ashtabula, O.; Bob Cannon, Conneaut, O.; Bob Limbaugh, Geneva, O.; Charles Meyers, New London, O.; George Manos, Toronto, O., and Frank Slavik, Middlefield, O.

Herbert Ochs anticipates the 1952 business will be better than the 1951 business, which, in turn, was better than the preceding year. Ochs thinks that people will flock to outdoor theatres and to large screen entertainment.

Dave Sandler, president, Theatrecraft Manufacturing Corporation, is coming out with new in-car speaker and new heater models.

Detroit

Michigan Allied's board of directors has made plans to print and distribute a new booking book for exhibitors. The next board meeting will be on Feb. 13 in the Variety Club rooms in the Tuller Hotel. Allen Johnson, national representative, Michigan Allied, will make a report on the National Allied meeting in Washington relative to arbitration. He will attend the meeting on Feb. 4 and 5.

John Vlachos, newly elected president, Allied Theatres of Michigan, announced his plans for appointing committees to handle important matters governing legislation, publicity, convention, and other similar activities.

Letters to the Editor

(Ralph W. Russell, manager, Palace, Canton, O., A. G. Constant Theatre Circuit, annoyed because a local critic devoted about 25 per cent of the review of "Fixed Bayonets" to technical "flaws," took his pen in hand, and wrote the letter that follows. He suggests that other exhibitors might use the same tactics when necessary.—Ed.)

January 7, 1952

James Sherlock
The Repository
Canton, O.

Dear Mr. Sherlock:

Your review of "Fixed Bayonets" devotes considerable space to the "flaws" in production, and how right you are is obvious. In fact, to say you are absolutely correct is an understatement. The snow must be cornflakes or some stuff as you point out, and since you complain of not seeing the actors' breath could it be they weren't breathing? I know another secret or so, too. That wasn't live ammunition they were using, and I don't think those fellows were really hurt when supposedly hit. Those weren't hills, but rather some cardboard stuck up to appear as such. And do you suppose that cave was real—I don't. I think it was just a make-believe, and the spring of water in it, wasn't that at all but a big tub or something just put there by some set worker. Do you suppose those were actual mines in that one scene where Richard Basehart carries a buddy on his back, and keeps people on the edges of their seats until he gets back to safety? I just wonder whether or not those GI uniforms were issue, or if someone in Hollywood didn't make them to look like the real thing. I didn't like that tank business either because I don't think it was real at all. It was probably a jeep just covered to look like one. And another thing, don't you suppose those Reds were just made to appear that way. I'll bet they were just actors with a bunch of red make-up. And that chap with the frozen foot, wasn't that a laugh because how on earth could a guy freeze his feet in cornflakes? Yes, and that sunlight couldn't have been real. I just know

The "New Faces" contest, sponsored by The Detroit Free Press and exhibitors, is underway. Fans are asked to identify their favorite movie actor in 1951, and write in 25 words or less "What the motion pictures have done for me."

Despite the mounting unemployment problem, first-run houses and subsequent-run houses report business to be about average. How long will boxoffice continue to do average business is a question that remains to be answered.

Local F-25 reelected Al Champagne, booker, 20th-Fox, as business agent of the front office employees. He will also act as president. Ann Rogell, General Theatre Service, was chosen financial secretary; Yvonne Gilling, Republic, corresponding secretary, and Margaret Studebaker, Republic, treasurer.

there were a bunch of lights made to appear like the sun, and, when they want darkness, they turn out some of the lights. Boy! What a bunch of Joes those movie people are. What about the beards? I thought they looked pretty real but after what you said about the cornflakes, I changed my mind.

You sure hit the nail on the head about not being able to tell how far apart those people were. I got all confused, too. You say it is "an irritating business" trying to figure the thing out, and that says it good. I got so irritated I just went right up there, and measured the thing out for myself. Then I called my boss, and told him we just had to do something because everyone was irritating all over the place, and he sent me a six inch rule that is enclosed herewith for your use. The next chance you have, just come up, and we will go over the screen inch by inch, and you can measure it out for yourself how far these people are apart in some of these pictures.

I'm going to send your review to Mr. Zanuck and tell him a thing or two on my own about the way he makes pictures. They ought to put a yardstick or something in the film somehow, and then this "irritating business" could be forgotten.

Yeah, Jim, those "Moon pitcher" people think they are pretty smart, but you and I can figure out the score. Just let them try that cornflakes business again, and, brother, we'll blast 'em, won't we? I'll bet Kelloggs would be plenty sore if what you say is true, and they didn't get credit. And that coffee those fellows were drinking in that cave, what do they take us for. Who ever heard of it, coffee without the drip. Yes, and if they just got to give us more cornflakes, why not cream and sugar them?

Next week we have Jane Russell. I'm hoping you'll go to work on her. Maybe there're somethings about her that aren't real, either.

"Fixed Bayonets" is really doing business.

Very truly yours,
The Palace Theatre
Ralph W. Russell
Manager

Albert Dezel, Dezel Productions, returned from the hospital to rest at home after an operation.

Indianapolis

The youngsters of the community of the Lakes, Monticello, Ind., enjoyed the annual treat of the Good Fellows Club and the Lakes, when they were entertained at a free show at the Lakes through the courtesy of Carey and Alexander, owners of the theatre, and the club. Five hundred and fifty boys and girls from the first through the sixth grades of the local schools, chaperoned by their teachers, were present. The committee from the Good Fellows in charge of the entertainment was Cy Prevo, chairman, Mayor Lloyd Sentz, John Van Meter, and Jack Clapper.

Admission prices at all first-run have advanced from 65 cents to 76 cents effective at the turn of the year. Matinee

theatre building. John Copeland remains as manager. . . . Charles Sheftic will close the Sheftic, Boswell, Pa., temporarily.

Al Akigen, Warner Circuit manager, currently at the Kenyon, resigned to go into the furniture business. He had been with the company for 15 years. Carl Czolba moves to the Kenyon from the Melrose. Ray Laux was transferred to the Melrose from the Whitehall, with former assistant Alma Lyte becoming manager at the latter house.

Jake Blatt, one of the heads of the circuit of the same name, became a grandfather when a son was born to his daughter, Mrs. James Janson, Corry, Pa. . . . Bernard Burns, manager, Rex, Corry, Pa., and Angela Lubowieki were married.

MGM will lose a booker who has been with them a long time. Wahneta Gardner and James Hough, Philadelphia, were married on Dec. 29, and she will leave to make her home in Philadelphia.

The Park, Johnstown, Pa., sold for \$200,000, which includes the entire building, will be turned into a drug store by Harry Diamond. . . . The Harris Circuit will reopen the Northside for weekend business. . . . Al Wheeler, Monogram salesman, Washington, and former Film Rowite, was in town visiting friends and relatives. . . . Sam Fineberg, who resides in Phoenix, Ariz., but who is a partner in the Alexander Supply Company, was in.

**Kentucky
Louisville**

It's a boy for Mr. and Mrs. Eddie S. Huber, born at Sts. Mary and Elizabeth Hospital. The new arrival is to be called Dennis. Dad is purchasing agent for the Fourth Avenue Amusement Company.

Lee Dale Stinnett is managing the comparatively new Nicholas, Nicholasville, Ky. The Nicholas is owned by Charles H. Behlen, Lexington, Ky., who also owns the Park, Nicholasville.

Exhibitors seen in recently included: A. N. Miles, Eminence, Eminence, Ky.; E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; Bob Enoch, State and Grand, Elizabethtown, Ky.; Don Steinkamp, French Lick Amusement Company, French Lick, Ind.; Lyell Webb, Webb, Burkesville, Ky.; Mr. and Mrs. Tex Richards, State, Crouthersville, Ky.; Clyde Marshall, Columbian, Columbia, Ky.; R. L. Gatrost, Victory, Vine Grove, Ky.; Mr. and Mrs. Hugh Kessler, Pal, Palmyra, Ind., and George Payton, Griffith, LaGrange, Ky.

Mrs. Clyde Marshall, Columbian, Columbia, Ky., entered the Baptist Hospital for a checkup. . . . Plans have been made by the Kentucky Association of Theatre Owners to be represented at the Kentucky legislative session. . . . Louis A. Arru, coowner and executive director, Twin Drive-In and the Skyway Drive-In, underwent surgery at the Kentucky Baptist Hospital here.

A campaign to spur defense bond sales is being headed by the Fourth Avenue Amusement Company, with support also pledged by Guthrie Crowe, president, Kentucky Association of Theatre Owners. Fourth Avenue Amusement's Strand, is giving away a \$100 bond daily, with free tickets being distributed to all, regardless of whether they are patrons. D. Irving Long, circuit executive vice-president, announced that letters have been sent to 1,000 merchants in Louisville and Jefferson County, calling on them to aid.

**Ohio
Columbus**

The Second District Court of Appeals was expected to be asked for a temporary restraining order which would permit charity "Bingo" games to operate. The order would nullify the recent ruling of Common Pleas Judge Cecil Randall outlawing charity "Bingo" as contrary to the anti-lottery provisions of the Ohio constitution.

Richmond Bartlett, theatre editor, The Columbus Star, is resigning to go west. . . . Mary McGavran Koebel, theatre editor, The Ohio State Journal, has begun a new column, "Fifth Row, Center," and invites contributions from Central Ohio theatre personnel.

A. C. Lyles, publicity representative, Pine-Thomas, was made an honorary member of the Chinese Chamber of Commerce while here on a good will tour in advance of "Hong Kong."

Robert Wile, secretary, Independent Theatre Owners of Ohio, asks that Ohio exhibitors with theatre and industry problems contact his office at 55 East State Street.


Massillon

A proposed seven-cent increase in admission taxes was voted down by City Council. The city's revenue from amusement taxes dropped from \$14,000 in 1950 to \$8,318 last year, and the proposed boost was to have aided in making up for the operating deficit. Both Nat Wolf, Warner Theatres' Ohio zone manager, and W. N. Skirball, Skirball Circuit, spoke against the tax measure before City Council.

**West Virginia
Charleston**

The West Virginia Allied Theatres Association announced the endorsement of all resolutions, including all-inclusive arbitration, adopted at the National Allied convention last October.

**"Pocket-Size"
DATE BOOK**
—the latest innovation in the field of Small Booking Records



(Without Binder)
Price: 60c per yearly set of forms

Several different binder methods designed to accommodate these forms are carried in stock.


Designed originally to fill the void of the widely used but now discontinued RKO book, this new design proved so far superior to anything previously developed in its field that it has taken the industry — whether independent owner or circuit manager — by storm.

(a) 5 lines of booking space were gained by taking full advantage of the 3 3/4 x 6 3/4 inch page area. (b) Weekly activities not bothered with until the complete week is booked, are kept separate and distinct. (c) Spaces are allowed for cost, gross, weather, etc., as desired. (d) All dates, days of the week, and holidays are clearly printed.

Dated Forms for ONE FULL YEAR start with the first week of each July

Ask for SAMPLE SHEETS!
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.

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partner!**



500,000 Mail boxes in the United States are your partners in the fight against cancer. A contribution addressed to "Cancer" in care of your local post office will help guard your family, yourself and your community.

Next time you see a mail box, "put 'er there, partner!" . . . as generously as you can.

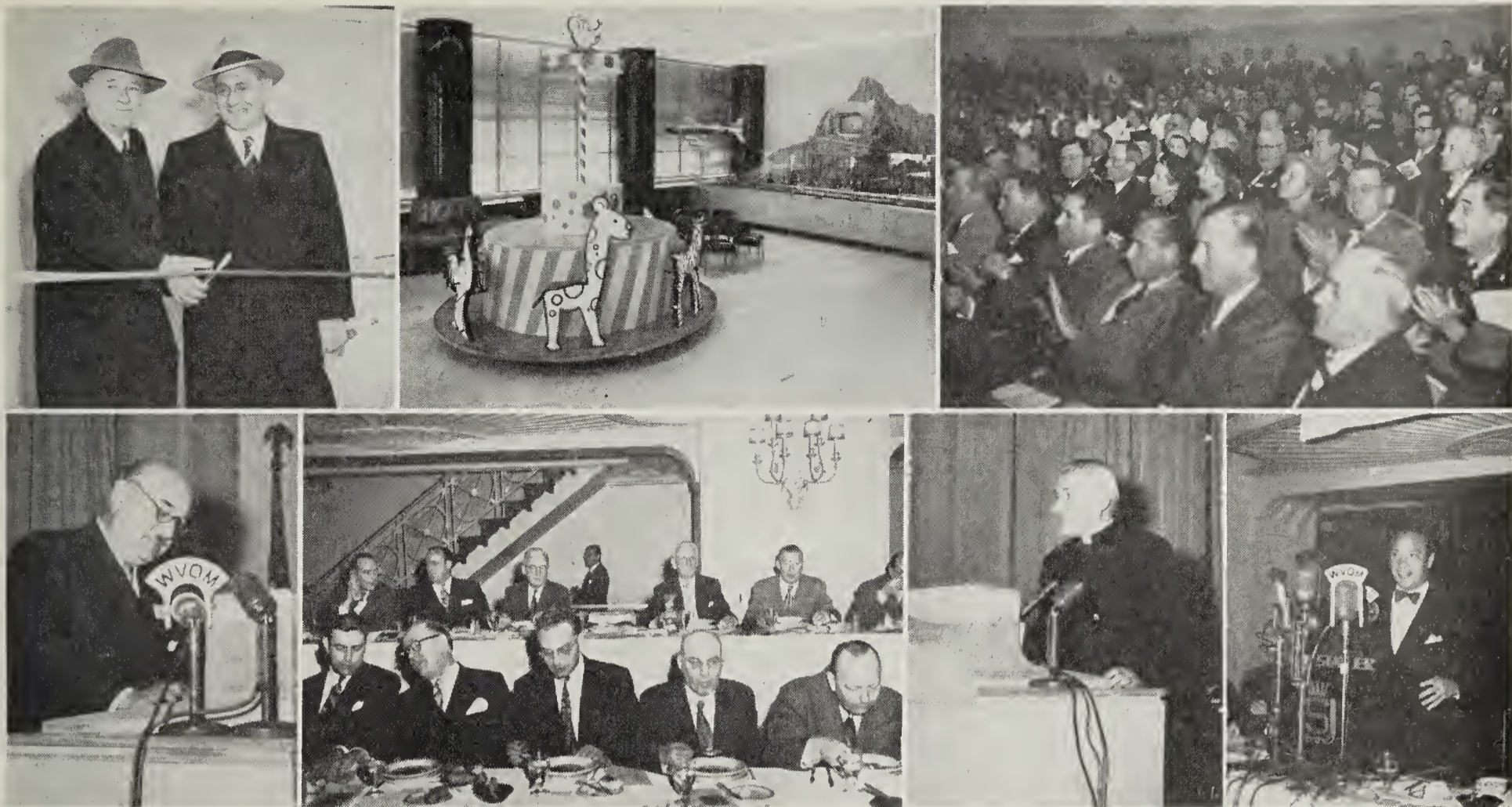
AMERICAN CANCER SOCIETY

Here is my contribution of \$..... in support of the Cancer Crusade.

Name _____

Address _____

City _____ State _____



The new \$1,500,000 "Jimmy" Fund Building, now the world center for children's cancer research, was opened in Boston recently at dedication ceremonies. Founded by the Variety Club of New England, the project is now sponsored by the film industry and the Boston Braves. Above are some shots of the dedication exercises, showing, top, left, Martin J. Mullin, president, New England Theatres, and president, Children's Cancer Research Foundation, cutting the tape in front of the new building with Louis R. Perini, representing the Boston Braves. The view of the building's lobby shows model trains, a merry-go-round, and a variety of toys to entertain the children. Among those in the overflowing crowd

at the dedication in the "Jimmy" Fund lecture hall were theatre people, baseball stars, and medical notables. At bottom, left, is Samuel Pinanski, American Theatres head, and chairman of the dedication dinner, as he addressed the group, some of whom are shown in the next picture. Among those seen are Albert Kane, Paramount; newly elected president, Interstate Theatres, Theodore Fleischer; James Marshall, Film Transfer Service; Norman Ayers, Warners, and Maurice Wolf, MGM. Archbishop Richard Cushing is pictured as he gave his blessing to the new building, and, at right, Leonard M. Goldenson, president, United Paramount Theatres, speaks.

NEWS OF THE

Territory

Boston Crosstown

Two theatre robberies took place. At the Kenmore, Joseph Sandler, managing director, and Raymond Atchison were held up, and the boxoffice robbed of \$50. At the Strand, South Boston, James Cronin, employee, was slugged in a corridor by bandits who grabbed bags containing \$1,000. The Capitol, Alliston, Mass., also reported an attempted hold-up, foiled by Elizabeth Keating, who set off an alarm, and scared off four boys.

A committee to screen complaints and problems of local exhibitors was appointed by Norman Glassman, president, Independent Exhibitors' of New England, at a special board meeting at the organization's headquarters. The committee is slated to meet with branch managers in effort to iron out some of the problems which have arisen between exhibitors and distributors, and, if unsuccessful, will act in conjunction with National Allied's film committee, headed by Wilbur Snaper. The board also reaffirmed its position supporting National Allied in its arbitration plans which will

be presented at board meetings in Washington soon by Nathan Yamins, local member, national arbitration committee. Yamins flew to Boston from his Palm Beach, Fla., home, to attend the meeting, and was given full endorsement by the organization's directors. President Glassman also appointed a nominating committee to pick slate of officers for 1952. Named were: W. Leslie Bendslev, chairman, Daniel Murphy, Francis Perry, Leonard Goldberg, and Walter Mitchell, all of whom are ex-presidents. The annual meeting and election are scheduled for Feb. 12.

The signing of Martin and Lewis to appear at the Metropolitan in March marks the first time this house has offered a stage show in more than a decade.

Samuel Pinanski has been elected a director of the Brookline Trust Company, Brookline, Mass., as well as a member of the investment and executive committees. Pinanski, president, American Theatres Corporation, is also on the board of the John Hancock Mutual Life Insurance Company and is president, Lowell Textile Institute board.

Film star Paul Henreid was scheduled to spend a couple of days here ballyhooing his new Lippert film, "For Men Only." During his stay, he was slated to attend a press luncheon, and appear on various radio and TV shows.

Congratulations go to Mr. and Mrs. Arnold Dunne, Cambridge, Mass., on the birth of a first child, a daughter, at Richardson House on Jan. 12. Mrs. Dunne is the daughter of Samuel Pinanski, president, ATC.

Frank Emery, managing director, Cinema, Framingham, Mass., has been called to his home city, Pittsburgh, to take his army physical. During his absence, Jim Collins is at the helm.

Rene Garneau, Midway Drive-In, on Route 5, Ascutney, Vt., and Avon Atkins, Blue-Moon Drive-In, St. Johnsbury, Vt., signed with Drive-In Theatres Association of New England.

Mr. and Mrs. Ernest Handy, State, Burlington, Vt., and Mr. and Mrs. Paul Gamache, Welden, St. Albans, Vt., applied for membership in Independent Exhibitors.

Lloyd Bridgeam bought the State, Dover, N. H., from the estate of the late Fred Couture, and closed the situation for renovations.

The Cinema, Framingham, Mass., is now operating with one matinee daily, at 1:45 p.m., with continuous showings starting at 6:30 p.m.

The Portland, Portland, Me., an E. M. Loew situation, managed by Fred Stone, is now operating on a Friday, Saturday, and Sunday basis.

New England Bowling

Theatrical Bowling League

FINAL WEEK'S RESULTS—FIRST HALF

Final Standings—First Half	Won	Lost
MacAulay Post	38	18
Kenmore	34	22
Harry's Snack Bar	31	25
Affiliated Theatres	28	28
Independents	27	29
MGM	24	32
RKO	22	34
New England Theatres	20	36

FINAL TEAM AVERAGES—FIRST HALF

Harry's	451	RKO	424
Independents	435	Legion	417
New England	434	Affiliated	416
Kenmore	429	MGM	412

High single score: Leahy—114; Kelly—108-124.
High three strings: Kelly—327. High single—first half: Serra—134. High three single—first half: Kelly—327. Team single—first half: Kenmore—508. Team three—first half: Independents—1417.

FINAL INDIVIDUAL AVERAGES FIRST HALF

Freeman, HSB ..	96.6	Vieira, Leg.	87.0
Kelly, Leg.	95.5	McGerige, RKO ..	87.0
Plunkett, N.E. ..	94.3	Sandler, Ken. ...	86.8
Hill, Ind.	93.2	Heher, Ken.	86.8
Cooney, HSB ...	93.2	Rathgeb, MGM ..	85.8
Serra, Ind.	92.0	Feinstein, MGM ..	85.6
Chase, HSB	91.7	McGowan, MGM ..	85.5
Levin, Ind.	91.6	Young, Ind.	85.3
Morton, HSB ...	91.5	Larson, HSB ...	84.5
Grover, RKO ...	90.3	Goldman, Aff. ...	83.7
Smythe, RKO ...	90.0	Fahlbusch, N.E. .	83.3
Arsenault, N.E. .	89.0	Hochberg, Aff. .	83.0
Burlone, N.E. .	89.0	Glazier, RKO ...	82.8
Abramo, Ken. ...	88.9	Owens, Ind.	82.4
Leahy, Ken. ...	88.7	O'Hara, RKO ...	82.0
Bradley, MGM ..	88.6	Rahilly, Ken. ...	81.6
Field, Aff.	87.7	Dooley, Leg.	80.2
Farrington, Aff. .	87.5	Rowe, Aff.	78.6
Jennings, N.E. .	87.4	Lynde, Leg.	78.3

Mr. and Mrs. Jim Pollard, Community, Auburn, Mexico, Mexican, and Rumford Drive-In, all in Maine, spent a week here recently. . . . Harry Kaplan, projectionist, Paramount, is in Beth Israel Hospital recuperating from a heart attack. . . . George Sawaya, formerly manager, Copley, has been appointed assistant manager, Trans-Lux.

Herbert A. Philbrick, who doubled as a volunteer FBI agent in the Commie underground while carrying on his duties in the publicity department of American Theatres Corporation, will have his forthcoming book, "I Led Three Lives," published serially in The Boston Herald. A personal report of his nine years underground, FBI chief, J. Edgar Hoover saluted it by declaring "Philbrick has performed an outstanding patriotic duty in his fearless presentation of facts in his book."

Three Springfield, Mass., situations of the Rifkin Circuit, the Jefferson, Liberty, and Strand, discontinued matinees except on Saturday, Sunday, and holidays. During school vacation periods, the situations will run matinees with films approved by the parent teachers association.

Mrs. Ella Andrews, Calderwood, North Haven, Me., was recuperating from a throat operation. . . . Mrs. Edna Hall, Brooks, Brooks, Me., who was forced to forego the excitement of the holidays due to illness, is now back in action. . . . Stanley Young, 20th-Fox salesman for Maine and New Hampshire, was down with, of all things, the mumps. . . . Mary McCarthy, 20th-Fox cashier, has been bedded with la grippe.

Deletions announced last fortnight by the Bureau of Sunday Censorship included the following: "Japanese War Bride," parts 1 to 10. (Deletions: Dia-



C. J. Tevlin, RKO vice-president in charge of studio operations, left, and Edmund Grainger recently signed a contract on the coast whereby the latter will produce a minimum of 10 top-budgeted features for RKO during the next five years.

logue, "Has it occurred to you that she may have been a little too friendly with Shiro Hasagawa?" in part 8). 20th-Fox: "The Model and The Marriage Broker", parts 1 to 10. (Deletions: Dialogue, "Henna-head from that old bag," in part 3. Dialogue, ". . . to an old bag like me," in part 5). 20th-Fox: "Phone Call From A Stranger", parts 1 to 10. (Deletions: Dialogue, ". . . make a monkey out of the old bag," in part 4). 20th-Fox.

Film District

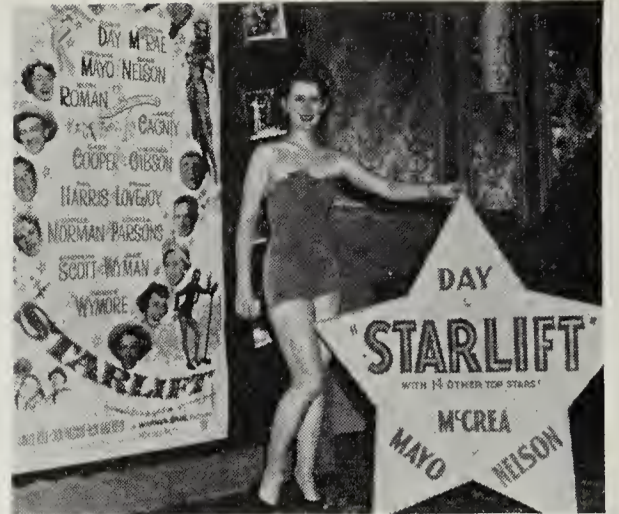
The Colosseum of Motion Picture Salesmen elected the following officers at the annual meeting: Leonard Appel, Columbia, president; John Pecos, 20th-Fox, vice-president; Louis Josephs, Bay State, secretary; Jerry Callahan, Monogram, treasurer, and Fred Shohet, U-I, sergeant-at-arms. Chosen for the executive board were outgoing President David Grover, RKO; Ken Mayer, U-I, and Jack Gubbins, Paramount.

Edward X. Callahan, 20th-Fox's Boston and New Haven district manager; James Connolly, and John Feloney are back following a session of confabs with company bigwigs at New York.

Warner publicist Art Moger and his wife were to attend the wedding of Alfred Hitchcock's daughter, Patricia, to John E. O'Connell in New York.



Four stage and screen personalities are seen as they chatted backstage recently during the stage production of "Anna Christie," New Parsons, Hartford, Conn. Noted, left to right, are Art Smith, Grace Valentine, Celeste Holm, and Kevin McCarthy, currently seen in Columbia's "Death Of A Salesman."



John H. Havens, manager, Calitop, Pittsfield, Mass., recently worked out a special promotional stunt on stage in connection with Warners' "Starlift." Marion Holmes, talented local dancer, appeared afternoon and evenings prior to the opening.

Nat Levy, RKO eastern sales manager; his assistant, Don Loventhal, and Bob Folliard, district manager, spent several days at the exchange beating the drum for the "Ned Depinet Drive."

Approximately 60 members of Local 505 attended a testimonial dinner to Delmont Merrill, who retired as business agent after serving three years. He continues as projectionist at the Colonial, Natick, Mass., however. The dinner was arranged by Vincent Kavanaugh, and several members of Local 182 attended. Elected to succeed Merrill was Fred Rousseau, Central, Natick, who will handle the new duties along with his regular assignment as secretary. James Tully, Embassy, Waltham, Mass., continues as president for the local.

"Fifi" Harding, Film Row familiar, and her partner, Peter Johnson, National Screen Service, successfully defended their Rhode Island bridge championship at Providence.

Frank Hyland, Monogram salesman, had a narrow squeak while driving up a Portland, Me., snow-covered hill recently when a trailer truck approaching him from the opposite direction jackknifed, and came roaring toward him. With pre-



Columbia Record executives who recently attended a screening in Boston of Warners' "I'll See You In My Dreams," point proudly to a special promotional tieup made with Time magazine. Left to right are John Trifiro, district manager; Robert Cheyne, promotion manager, and Helen and Cecil Steen, record sales department.

sence of mind born in desperation, Hyland managed to shove the car into reverse, and backed down the street until he found an open spot, with the truck squeezing by within inches. Hyland is now one of Film Row's heaviest users of Tintair, which he uses to camouflage the grey hairs sprouted during those few hectic minutes.

Thieves broke into the Warner exchange over a recent weekend, and left the place in a shambles, with burned matches cluttering up the floor, and desk drawers all pulled out in a state of disarray. Only thing of value reported taken was the desk lighter given to Bill Horan by his alma mater, Holy Cross.

In a generous mood, Phil Engel, 20th-Fox publicist, lent his tie clip, a present from his family, to Macdonald Carey, when the film star lost his during his p.a. tour a couple of months ago. Hints by Engel that it had sentimental value apparently fell on deaf ears for Carey returned to the coast with the borrowed tie clip. Meanwhile, Engel, instituted an intensive search for the actor's clip, and it turned up in a nearby hotel, and was immediately forwarded to Hollywood. A recent mail brought the ballyhooper his tie clip, a swank expensive Hollywood tie, and a note from the actor which read, "It took a long time, but here it is."

Meyer Ruttenberg, Coulter Premiums, attended the 73rd annual exhibit of Pittsburgh glass and pottery at the William Penn Hotel, Pittsburgh. Samples of the new dinnerware patterns are now on display at his Church Street office.

Saul Simons, Columbia salesman, returned from a three week sojourn in Miami, Fla. . . . Arthur Gerome resigned from Metro Premium and Interstate Popcorn, and will announce his new affiliation shortly.

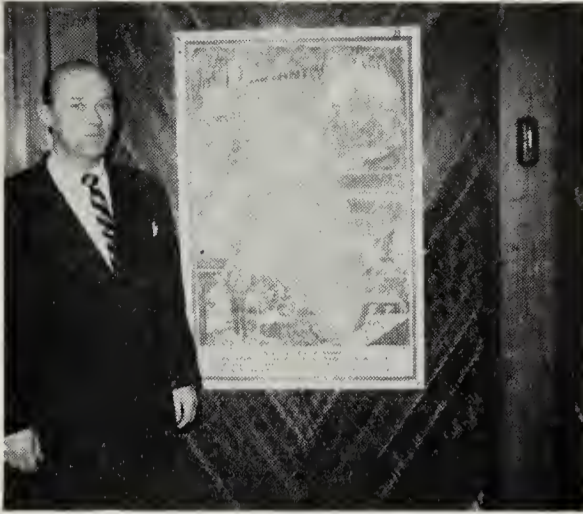
Condolences are extended to Richard Sears, former cameraman with Universal Newsreel in the New England district, on the death of his wife.

Joe Callahan, former branch manager for UA, has taken over the West Massachusetts block, working out of the local exchange under Harry Segal.

New Haven Crosstown

Jim Darby had "The Ink Spots," Sarah Vaughan, and Erskine Hawkins and his orchestra on the stage of the Paramount for a one day engagement. . . . At Loew's Poli, Morris Rosenthal had a good promotional campaign lined up for "Man in the Saddle." . . . The Strand, Hamden, had a cooking school for three days, in cooperation with First National Stores. . . . Sid Kleper and his associates at the College had some novel tieups for "It's A Big Country."

Joe Minsky, booker for Essex County, New Jersey, for Warner Theatres since July, 1950, is now area film buyer for the WB Circuit. He has had an extensive experience in the trade, both in distribution and exhibition.



Vicki Couzens, Civic, Portland, Me., is seen recently posing along side of a poster on Warners' "Distant Drums" which boosts Florida as a fine resort.

Meadow Street

New branch manager at United Artists is Sid Cooper, from Cleveland. . . . Joe Callahan, who has been in charge of the New Haven UA branch, moves to the Western Massachusetts territory. . . . Morris Jacobson, Strand Amusement Company, Bridgeport, announced that the Colonial, Bridgeport, would begin operation on Saturdays and Sundays. . . . Condolences go to Anna Canelli, Columbia, and Ed Canelli on the recent death of their dad. . . . Mrs. Sam Germaine, wife of the 20th-Fox salesman, was hospitalized. . . . Morris Alderman, 20th-Fox, does a good job singing as a hobby. Ask him to play some of those recordings.

Folks were sorry to hear of the recent death of Jimmy Milne, general manager, WNHC and TV. Various men of the theatre paid their respects at the funeral. . . . The Community, Fairfield, had a special morning kiddie show for "Alice in Wonderland." . . . Dave Lustig, Columbia exploitation, was in for "Man in the Saddle."

Circuits Loew Poli

A publicity and exploitation meeting for "Quo Vadis" was held, and among



One of the many effective displays showing the Warner Brothers "Pioneers of the Year" award was the above in Boston's Home Savings Bank window on Tremont Street. The stills from old WB films commemorated their 25th anniversary of sound films as well as the "Pioneer" presentation above the open book, "Okay For Sound." William Schoefield, The Boston Traveler, wrote an editorial feature story commemorating the Silver Jubilee, and a clipping of this was also included in the display.



William J. Saborowski, chief projectionist, Star, Whitinsville, Mass., is seen recently doing some checking in his booth.

those present were Matt Saunders, Bridgeport; Bob Carney, Waterbury; Morris Rosenthal, New Haven; Tony Masella, Meriden; Joe Boyle, Norwich; H. Cohen, Hartford; George Freeman, Springfield, Mass.; Johnny Di Benedetto, Worcester, Mass.; Sid Kleper, College, and Paul Klinger, Bijou. Division manager Harry F. Shaw, publicity director Lou Brown, and MGM's Floyd Fitzsimmons, Boston, who completed the group. . . . Adriana Caselotti, the original voice of "Snow White," was to appear here and in Bridgeport.

In Bridgeport, Loew's Poli had an interesting contest in conjunction with "Ten Tall Men." Letters were asked from girls asking why they liked tall men, with a reward of guest tickets. . . . Tony Masella, Palace, Meriden, planted a color contest for "Westward the Women." . . . George Perlroth is back after his stay at the Newington Hospital. He is now assistant, Loew's Poli, New Haven.

Variety Club New Haven, Tent 31

Tent 31 gave outgoing Chief Barker Herman M. Levy a gift at the last general meeting. . . . New members admitted were Carl Reardon, Sid Silverberg, A. Green, and Hy Kuritch. At the Jan. 30 general meeting, more new members will be admitted.

Connecticut East Hartford

Peter Leonard, projectionist, Eastwood, shifted to the Art.

More than 125 persons, employees of the Perakos Circuit houses in Connecticut, attended the annual party, in the

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NEWS OF THE

Territory

New York City
Crosstown

John Huston's "The African Queen," for United Artists release, was selected as the only feature film to be presented to a distinguished audience of public figures at the eighth conference of the Institute of Visual Arts at the American Museum of Natural History. Dr. Charles Russell, chairman of education, introduced "The African Queen" at the showing.

I. G. Goldsmith, producer of the United Artists film drama, "The Scarf," and his wife, arrived from Hollywood for a two-week stay before leaving for Europe.

National magazine editors met actor Kirk Douglas, star of RKO's "The Big Sky," at a luncheon at the Stork Club. . . . Martin Davis, Samuel Goldwyn's publicity office, went to Washington to assist in setting up the opening of "I Want You" at the Keith, and continued on to Macon, Ga., and Miami Fla., for further openings.

Paramount producer Bernard Smith arrived from Hollywood for meetings with Russell Holman, eastern production manager, and other home office executives.

20th Century-Fox's "Viva Zapata!" received a multiple promotional launching when more than 400 newspaper fashion representatives, top department store merchandising men and women, and syndicate and magazine press gathered at the Toots Shor Restaurant for a combined fashion show, dinner, and preview look. Sponsored jointly by 20th-Fox and Kay Windsor Frocks, which is including in its spring dress line eight creations inspired by "Viva Zapata!", the fashions were displayed by models to a selected audience. Movie-tone News covered, with Miss Vivian Donner coordinating as well as narrating the fashion show. An expanded version of the show will be transferred to 16mm. film for free use by all Kay Windsor outlets on television programs and showings in windows, lobbies, and other vantage points around department stores.

One of the largest department store advertising splashes ever undertaken based on a motion picture fashion promotion blanketed the metropolitan area as Russeks of New York launched its "The Model and The Marriage Broker" modes with full page ads in five top circulation newspapers.

Budd Rogers, executive vice-president, Realart, returned from a winter vacation at Miami Beach, Fla.



David T. Katz, new executive director, Roxy, New York City, is seen busily at work happily contemplating future operations of the Broadway house.

Rosenquest and Horne made a distribution deal for the New York, Albany, and Buffalo exchange areas on "Assassin For Hire" with Realart.

Projectionists Local 306, IATSE, returned Herman Gelber to the presidency, and named R. L. Kunzie as its new vice-president. Other new officers are Ernest Land, recording secretary; Izzy Schwartz, financial secretary; Abe Kessler, treasurer, and S. D'Inzillo and Harry Garfman, business agents.

Three stage attractions, the Ballet Russe de Monte Carlo, the musical comedy, "Gentlemen Prefer Blondes," and the comedy team of Martin and Lewis, have been set for engagements at various RKO houses around the country. The Ballet Russe will be presented at the RKO Lincoln, Trenton, N. J., on Feb. 1; the RKO Albee, Providence, R. I., Feb. 12; RKO Keith's, Syracuse, on Feb. 18, and the RKO Palace, Rochester, on Feb. 20. Dean Martin and Jerry Lewis will be on the stage of the RKO Albee, Cincinnati, starting on March 1. "Gentlemen Prefer Blondes," will open an engagement at the RKO Palace, Columbus, O., on March 18.

The Belvedere, Majestic, and Grandview, Brooklyn, formerly booked by Island Theatre Circuit, are being booked by F. J. Livoti. . . . Thomas Tulee and Adolph Kanaust are the new operators of the Marlboro, Marlboro. . . . The Idle Hour, Long Island City, closed. . . . The Middlehope Drive-In, on route 9W, New-



Richard Webb, left, is shown with William Clark, publicity head, Warner Theatres, New Jersey zone, upon the occasion of his recent personal appearance at the Fabian, Paterson, N. J., in connection with Warners' "Distant Drums."

burgh, is operated by the Hudson Valley Drive-In Enterprise, and will reopen in March. . . . W. Cecil Gage and Alice G. Gage are the new operators, Gages Cecilwood, Fishkill.

Ted Krassner, formerly with RKO, replaced Harold Klein as head buyer-booker, J. J. Circuit.

In conjunction with Prime Minister Churchill's visit to Washington, D. C., British Information Services announced the immediate availability for bookings of the new documentary film on the North Atlantic Pact, "Keeping The Peace."

Silas F. Seadler, MGM advertising head, left for the coast to look over new product to be released between now and Easter. . . . M. L. Simons, home office aide of H. M. Richey, MGM exhibitor relations head, returned following illness.

The film industry's second annual Corporate Communion and Breakfast was to have been attended by more than 2,000 area tradesters of the Catholic faith. Francis Cardinal Spellman celebrated Mass at St. Patrick's Cathedral, and The Reverend James Keller, leader of the Christopher movement, was the main speaker at the breakfast held at the Waldorf Astoria Hotel. The annual observance was sponsored by representatives of industry organizations in the area.

One hundred and thirty-eight woman's page editors from leading American newspapers, visiting at the invitation of the Dress Institute, were guests of the new Little Carnegie, where they saw "Rashomon."

A meeting of all branch managers was held at the 20th-Fox home office to organize the metropolitan area in the national scrap metal drive. John B. McCullough, conservation department head, MPAA, and William Murphy, Republic, chairman of the industry's scrap metal committee, addressed the meeting.

The Squire announced that it will include first-run releases on future schedules, and for this purpose has contracted with Hoffberg Productions for first-run of a group of British pictures.

The Board of Education accepted from Paramount 10 sets of reproductions of paintings inspired by the circus, and will display them in high schools concurrent with the Radio City Music Hall engagement of Cecil B. DeMille's "The Greatest Show On Earth." A written commentary on the paintings, the painters, and the circus as the theme of great paintings is made available to the principal or teacher exhibiting the works of art.

WANTED: AT ONCE

middle aged manager first run theatre, experienced, small city in New York State. Also wanted experienced Drive-In Theatre manager year round position.

Box 102

EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.

A teen-age boy was killed at the Academy of Music by a moving orchestra platform which was descending into the pit. Sitting on the first row, the lad had leaned out under the lowering platform out of curiosity, according to several witnesses, and his head was crushed against the wall. Some 800 patrons were unaware of the accident, and the film showing continued uninterruptedly.

Lully Seeberg, secretary to vice-president Emanuel Silverstone, 20th Century-Fox International Corporation, was married to Richard F. Dunbar at the Little Church Around the Corner.

New Jersey Hoboken

The Rialto, one-time site of the famous Christopher Morley melodramas, has been sold to a Philadelphia group for a reported \$17,500. The sale was made by Pasquale Di Menza, who vainly tried to revive burlesque shows in the theatre he owned for approximately 18 years. The purchaser is the 118 Hudson Street Corporation. The deed to the building was filed in the office of County Register Ertle by Philadelphia Councilman Victor H. Blanc, who acted as attorney for the group. Charles G. Carluccio, Hoboken lawyer, represented Di Menza. Blanc said the building was bought for "investment purposes."

Newark

Alfred Barilla has been shifted from the Wellmont to the Branford as assistant, replacing Thomas Grant. . . . Bernie Silverman, manager, Branford, used an array of stills adorned with tinsel for "Starlift." Richard Webb made a personal appearance on behalf of the film.

Peter Cimboic, manager, Central, Jersey City, N. J., showed pictures of Santa Claus arriving in a helicopter, taken in a Santa parade sponsored by Jersey City merchants.

Joe Minsky, booker for Essex County at the Warner Theatres' office since July, 1950, has been made film buyer for the circuit in New Haven. Minsky, in 1935, started as a salesman for Grand National in Pittsburgh. In 1938, he became a salesman for Warners in Cleveland, remaining there until he went into the armed forces in January, 1941. After serving four years, he became sales representative for International. In 1948, he became district manager for EL, covering Philadelphia, Pittsburgh, Cincinnati, and Cleveland, and in 1950, became booker for the local circuit. Minsky, who was recently married, will establish his home in New Haven. John McKenna, resigned as eastern district sales manager, Souvaine Selective Pictures, Inc., to assume his new position as booker for Essex County.

Perth Amboy

Seventy persons pledged to donate blood to the American Red Cross, through a tieup arranged by Frank Sinatra, manager, Strand, Walter Reade theatre, as part of his campaign for "Fixed



The above window display was one of many obtained recently in New York City to plug the MGM Record album of the music from MGM's "Quo Vadis," Astor.

Bayonets!" Sinatra invited the Red Cross to set up a blood bank pledge booth in the lobby before and during the run. During the engagement, he presented local officials on the stage in intermissions between showings to make direct appeals for donors. The theatre also plugged the Blood Bank plea in its newspaper ads. The result was a better than average gross for the picture, a tremendous lot of good will, a front page story in The Perth Amboy Evening News, and, most important of all, 70 blood donors.

Red Bank

Chester Stein, son of Morris Stein, ABC Vending Company executive, joined the Walter Reade Theatres organization as an assistant manager. Stein, discharged from military service after three years in the armed forces, has been assigned to the Carlton, under city manager Robert Hymes.

New York State Albany

A proposed amendment to the state constitution to legalize "Bingo" games when conducted as benefits for religious, charitable, veterans, and volunteer firemen's groups loomed as another com-



George P. Skouras was honored recently at a dinner held in the Hotel Astor, New York City, on behalf of the Boys' Club of Queens, L. I. Together with J. Willard Hayden, president, Charles Hayden Foundation, Skouras was proclaimed principal benefactor. Founder of Skouras Theatres Corporation and president, United Artists Circuit, Inc., Skouras donated a \$50,000 land grant for the erection of buildings to house the activities of the Boys' Club.



This traveling billboard was recently used on downtown and neighborhood streets in advance of Columbia's "Ten Tall Men," Loew's, Rochester.

petitive threat to New York theatremen. The proposal was introduced into the legislature by Senator Earl Brydges, Niagara Falls Republican, and was forwarded to the judiciary committee. Strong exhibitor opposition is expected if the measure is reported out of committee.

Irnie Zigler, U-I assistant booker, has been transferred to Detroit. . . . Teddy Miller, son of Joe Miller, Menands Drive-In, resumed his studies at the University of Buffalo School of Medicine after spending the holidays here. . . . Oscar J. Perrin, Ritz manager, was hospitalized because of an obstruction in his windpipe. . . . Holbrook Bissell, former Columbia branch manager, who was forced to resign because of ill health, returned to the industry as salesman for Warners. . . . Jim Daley, Daley Entertainment Enterprises, is again making his permanent residence in Albany after occupying offices in New York for the past several years, but will commute once each week. . . . Bert Toppal, former Loew's booker and booker for UA, New York, has been assigned to the Albany territory as UA representative. . . . Dorothy Schaller, Warner cashier, is enjoying a vacation. . . . Local F-43 held its annual dinner at Kane's Restaurant. . . . Arthur Newman, Republic branch manager, has been named a director of the St. Anne Institute for Girls. . . . Marty Ross Schwartz, brother of Norm Schwartz, Columbia salesman, is stationed with the 60th Infantry at Fort Dix, N. J. . . . Sid Kulick, Bell, was in to confer with Max Friedman, Warner Theatres' film buyer, and Lew Leisser, Lippert, Buffalo.

The Board of Standards and Appeals discussed the proposed amendments to the building code for places of public assembly as they relate to motion picture theatres. The subjects of requiring additional exit doors in cases where standing room was permitted in lobbies, heating, and stairways, were gone over with theatre men present. The heating subject will be rediscussed on March 24, after this section of the code is revised. The board seemed to feel that where possible the heating apparatus should be located in space outside the building in which the theatre was situated. The portion of the proposed new code regarding stairways will also be redrafted

before the next meeting. The code now calls for "enclosed stairways when serving one or more galleries except at the uppermost level."

Abe Sunberg, who was assistant general manager for Neil Hellman, has joined William Greenfield Theatres, Philadelphia, as general manager.

Visitors in were: Pete Rosian, U-I district manager; Max Cohen, eastern division manager, Lippert, and Harold Wiesenthal, midwestern division sales manager, Snader Productions.

—M. E. B.

Buffalo

George Gammel, president, Motion Picture Theatre Owners of New York State, Inc., called a board of directors meeting. President Gammel stressed the importance of all directors being in attendance to elect a president and one new director to fill a vacancy.

Donald Hines has taken over the Park, Marathon, formerly owned by B. N. Pearlman. . . . Alvin Wright, Wright Enterprises, Inc., has taken over the Capitol, previously owned by Dipson Theatres, Inc., Circuit. Wright also operates the Wright Drive-In.

Menno H. Dykstra reopened his Kensington. It had been closed for re-decorating and repairs. . . . Jim Reynard, Shea's Teck manager, was laid low by virus X. . . . Vincent R. McFaul, Shea general manager, was off to New York on a business trip. . . . Dave Miller, newly elected Chief Barker, called a Variety Club board meeting. The club played host to National Chief Barker Marc Wolf at a dinner dance at the Park Lane when the newly elected officers were installed.

Charlie McKernan, Paramount Seneca manager, is turning out to be quite an m.c. in his role of "Uncle Chuck" at the Saturday matinees. . . . Carl Rindcen and his staff was doing trojan work handling the "Quo Vadis" crowds at Shea's Buffalo.

Your girl Friday fell victim to the newest bug on the market, and was confined to her home during the holidays. . . . Jack Bern, district sales manager, was in conferring with Jack Mundstuck, MGM branch manager.

Congratulations go to Dwight Francis Hanny, son of Mrs. Helen D. Hanny, Jr., and George F. Hanny, Jr., former operators, Capitol and Maxine. His engagement to Shirley Maureen Sweet was announced.

The U. S. Supreme Court failed to rule on a petition of Dipson Theatres, Inc., requesting a writ of certiorari to the Second Court of Appeals to revive its anti-trust suit against six major distributors. Dipson lost the action in two lower courts.

The industry tendered a farewell luncheon to Manny Brown, on the occasion of his appointment as branch manager for United Artists in Cleveland.



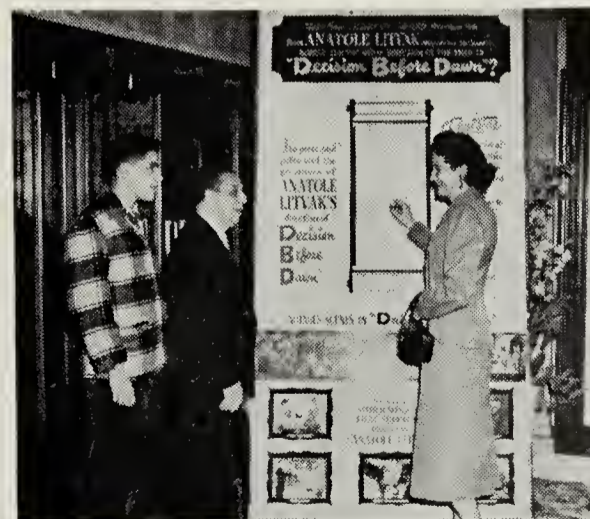
Adolph Zukor, right, chairman of the board, Paramount Pictures, shared his recent 79th birthday celebration with producer Cecil B. DeMille at a luncheon for the former given by Barney Balaban in New York City.

On the dais were Dave Miller, Variety Club Chief Barker, and U-I branch manager, who presided; Elmer Lux, general manager, Darnell Theatres; Murray Whiteman, past Chief Barker, and Dave Leff, UA branch manager. The luncheon was well attended, with both exhibition and distribution well represented, numbering approximately 75. As a token of esteem, Brown was presented with a matched set of luggage. Brown is well-known in the Buffalo territory, having managed Paramount for eight years. His many friends expressed regret at his leaving Buffalo's Film Row.

Harry L. Vine has been appointed sales representative, and will cover the Syracuse territory for United Artists. He succeeds Selwyn Ginsler, who will now cover the Buffalo territory.

All attendance records have been shattered by "Quo Vadis" at Shea's Buffalo.

Edward Hyman, vice-president United Paramount Theatres, was in to confer with Arthur Krolick, Buffalo Paramount district manager; Ed Miller, Paramount manager; Walter Burgon, Center; John Zimmerman, Niagara, and Charles McKernan, Seneca. Bernard Levy, Max



Patrons of the Rivoli, New York City, recently signed a petition that the Academy Award for the best film direction of the year go to Anatole Litvak, director, 20th-Fox's "Decision Before Dawn." Montague Salmon, theatre managing director, who conceived the idea, watches, left, as a patron affixes her signature.



Richard Webb, right, is shown with Anthony Williams, left, Warner Theatres district manager, in the lobby of the Fabian, Paterson, N. J., where he recently made a personal appearance in connection with Warners' "Distant Drums."

Fellerman, and Al Sicignano accompanied Hyman.

Schine Service Corporation closed the Palace, Auburn. The Jefferson, Auburn, reopened. This is also operated by the Schine Service Corporation.

Darnell Theatres, Inc., leased the Capitol, Oswego, formerly operated by Martina Theatre Corporation, C. V. Martina. . . . C. E. Walters keeps his Palace, Clifton Springs, dark on Tuesdays. . . . Condolences go to Araleen Geddes on the passing of her mother. She was the wife of the late Sam Geddes. . . . Deepest sympathy goes to Marie Moran, secretary to Bert Ryde, head projectionist, on the sudden passing of her husband, Ambrose.

The local Monogram exchange was getting set for Monogram Week, during which time they hoped, through exhibitor cooperation, to have a Monogram subject on every screen in the area.

William B. Zoellner, head, MGM's shorts and newsreel sales, was in to see resident manager Jack Mundstuck. J. F. Byrne, eastern sales manager, also visited.

Gus and Mary Basil wrote from Athens, Greece, extending New Year's greetings to all members of MPTO and to MPTO board members. They expect to spend several months in Greece, Paris, Switzerland, etc., prior to returning in March. He is president, Basil Brothers Circuit.

Ted Werner joined the Republic sales staff, to cover the Syracuse-Rochester territory. He succeeds the late George Miller. . . . The Irving Frieds' annual party in the Automatic Tri-State Candy Company was super.

Max and Sally Yellen, Century, held their annual party in their home on Woodbridge Avenue, at which time 100 exhibitors and distributors made up the guest list. Their Kosher festive board was as usual something. Refreshments of various kinds were served in the library, where a huge log fire welcomed those in attendance.



The New Jersey National Guard recently put his tank on display in front of Walter Read's Community, Toms River, N. J., preceding and during the engagement of Warners' "The Tanks Are Coming." Isadore Hirshblond, veteran Toms River theatreman, and his son, Manuel, made the tie-in, offering the Guard recruiting facilities at the theatre in return for the equipment display.

The Haymans and the Harmons, Strand and Cataract, Niagara Falls, held their traditional holiday party at Park Lane. Their 150 guests were dined and wined in the usual superb Hayman-Harmon fashion. Individual tables were sprayed with holly, and the long buffet was alive with a huge reindeer and holiday array. —M. G.

Rochester

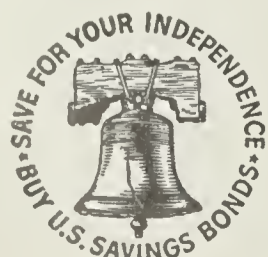
George Schneider, head, MGM music library and chief consultant on music copyright matters at the studio, was elected to the board of the American Music Library.

Syracuse

Arch LaVine, head, real estate department, Schine Theatres, Gloversville, visited. . . . Harry H. Unterfort, Schine Theatres' zone manager, visited the home offices for a series of meetings. . . . Mary Rose Corzen replaced Carmella Goodrich at Schine's Paramount.

John Macedon is the new assistant manager at Schine's Paramount, coming from Schine's Massena, Massena. . . . Walter Scarfe, projectionist, Loew's State, is making a nice recovery from recent surgery at the University Hospital of Good Shepherd.

George Snyder, manager, Schine's Paramount, mounted the wings and fuselage of a plane in such a manner over the marquee to give the illusion of a crash landing into front of the theatre, as part of his campaign for "The Wild Blue Yonder." General Harbold, commandant, Sampson Air Base, spoke at the weekly meeting of Kiwanis, and later was the guest of the theatre to view the picture on opening day. An air force



EYEING THE

Exchanges

NEW YORK—If the folks at RKO exchange are wearing smiles these days, they have good cause. Robert Mochrie, RKO vice-president and general sales manager, announced that the New York exchange, managed by Phil Hodes, jumped into first position in the "Ned Depinet Drive."

MGM—Gertrude Vilman's smile is as sparkling as her brand new engagement ring. . . . Olga Burtyk, billing department, will be accepting birthday congratulations on Jan. 29. . . . Dave Klein, booker, is back after a California vacation. . . . The folks said goodbye to office boy Arnold Ganz, who enlisted in the air force.

U-INTERNATIONAL—Elaine Feinstein, contract clerk, left. . . . Donald Schwartz, general clerk, is back after an appendectomy. . . . Gasper Compo, general clerk, left. . . . Taking advantage of the winter weather, booker Harvey Reinstein spent a weekend skiing.

UNITED ARTISTS—Karl Harte, booker, was off awhile because of a cold. . . . Stenographer Helen Stern returned after her operation. . . . Pauline Naiman, former cashier, sent word that she has opened an antique shop in Florida. . . . Sophie Bochilo, boxoffice statement clerk, was ill.

RKO—Phil Hodes, branch manager, was happy when his son and daughter-in-law presented him with a granddaughter. . . . Ann Mazzi, assistant cashier, was ill. . . . The new office boy is Robert Adams. . . . Salesman Ted Krassner handed in his resignation in order to become the head buyer-booker for J. J. Circuit. . . . Pearl Yampolsky, boxoffice department, is leaving on Feb. 1 to go to Florida with her ailing mother. . . . Harry Royster, owner, Colonial

recruiting program was used over radio and TV stations, tied in with the showing. Disc jockeys were induced to use air force songs and music during the run.



Richard Webb, right center, is shown with Bernard Silverman, manager, Branford, Newark, N. J., where he recently made personal appearance in connection with Warners' "Distant Drums."

Drive-In, Poughkeepsie, made one of his infrequent visits to the office.

20TH CENTURY-FOX—Mae Stabile, booking department, has been away with a case of the flu. . . . Martha Kafka, booker's assistant, was accepting birthday congratulations. . . . Frances Singer, secretary, was ill for a few days.

SALESMAN'S STORY—John Wenisch got his introduction to the industry when he took a job in the Pathe shipping room in 1921. In a short time, he worked himself up to booker, and stayed with Pathe until it consolidated with RKO. In 1927, Wenisch joined the Century Circuit as a booker, and held that post until 1929 when he came to Columbia as head booker. Wenisch held that post for nine years, and, in 1938, was promoted to become a New Jersey salesman, the job he holds today. He received his education in Engelwood, N. J., and still lives in Jersey with his wife and their 15-year-old son. With his home on lake property, he is able to try his hand at his two favorite pastimes, hunting and fishing, when time permits. In his teens, Wenisch, like most youngsters got the wanderlust. However, unlike most youngsters, he did something about it, and, working as a sailor on merchant ships, went around the world a couple of times. Today he devotes most of his time to his job, family and his activities as a charter member of the Colosseum.

RAMBLIN' 'ROUND—The folks at Republic are enthusiastic about "The Wild Blue Yonder." . . . His many friends were saddened by the death of veteran independent distributor Jack Barnstyn. . . . Former Warner employee Sidney Zippin was around. . . . At Bonded, the film room has three new additions. New day film examiners are Helen Dover, Samuel Mann, and Beatrice Weiss. Film examiners, Mary DiSilva and Bea Petrazino, both of whom were in the hospital were recuperating at home. . . . Jules Nayfack sold the 16mm. non-theatrical rights of "Because Of Eve" to a federal agency for presentation in Burma.

—ARNOLD FARBER

Officers installed by Local 376 are as follows: President, Lou. Boyd; vice-president, Francis Miller; corresponding secretary, George Raaffaub; financial secretary and treasurer, Lionel Wilcox; business agent, Walter Scarfe; executive board, Larry Sherman and Harry Burley; trustees, Russ Stevens, Charles Nelson, and Leonard Tondeur; delegate to Syracuse Federation of Labor, William Maxon, and sergeant-at-arms, John Meaney. —J. J. S.

Watertown

Members of the Albany unit, Theatre Owners of America, heard TOA executive director Gael Sullivan outline the six-point program to be submitted for discussion by the organization's board of directors at its meeting in Los Angeles later this month. Don Gilson, exhibitor from Alexandria Bay and Canton, presided at the meeting, a re-organization luncheon at the Woodruff Hotel.



Barkers and guests of Variety Club, Tent 13, Philadelphia, recently gathered at the Bellevue-Stratford Hotel for festivities in connection with the installation of new officers, and at upper left retiring Chief Barker Ted Schlanger is seen presenting the gavel to incoming Chief Barker Victor Blanc, as Jack Greenberg, Edward Emanuel, Norman Silverman, Michael Felt, Ben Amsterdam, William Clark, and Jack Beresin look on. Distinguished guests at the affair included, upper right, seated, former U. S. Senator Francis Myers, District Attorney Richardson Dilworth, and City Council Chairman James Finnegan. Standing are David Supwitz, William McCraw, and Schlanger. New Fire Commissioner Frank McNamee, in full regalia, is seen addressing the gathering at lower left, while Mayor Joseph S. Clark, Jr., Schlanger, and Blanc take part in the merriment. Shown at one of the tables during the dinner are, at lower right, some of those in attendance, among them EXHIBITOR publisher Jay Emanuel, Howard Minsky, and Richard Brown.

NEWS OF THE

Territory

Philadelphia Crosstown

Announcement was made of the engagement of Dr. Harold Rovner, son of prominent area theatreman Louis Rovner, to Miss Bea Goldberg.

The York is no longer being operated by Norman Lewis. . . . The Renel advertised free children's admission if accompanied by parents, Mondays through Fridays. . . . The Temple is still open.

Warners' "Room For One More" was given a sneak preview at the S-W Orpheum.

The Fox held a preview of 20th-Fox's "Red Skies Of Montana." . . . Ben Zimmerman has been appointed Carman manager under William I. Greenfield's aegis.

Vine Street

His many industry friends were sorry to hear of the serious illness of veteran exhibitor Sam Hyman, Cameo, who underwent surgery at Graduate Hospital.

Jake Becker, another veteran exhibitor from New Jersey, is handling the theatre during Hyman's absence.

Jack and Joe Engel and the entire personnel of Lippert are getting set for "Lippert Week," March 9-15, and would appreciate the cooperation of all exhibitors. It's dates they're after.

Sam Diamond, 20th-Fox branch manager, returned from a sales meeting in New York City. . . . Herman Hirschorn, 20th-Fox sales manager, was back from a Miami Beach, Fla., vacation. . . . Esther Rudick, 20th-Fox booker, was on vacation in Lakewood, N. J.

Industryites were pleased to hear that Joe Minsky, formerly in the distribution field in the area, has been appointed Warner Theatres booker in the Connecticut area.

Maxwell Gillis, Monogram branch manager, and staff were busy rounding up

Philly Area Houses Collecting For MOD

PHILADELPHIA — Theatres throughout the territory are taking collections for "The March of Dimes," according to Harry Botwick, area exhibitor chairman. In addition, houses are extending their collection periods through the weekend of Feb. 1-3, to assist in the worthy cause.

Cooperation of more theatres is being asked, as the need for funds is greater than ever.

THEATRE OWNERS AND MANAGER

It is IMPORTANT that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

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MEMBER NATIONAL FILM CARRIERS, Inc.

dates for the forthcoming "Monogram Week." . . . James Coyne, U-I Scranton-Wilkes-Barre, Pa., salesman, was still hospitalized upstate as a result of that automobile accident during the holiday period. . . . Harry Brillman, Screen Guild, announces that the exchange is now handling "Caesar and Cleopatra" in Technicolor, "The Seventh Veil," and "The Rage Of Burlesque."

Triangle Sign Company certainly had an eye-catching window display of some art reproduction. . . . Benny "American" Harris says he is doing nicely with his antique business.

Mannie Heller, former manager, President, and well-known in the local industry, has been seriously ill in Misericordia Hospital.

A meeting of the Motion Picture Associates will be held on Jan. 28, at 1 p.m., at the RKO projection room.

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Max Miller, UA tub thumper, has been boosting "Another Man's Poison" in the territory engagements.

Circuits Stanley-Warner

Sam Phillippe, former manager, Waverly, moves into the Circle, and Joe Forte, Circle manager, moves to the Waverly. Johnny Purtell, manager, Lindley, transfers to the Leader, with Charlie Cohen going into the Wynne. Maurice Dovberg switches to the Lindley temporarily.

The death of Joe Abrams, Stanley projectionist, who had been with the company 30 years, saddened his many friends.

Mary Scott, Stanley, ill for six months, has returned to work. . . . Doris Pierce, lovely Stanley aide, was married. The best of luck. . . . Congratulations go to Bob Foster, stagehand, Stanton, who has a new daughter, Christine. . . . Moe Silver, Warner Theatres' Pittsburgh zone manager, on his way to Florida, paid a surprise visit to the local office. . . . Ray Ayrey, home office, surprised with the announcement of his marriage to Buddy McGowan's secretary. McGowan is contact manager, Washington zone.

Major Everett Callow, USMC, called his wife from Tokyo. He reports that he is well and wants to be remembered to everyone (all in three minutes at the cost of \$15).

Bill Charles, sound department head, became a proud grandfather. . . . Herman Levine, real estate head, returned from a vacation.

District of Columbia Washington

The Pix opened after being closed for the holidays.

MGM—Rudolph Berger returned from Memphis. . . . Leonard Hirsch, home office assistant to Rudolph Berger, was in visiting. . . . Joseph Kronman, office manager, and Mrs. Kronman were among those representing the exchange at the installation dinner dance of the Office Employees Union Local F-13. . . . W. Hester, owner, Hester Drive-In, Fries, Va., visited.

20TH-FOX—The new district manager is Glenn Norris, and the branch manager is Joe Rosen, from Cincinnati. . . . Jack Keegan, the new booker, had a birthday.

RKO—The sales meeting took place. . . . Dan Leventhal and Sid Kramer, New York, were in. . . . The father and mother of Herb Doherty passed away.

UNITED ARTISTS—Molly Minerva was ill. . . . Libby Speaks was also absent due to her daughter's illness. . . . Ed Fontaine celebrated his 33rd wedding anniversary.

PARAMOUNT—Phil Isaacs was back from Tampa, Fla. . . . Miss Anna Bernd was sick. . . . Jack Johnson celebrated

Philly Area Mourns Death of Joseph Abrams

PHILADELPHIA — The trade mourned the death of Joseph H. Abrams, 51, secretary, Motion Picture Operators Union, Local 307, who passed away at his home after a short illness. He had been a member of the local for 33 years. For the past 15 years, he had been a projectionist at the S-W Stanley. Surviving are his wife, a son, three brothers, and a sister. Funeral services were held at Joseph Levine and Son's, with burial in Roosevelt Cemetery.

his birthday. . . . Inspectress Margaret Hannon was still ill.

NATIONAL SCREEN SERVICE—Julian Gordon, Newport News, Va., was in visiting.

REPUBLIC—Branch manager Jake Flax was in New York attending the sales meeting. . . . Floralee Posey resigned.

EQUITY—Thelma Powell was battling the virus. . . . Colonel Bob Saunders, Theatersberg and Craddock, Va., was in visiting. . . . Nate Shore left to go with U-I.

KAY—Tommy Pitts, Pitts Circuit, Fredericksburg, Va., was in. . . . Also visiting was Frank Hornig, Jr., Horn and Monroe, Baltimore, Md.

U-I—Walter Bangs had a cocktail party for friends. . . . Ray Forman's daughter, Donna, celebrated her second birthday.

WARNERS—Johnny Garst is back after a siege of pneumonia. . . . Mark Rinus, boxoffice clerk, was ill. . . . Mrs. Jerry Morris, availability clerk, resigned. Mrs. Velore Porter is the new clerk.

SANDY—Mr. and Mrs. Robert Levine, Norfolk, Va., were in visiting. . . . Joe Baer, Baltimore, Md., was in for a visit.

COLUMBIA—Jay Gordon, Newport News, Va., was in.

WARNER THEATRES—New secretary is Mrs. Marilyn Widmer, Buffalo, formerly with State Department. . . . The new bookkeeper is James Kenney, formerly with the army map service. . . . Tom Blaney, auditor, contact department, returned after absence due to a leg injury. . . . The Warner Club held the first party this year at Coral Hall. Art Schafel is president, and Harry Lohmeyer is chairman, entertainment committee. . . . George Crouch, and Al Pratt attended the annual Touchdown Club banquet. . . . Mr. and Mrs. Ray Ayrey, she is the former Anne De Melo, secretary to manager, contact department, have an apartment in Queenstown, Md.

A new gimmick was used to exploit "The Strange Door," Keith's. A door with a lock was built in the lobby, and 11,000 keys were distributed. Those were distributed in envelopes, and the recipients were to bring them to the theatre at the opening. If the key fitted the door, one would receive prizes.

—RICK LA FALCE

TRADE SCREENINGS

PHILADELPHIA

RKO—(250 North 13th) Feb. 5, 2.30, "Tembo" (Howard Hill) (Anscocolor).

MGM—(1223 Summer) Feb. 12, 11, "The Belle Of New York" (Fred Astaire, Vera-Ellen, Keenan Wynn) (Technicolor).

WARNERS—(230 North 13th) Jan. 23, 2.30, "This Woman Is Dangerous" (Joan Crawford, Dennis Morgan, David Brian); 30, 2.30, "The Big Trees" (Patrice Wymore, Kirk Douglas, Eve Miller) (Technicolor).

Delaware Wilmington

Donaldson Turpin, S-W Warner, resigned. . . . Paul Marsden, manager, S-W Towne, was transferred to Clementon, N. J. . . . Edward Larkin Kenly, assistant manager, S-W Queen, was promoted to manager, S-W Towne. . . . Marie Duerr Kask, rejoined the Rialto, replacing Charlotte D. Taylor, resigned. . . . Assistant projectionist duties at the S-W Ritz were being divided between Francis Michael Paolo and John L. Harriman, son of Ray Harriman, chief projectionist, Ritz.

The Superior Court denied a new trial for John S. Scope, manager, Manor, Wilmington Manor, Del., who was convicted last March of exhibiting and advertising "Hollywood Peep Show." Scope's attorney, Anthony F. Emory, had requested a new trial on the allegation that there was an error in admitting the expert testimony of the state psychiatrist, Dr. Mesrop A. Tarumianz. The opinion denying the new trial was written by Judge Caleb R. Layton III. President Judge Charles S. Richards was also on the bench during the trial.

George Howe, author of "Call It Treason," upon which 20th-Fox's "Decision Before Dawn" was based, saw the film at the Rialto while he was in visiting with friends.

Maryland Baltimore

Being exploitation-minded, Wilson Lang, Town manager, had special cakes baked and delivered to local disc jockies in celebration of Bette Davis marking her 20th year in pictures. Her latest film, showing at the Town, and for which the cakes were sent out, was "Another man's Poison." . . . Hal Marshall, 20th-Fox, was in for "Japanese War Bride." Sid Gross, Bernhard Productions, was also here.

Jack Sidney, Loew's publicity head, was awarded the Silver Star Medal at Army Headquarters for "gallantry in action" during World War II. He served with the 36th Infantry Division. The same Jack Sidney and Bob Rappaport, Hippodrome and Town, appeared on WAAM-TV's "Maryland Forum," and discussed movies. . . . Orville Crouch, Loew's district manager, and Julian Brylawski, Warner Theatres, Washington; Joe Smart, Loew's; Lawrence Schanberger, Keith's, and other local heads sat in a meeting with the stagehands and projectionists.

One of the oldest stage employees in years and in line of service, Harry L. Weisman, Sr., died at St. Joseph's Hospital, following a heart attack. Interment was in Loudon Park Cemetery. Weisman, 75, worked at the Stanley since its opening. Prior to that, he was a stage hand at the old Academy of Music, which occupied the same site as the Stanley. His widow and a son, Harry Lee Weisman, Jr., survive.

Herman Cluster, projectionist, Horn, was stricken ill while on duty, and removed to his home. . . . Peter D'Fazio, branch manager, Warners, Washington, was a special guest at a Motion Picture Theatre Owners of Maryland meeting. . . . The tieup of public transportation because of a complete transit company strike was hurting downtown boxoffices. Theatre managers were faced with the problem of getting employees to and from work. —G. B.

Cumberland

Darnell's Maryland, managed by Paul Salyars, played a one-day stand of Ralph Flanagan and his orchestra. . . . Local 258 held its annual banquet.

Leonardtwn

The Park, Lexington Park, Md., aided "The March of Dimes" with a row of 48 milk bottles in the lobby. Patrons can drop their donation in the bottle representing their home state. . . . An attractive miniature lobby display was used at the Park on "Westward The Women."

St. Mary's reopened. The house will operate on Fridays, Saturdays, and Sundays, according to K. B. Duke, manager. . . . The Plaza, Lexington Park, Md., has an imitation iron lung on display as a booster for "The March of Dimes." . . . Members of the Park staff and a few invited guests witnessed a midnight screening of "I'll See You In My Dreams," Park, followed by the serving of refreshments, in the nature of a reward for the good work they did during the holiday season.

New Jersey Mays Landing

The Ritz, which has been closed for some time, is now open under the operation of Norval E. Packwood and James A. Grant. They have plans of expanding their activities in the near future. (*This will correct an earlier item, which had the house dark.—Ed.*)

Trenton

Fire broke out during the early morning hours of Jan. 15, damaging the Stacy building and front offices to the extent of \$100,000, as estimated by fire insurance officials. The flames swept the third floor front of the building, and continued on through the roof and stairwell, damaging the interior of the theatre. The Trenton Fire Department battled the fire for about four hours before it was extinguished. The Stacy was closed last month by the Hildinger-Henry Enterprises, Inc., owner-operator.

The Lincoln, RKO announced that a stage show will appear on Feb. 1 for a single performance.

Pennsylvania Doylestown

Joseph A. Wodock, 71, retired Doylestown theatre owner, died in Miami, Fla., where he had been spending the winter. From 1919 until his retirement about a year ago he owned and managed the Strand and County.

Gettysburg

As a result of a meeting between Senator Alexander Wiley, Wisconsin, and Sydney J. Poppay, Majestic and Strand, the Senator spoke at the Adams County Shrine Club. Poppay is president of the club.

Hershey

Manager Harry C. Chubb, Hershey Community, distributed questionnaires

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to his patrons in a contest for the best suggestions on how the industry and his theatre can improve their services to the public, offering season passes and a defense bond for the winners. "Let the producers produce cleaner and more wholesome pictures, and let the Hershey Community demand the same," was the suggestion of the top prize winner, who opined that comedy, sports, historical dramas, westerns, and action films should be favored over gangster pictures and ones dealing with sordid themes. The winner of the second prize called for honest advertisement and more movies that teach and inspire as well as entertain. A housewife who won third prize said that color films have a great appeal for her because she gets tired of black and white television. Judges of the contest were Ted Gress, The Lebanon, Pa., Daily News; Dick Wolff, The Harrisburg, Pa., Evening News, and A. K. Redman, managing director, WHP Harrisburg.

Kutztown

The Future Farmers of America chapter held a cake sale in the lobby of Larry Fenstermaker's Strand.

New Cumberland

The West Shore is being redecorated by Paramount Decorating Company, Philadelphia.

Pottstown

Richard Yost and Miss June Steiner, were married recently on the stage of the Hippodrome, a big house watching the ceremony.

William J. Straub, manager, Hippodrome, resigned to become a manager in his former home town, Glens Falls, N. Y.

Reading

The Plaza, which has been showing burlesque and vaudeville on Saturdays for several months, exhibited a film, "The Shocking Truth," for adults only.

Manager Larry Levy again is using his famous stand by for "The March of Dimes," a sidewalk stand on which are scores of milk bottles, each bearing the name of a city district, a county borough, or township, to receive contributions to the fund. So many contributions of folding money, as well as dimes, are dropped into the milk bottles that manager Levy has a policeman watching the layout.

Amusements taxes collected in December in Mullenberg Township, biggest area in Berks outside of Reading, were \$611.87, these funds going to the school treasury.

Acting manager, Kenneth Hinkle, Warner, was interested in a story from a Reading school teacher who held a history quiz. A boy asked if the statement, "Indians of Florida were friendly to the white man," were true or false, said it was false. "How did you know that?" the teacher asked when the boy gave the right answer, "false." "I saw 'Distant Drums' at the Warner," the boy replied.

Virginia Norfolk

Mrs. Cammie Snyder, Mrs. Gladys Dashiell, and W. W. Jones, Wells, have all been on the sick list. . . . Reginald Golden, Wells, was vacationing in New York.

Tommy Bryant, manager, Colley, has been transferred to manager, Newport. O. C. Alexander, former manager, drive-in, is now at the Colley. The latter is lamenting over the duck season closing before he got around to going hunting.

Hazel Turner, Wells attendant, is flashing a big diamond on the third finger, left hand.

The Jacob H. Litchmans will celebrate their 42nd wedding anniversary on Jan. 30. Congratulations. . . . Frank Balou left for a few days in New York. . . . Pat and James Wannall, assistant manager, Loew's, are proud parents of a new son, Junior. Upon his arrival, dad took a vacation. Fred Erling, assistant manager, Loew's Columbia, Washington, relieved.

A big production took place at the Memrose when all employees and the old-timers of Levine Theatres gave their Christmas party. . . . The Super 17 closed. It reopens the early part of March. . . . Lou and Phil Bress' father was seriously ill in the hospital. . . . Lila Pearl Litchman, granddaughter of Mr. and Mrs. Jacob H. Litchman, announced her engagement to Sy Feldman, Philadelphia. He does radar work in the air corps.

Richmond

Syd Zins, Columbia exploiter, was in working on "Ten Tall Men," Byrd and State. A highlight was personal appearances on the Harvey Hudson radio shows. . . . Ben Caplon, Columbia manager, was a visitor. . . . Violet Gray returned to the Grand after a short stint with a cafeteria. . . . Al Bernstein, manager, Bellwood Drive-In, is now doing relief manager roles with the Fabian houses. . . . Ralph Pries, Berlo Philadelphia office, paid a visit, making the rounds with Mercer Stillman, Berlo representative.

Laverne Shipp, former relief manager, Neighborhood Theatre, Inc., is now connected with the booking department, succeeding Emmalee Dudley. . . . Russell Davis, former policeman who worked in the theatrical district until his recent retirement, is now with Bob Eagan, National. . . . John Kase, Charlottesville NT city manager, was a visitor long enough to see the Hal Sands Revue at the Venus previous to its appearance at the Jefferson, Charlottesville.

Jack Stone, manager, WRVA Theatre, is on a South American cruise. . . . Pete DeFazio, Warner branch manager, was a visitor. . . . Mercer Stillman, Berlo, was in Philadelphia. . . . Wade Pearson, NT Arlington district manager, was a visitor. . . . Ann Adams succeeded Jeanne Tolley at the NT home office. . . . Dick Overton resigned from NT. . . . The initial television program from the Byrd took place with a free showing of Winston Churchill's speech.

A two gun bandit held up the aide of the Robinson, and escaped with \$137.76 in cash. . . . George Vaughan resigned as manager, Rex, Petersburg, and was succeeded by Mrs. Arlene Jones, former assistant, Bluebird.

West Virginia Buckannon

Some projectionists in this city, together with nearby Elkins, W. Va., failed in an attempt to organize, insofar as the theatres involved were concerned. The IATSE was chartered, but the managers protested the agreements proposed, and, in at least one instance, the manager is doing his own projection. A picket line was established in front of all theatres involved, but after a night or two of suspended performances, the houses reopened. At Buckannon, a projectionist was discharged in each of the city's three theatres, while at Elkins, it was understood, each man in the booth was retained. The local still continues to maintain its members, although not connected directly with the theatres. Thus, they can, at any time, reopen negotiations, it is said.

Keyser

Mrs. Lucille Davis Carskadon became the bride of J. W. H. Buchanan, Altoona, Pa. Mrs. Buchanan owns and operates the Music Hall and Keyser. In nearby Piedmont, she operates the Majestic and Opera House. After a wedding trip to Williamsburg, Va., and Florida, the couple will reside in Altoona, Pa., where the groom is an official of the Buchanan Lumber Company.

Don P. Harman, Harman and Whetsell Corporation, Inc., owner, Hi-Rock Drive-In Theatre, just three miles north of here, was in Clarksburg, W. Va., conferring on reopening plans with booker Gray Barker.

Variety Club Tent 11, Washington

The following committee appointments have been made by Jerry Adams, Chief Barker, Variety Club: Chaplains, Dr. Norman Gerstenfeld, Dr. Charles W. Lowry, and Rev. Gilbert V. Hartke; fixer, Alvin L. Newmyer, Sr.; associate fixer, Milford F. Schwartz; welfare chairman, Rudolph Berger; vice-chairmen, George A. Crouch, Morton Gerber; finance chairman, Fred S. Kogod; entertainment chairman, Jack Fruchtman; vice-chairman, Hirsch De La Viez; tickets and testimonials chairman, R. Wade Pearson; ways and means chairman, Sidney Lust; public relations co-chairmen, Frank M. Boucher and Gerald P. Price; speakers and distinguished guests chairman, Jake Flax; house co-chairmen, J. E. Fontaine and Joe Gins; membership chairman, Morton Gerber; vice-chairman, Harry Bachman, and births, deaths, and anniversaries chairman, Victor J. Orsinger. The women's committee will be composed of all Variety Club ladies, who will be called upon during the year for advice and aid. The Chief Barkers' committee is automatically headed by Rudolph Berger, who was Chief Barker in 1935. The committee includes the present and past Chief Barkers.

Allied Artists

- DISC JOCKEY**—MU—Ginny Simms, Michael O'Shea, Jane Nigh—Exploitation show has the angles for the teen-agers—77m.—see Sept. 12 issue—(AA-21).
HIGHWAYMAN, THE—COSMD—Charles Coburn, Wanda Handrix, Philip Friend—Picturization of famous poem has the angles for selling—83m.—see Sept. 12 issue—(Cinecolor)—(AA-20)

Columbia

(1950-51 releases from 301 up)

(1951-52 releases from 401 up)

- BAREFOOT MAILMAN, THE**—MD—Robert Cummings, Terry Moore, Jerome Courtland—Interesting programmer for the duallers—83m.—see Nov. 21 issue—(Supercinecolor)—(404).
BIG GUSHER, THE—OMD—Wayne Morris, Preston Foster, Dorothy Patrick—For the lower half—68m.—see July 4 issue—(306).
BONANZA TOWN—W—Charles Starrett, Smiley Burnette, Fred F. Sears—Okeh series entry—56m.—see July 18 issue—(367).
BOOTS MALONE—D—William Holden, Johnny Stewart, Ann Lee—Good race track yarn—103m.—see Dec. 19 issue—(419).
CHAIN OF CIRCUMSTANCE—MD—Richard Grayson, Margaret Field, Marta Mitrovich—For the lower half—68m.—see Aug. 29 issue—Leg.: B—(309).
CLOUDED YELLOW, THE—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—87 1/2m.—see Oct. 24 issue—(English-made).
CORKY OF GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Patti Brady—Okeh for the lower half—77m.—see Sept. 12 issue—(302).
CRIMINAL LAWYER—MD—Pat O'Brien, Jane Wyatt, Carl Benton Reid—Okeh programmer for the duallers—74m.—see Aug. 29 issue—(412).
CYCLONE FURY—W—Charles Starrett, Smiley Burnette, Fred Sears—Average Starrett—54m.—see Aug. 15 issue—(368).
DEATH OF A SALESMAN—D—Fredric March, Mildred Dunnock, Kevin McCarthy—Fine drama—111m.—see Dec. 19 issue—(423).
FAMILY SECRET, THE—D—John Derek, Lee J. Cobb, Jody Lawrence—Dramatic entry will need plenty of push—85m.—see Nov. 7 issue—(414).
HARLEM GLOBETROTTERS, THE—NOV—Thomas Gomez, Dorothy Dandridge, William Brown—Good sports show for the duallers—80m.—see Nov. 7 issue—(405).
HILLS OF UTAH—WMU—Gene Autry, Pat Buttram, Elaine Riley—Good Autry—70m.—see Sept. 26 issue—(356).
HURRICANE ISLAND—AD—Jon Hall, Marie Windsor, Marc Lawrence—Okeh lower half entry—72m.—see July 18 issue—(Supercinecolor)—(349).
INDIAN UPRISING—OAD—George Montgomery, Audrey Long, Carl Benton Reid—Okeh for the duallers—75m.—see Jan. 2 issue—(Supercinecolor)—(417).
JUNGLE MANHUNT—MD—Johnny Weissmuller, Bob Waterfield, Sheila Ryan—Average programmer for the lower half—66m.—see Oct. 10 issue—(411).
KID FROM AMARILLO, THE—W—Charles Starrett, Smiley Burnette, Harry Lauter—Better than average "Durango Kid"—56m.—see Oct. 24 issue—(488).
LADY AND THE BANDIT, THE—ACD—Louis Hayward, Patricia Medina, Suzanne Dalton—Okeh action drama for the duallers—79m.—see Aug. 15 issue—(337).
MAGIC CARPET, THE—AD—Lucille Ball, John Agar, Patricia Medina—Names should help interesting adventure yarn—84m.—see Oct. 10 issue—(Supercinecolor)—(410).
MAGIC FACE, THE—D—Luther Adler, Patricia Knight, William Shiner—Unusual entry should appeal to class and art spots—89m.—see Aug. 15 issue—Leg.: B—(Made in Vienna)—(402).
MAN IN THE SADDLE—OD—Randolph Scott, Joan Leslie, Ellen Drew—Outdoor show has names to help—87m.—see Nov. 21 issue—(Technicolor)—(420).
MASK OF THE AVENGER—AD—John Derek, Jody Lawrence, Anthony Quinn—Adventure yarn has the angles—83m.—see July 4 issue—(Technicolor)—(359).
MOB, THE—MD—Broderick Crawford, Betty Buehler, Richard Kiley—Good melodrama—87m.—see Sept. 12 issue—(407).
NEVER TRUST A GAMBLER—MD—Dane Clark, Cathy O'Donnell, Tom Drake—Moderate program meller—79m.—see July 18 issue—(326).
OLD WEST, THE—W—Gene Autry, Pat Buttram, Gail Davis—Good Autry—61m.—see Jan. 15 issue—(473).
PECOS RIVER—W—Charles Starrett, Smiley Burnette, Dolores Sidener—Standard series offering—55m.—see Dec. 5 issue—(484).
PICKUP—D—Hugo Haas, Beverly Michaels, Allan Nixon—Interesting offering will have best appeal for class, art spots—78m.—see July 18 issue—Leg.: B—(357).
PURPLE HEART DIARY—MUCD—Frances Langford, Judd Holdren, Ben Lessy—Okeh entry for the lower half—73m.—see Nov. 21 issue—(421).
SATURDAY'S HERO—D—John Derek, Donna Reed, Sidney Blackmer—High rating football entry—111m.—see Aug. 29 issue—(401).
SCANDAL SHEET—D—John Derek, Broderick Crawford, Donna Reed—Names should help interesting newspaper yarn—82m.—see Jan. 16 issue—(415).
SON OF DR. JEKYLL, THE—MD—Louis Hayward, Jody Lawrence, Alexander Knox—Okeh programmer for the duallers—78m.—see Nov. 7 issue—(409).
STORM OVER TIBET—AD—Rex Harrison, Diana Douglas, Myron Healey—Interesting adventure show for the duallers—87m.—see Jan. 2 issue—Leg.: B—(Partly made in Tibet)—(416).
SUNNY SIDE OF THE STREET—MU—Frankie Laine, Billy Daniels, Terry Moore—Pleasing programmer for the duallers—72m.—see Sept. 12 issue—(Supercinecolor)—(408).

EXHIBITOR

SERVISECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 47, No. 12

JANUARY 23, 1952

- TEN TALL MEN**—AMD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Good adventure yarn—97m.—see Nov. 7 issue—Leg.: B—(Technicolor)—(413).
VALLEY OF FIRE—W—Gene Autry, Gail Davis, Russell Hayden—Below par Autry—70m.—see Nov. 21 issue—(353).
WHISTLE AT EATON FALLS, THE—DOCD—Lloyd Bridges, Dorothy Gish, Carleton Carpenter—Interesting drama has the angles—96m.—see Aug. 1 issue—(322).

TO BE REVIEWED OR IN PRODUCTION

- BARBED WIRE**—Gene Autry, Pat Buttram, Anne James.
BLAZING SUN, THE—Gene Autry, Lynne Roberts, Pat Buttram.
BRAVE WARRIOR—Jon Hall, Christine Larsen, Jay Silverheels—(Technicolor).
BRIGAND, THE—Anthony Dexter, Jody Lawrence, Anthony Quinn—(Technicolor).
CALIFORNIA CONQUEST—Cornel Wilde, Teresa Wright, John Dehner—(Technicolor).
CAPTAIN BLOOD, FUGITIVE—Louis Hayward, Patricia Medina, John Sutton—(Technicolor).
CRIPPLE CREEK—George Montgomery, Karin Booth, Jerome Courtland—(Technicolor).
FIRST TIME, THE—Robert Cummings, Barbara Hale, Jeff Donnell.
FOUR POSTER, THE—Rex Harrison, Lilli Palmer.
GOLDEN HAWK—Rhonda Fleming, Sterling Hayden, John Sutton—(Technicolor).
HAREM GIRL, THE—Joan Davis, Arthur Blake, Peggy Castle.
HAWK OF WILD RIVER, THE—Charles Starrett, Smiley Burnette, Jack Maloney—(482).
JUNCTION CITY—Charles Starrett, Smiley Burnette, Jack Mahoney.

- JUNGLE JIM IN THE FORBIDDEN LAND**—Johnny Weissmuller, Angela Greene.
LARAMIE MOUNTAINS—Charles Starrett, Smiley Burnette.
MARRYING KIND, THE—Judy Holliday, John Harrison, Madge Kennedy.
MONTANA TERRITORY—Lon McCallister, Wanda Hendrix, Preston Foster—(Technicolor).
MY SIX CONVICTS—John Beal, Millard Mitchell, Gilbert Roland.
OKINAWA—Pat O'Brien, Rhys Williams, Richard Denning.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PAULA—Loretta Young, Kent Smith, Alexander Knox.
RAINBOW 'ROUND MY SHOULDER—Frankie Laine, Bill Daniels, Charlotte Austin—(Supercinecolor).
ROUGH, TOUGH WEST—Charles Starrett, Smiley Burnette, Jack Mahoney.
SABRE AND THE ARROW, THE—Broderick Crawford, Barbara Hale, Johnny Stewart—(Technicolor).
SMOKY CANYON—Charles Starrett, Smiley Burnette, Jack Mahoney—(483).
SNIPER, THE—Adolphe Menjou, Arthur Franz, Marie Windsor.
SOUND OFF—Mickey Rooney, Dolores Sidener, Sammy White.
THIEF OF DAMASCUS, THE—Paul Henreid, John Sutton, Elena Verdugo—(Technicolor).
WALK EAST ON BEACON—George Murphy, Virginia O'More, Finlay Currie.
WOMAN IN QUESTION, THE—Jean Kent, John McCallum, Susan Shaw—(English-made).
YANK IN INDO-CHINA, A—John Archer, Douglas Dick.

Hallmark

TO BE REVIEWED OR IN PRODUCTION

- SHE SHOULD SAID NO**—Lila Leeds, Alan Baxter, Lyle Talbot—85m.—Leg.: C.
WHY MEN LEAVE HOME—Julie Bishop, Richard Denning, Ern Westmore.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion.

- Abbreviations following titles indicate type of picture.
 ACD—Action drama
 AD—Adventure drama
 ACMU—Action musical
 ADMD—Adult melodrama
 BID—Biographical drama
 BIDMU—Biographical drama with music
 BUR—Burlesque
 C—Comedy
 CAR—Cartoon feature
 CD—Comedy drama
 CDMU—Comedy drama musical
 CFAN—Comedy fantasy
 CFANMU—Comedy fantasy musical
 CMD—Comedy melodrama
 CMU—Comedy musical
 COMP—Compilation
 COSMD—Costume melodrama
 D—Drama
 DFAN—Drama fantasy
 DMU—Dramatic musical
 DOC—Documentary
 DOCD—Documentary drama
 DOCMD—Documentary melodrama
 ED—Educational feature
 F—Farce
 FAN—Fantasy
 FANMU—Fantasy musical
 FMU—Farce musical
 HISD—Historical drama
 MDMU—Melodrama musical
 MD—Melodrama
 MUC—Musical comedy
 MUCD—Musical comedy drama
 MU—Musical
 MUSAT—Musical satire
 MUW—Musical western
 MY—Mystery
 MYC—Mystery comedy
 MYCM—Mystery comedy musical
 MYD—Mystery drama
 MYMD—Mystery melodrama
 MYMU—Mystery musical
 MYW—Mystery western
 NOV—Novelty
 OPC—Operatic comedy
 OPD—Operatic drama
 OD—Outdoor drama
 OMD—Outdoor melodrama
 PD—Psychological drama
 ROMC—Romantic comedy
 ROMCMU—Romantic comedy musical
 ROMD—Romantic drama
 ROMDMU—Romantic drama with music
 SAT—Satire
 SCD—Sex comedy drama
 TRAV—Travelogue
 W—Western
 WC—Western comedy
 WCMU—Western comedy musical
 WD—Western drama
 WMD—Western melodrama
 WMDMU—Western melodrama musical
 WMU—Western musical

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Lippert

(1950-51 releases from 5001 up)

- AS YOU WERE—C—Joe Sawyer, William Tracy, Russell Hicks—Service comedy will fit into the lower half—58m.—see Nov. 7 issue—(5023).
- FBI GIRL—MD—Cesar Romero, George Brent, Audrey Totter—Names should help action-packed melodrama—76m.—see Nov. 7 issue—(5002).
- FOR MEN ONLY—D—Paul Henried, Robert Sherman, Russell Johnson—Interesting drama is packed with selling angles—93m.—see Jan. 30 issue—(5102).
- G.I. JANE—CMU—Jean Porter, Tom Neal, Iris Adrian—Pleasing entry for the lower half—64m.—see July 4 issue—(5012).
- GREAT ADVENTURE, THE—MD—Jack Hawkins, Peter Hammond, Sibhan McKenna—Import will fit into the lower half—77½m.—see Jan. 2 issue—(English-made)—(5021).
- HIGHLY DANGEROUS—MD—Dane Clark, Margaret Lockwood, Marius Goring—Routine British spy meller for the lower half—80m.—see Nov. 7 issue—(English-made)—(5029).
- LEAVE IT TO THE MARINES—C—Sid Melton, Mara Lynn, Gregg Martell—Service comedy will fit into the lower half—66m.—see Nov. 7 issue—(5005).
- LOST CONTINENT—MD—Cesar Romero, Hillary Brooke, Chick Chandler—Good exploitation entry—86m.—see Aug. 29 issue—(5004).
- SKY HIGH—C—Sid Melton, Mara Lynn, Sam Flint—For the lower half—61m.—see Dec. 5 issue—(5024).
- SUPERMAN AND THE MOLE MEN—FAND—George Reeves, Phyllis Coates, Jeff Corey—Children, neighborhoods, and small towns should like it best—60m.—see Nov. 21 issue—(5030).
- TALES OF ROBIN HOOD—AD—Robert Clarke, Mary Hatcher, Paul Cavanagh—For the lower half—60m.—see Jan. 16 issue—(5008).
- UNKNOWN WORLD—FANMD—Victor Kilian, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).
- VARIETIES ON PARADE—NOV—Jackie Coogan, Eddie Garr, Iris Adrian—For the lower half—55m.—see Sept. 12 issue—(5020).
- YES SIR, MR. BONES—MU—Cast of minstrel and vaudeville people—Pleasing filler for the lower half—54m.—see Aug. 15 issue—(5019).

TO BE REVIEWED OR IN PRODUCTION

- MAN BAIT—George Brent, Marguerite Chapman, Diana Dors—(English-made)—(5103).
- NAVAJO—Navajo Indian cast—(5104).
- STRONGHOLD—Veronica Lake, Zachary Scott, Arturo de Cordova.
- WINGS OF DANGER—Zachary Scott.

Metro

(1950-51 releases from 101 up)

(1951-52 releases from 201 up)

- ACROSS THE WIDE MISSOURI—OMD—Clark Gable, Ricardo Montalban, Maria Elena Marques—Name draw should be potent factor in the selling—78m.—see Sept. 26 issue—(Technicolor)—(208).
- AMERICAN IN PARIS, AN—MU—Gene Kelly, Leslie Caron, Oscar Levant—Topnotch entertainment—113m.—see Sept. 12 issue—(Technicolor)—(209).
- ANGELS IN THE OUTFIELD—CFAN—Paul Douglas, Janet Leigh, Keenan Wynn—Good programmer deserves the best selling support—99m.—see Sept. 12 issue—(202).
- BANNERLINE—D—Keefe Brasselle, Sally Forrest, Lionel Barrymore—For the duallers—88m.—see Sept. 26 issue—(206).
- CALLAWAY WENT THATAWAY—C—Fred MacMurray, Dorothy McGuire, Howard Keel—Amusing comedy—80m.—see Nov. 21 issue—(214).
- CALLING BULLDOG DRUMMOND—MD—Walter Pidgeon, Margaret Leighton, Robert Beatty—Routine series effort for the duallers—80m.—(Made in England)—see Oct. 24 issue—(213).
- IT'S A BIG COUNTRY—CD—Ethel Barrymore, Gary Cooper, Van Johnson, Nancy Davis—Well-made episodic comedy drama deserves the best selling attention—89m.—see Dec. 5 issue—(215).
- JUST THIS ONCE—C—Janet Leigh, Peter Lawford, Lewis Stone—Pleasing comedy—90m.—see Jan. 30 issue.
- KIND LADY—MD—Ethel Barrymore, Maurice Evans, Angela Lansbury—Suspensive meller has the angles 78m.—see July 4 issue—(134).
- LAW AND THE LADY, THE—CD—Greer Garson, Michael Wilding, Marjorie Main—Pleasing comedy will depend on name draw—104m.—see July 18 issue—(136).
- LIGHT TOUCH, THE—D—Stewart Granger, Pier Angeli, George Sanders—Interesting programmer has the angles—93m.—see Nov. 7 issue—Leg.: B—(Made in Italy)—(212).
- LONE STAR—OMD—Clark Gable, Ave Gardner, Broderick Crawford—Star draw will help this ride into the the better money—94m.—see Jan. 2 issue—(222).
- MAN WITH A CLOAK, THE—D—Joseph Cotten, Barbara Stanwyck, Leslie Caron—Program meller will need plenty of help—80m.—see Oct. 10 issue—Leg.: B—(207).
- PANDORA AND THE FLYING DUTCHMAN—FAN—James Mason, Ava Gardner, Nigel Patrick—Artistic production should appeal to class and art spots—123m.—see Oct. 10 issue—Leg.: B—(Made in Europe)—(Technicolor)—(217).
- PEOPLE AGAINST O'HARA, THE—MD—Spencer Tracy, Pat O'Brien, Diana Lynn—Good meller—102m.—see Aug. 29 issue—(201).
- QUO VADIS—HISTD—Robert Taylor, Deborah Kerr, Leo Genn—Topnotch—170m.—see Nov. 21 issue—(Made in Italy)—(Technicolor)—(218).
- RED BADGE OF COURAGE, THE—MD—Audie Murphy, Bill Mauldin, John Dierkes—Meritorious film will need plenty of help—68m.—see Aug. 29 issue—(204).

- RICH, YOUNG AND PRETTY—CMU—Jane Powell, Danielle Darrieux, Wendell Corey—Good musical—95m.—see July 18 issue—(Technicolor)—(138).
- SELLOUT, THE—D—Walter Pidgeon, John Hodiak, Audrey Totter—Drama will fit into the duallers—83m.—see Dec. 19 issue—(219).
- SHADOW IN THE SKY—D—Ralph Meeker, Nancy Davis, James Whitmore—For the lower half—78m.—see Dec. 19 issue—(221).
- STRICTLY DISHONORABLE—CMU—Ezio Pinzo, Janet Leigh, Millard Mitchell—Pleasing comedy has names to help—94m.—see July 4 issue—Leg.: B—(131).
- STRIP, THE—MDMU—Mickey Rooney, Sally Forrest, William Demarest—Interesting programmer has the names and the angles—85m.—see Aug. 15 issue—(140).
- TALL TARGET, THE—MD—Dick Powell, Paula Raymond, Adolphe Menjou—Historical meller has names to help—78m.—see Aug. 15 issue—(139).
- TEXAS CARNIVAL—CMU—Esther Williams, Red Skelton, Howard Keel—Name draw should help pleasing musical—77m.—see Sept. 26 issue—(Technicolor)—(205).
- TOO YOUNG TO KISS—C—June Allyson, Van Johnson, Gig Young—Good comedy—89m.—see Nov. 7 issue—(211).
- UNKNOWN MAN, THE—D—Walter Pigeon, Ann Harding, Barry Sullivan—Interesting drama for the duallers—86m.—see Oct. 24 issue—Leg.: B—(210).
- WESTWARD THE WOMEN—OMD—Robert Taylor, Denise Darcel, Beverly Dennis—High rating—116m.—see Dec. 5 issue—(216).
- WILD NORTH, THE—MD—Stewart Granger, Wendell Corey, Cyd Charisse—Well-made outdoor show should register in the better grosses—87m.—see Jan. 30 issue—(Anscocolor).

TO BE REVIEWED OR IN PRODUCTION

- BECAUSE YOU'RE MINE—Mario Lanza, Doretta Morrow, James Whitmore—(Technicolor).
- BELLE OF NEW YORK—Fred Astaire, Vera-Ellen, Keenan Wynn—(Technicolor).
- CARBINE WILLIAMS—James Stewart, Jean Hagen, Wendell Corey.
- DAYS BEFORE LENT—Gig Young, Janice Rule, Keenan Wynn.
- GIRL IN WHITE, THE—June Allyson, Arthur Kennedy, Mildred Dunnock.
- GLORY ALLEY—Leslie Caron, Ralph Meeker, Gilbert Roland.
- HOUSE OF THIRTEEN, THE—Peter Lawford, Dawn Adams—(Made in England).
- INVITATION—Van Johnson, Dorothy McGuire, Ruth Roman, Louis Calhern—(220).
- IVANHOE—Robert Taylor, Elizabeth Taylor, Joan Fontaine—(Technicolor)—(Made in England).
- LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
- LOVELY TO LOOK AT—Kathryn Grayson, Red Skelton, Howard Keel—(Technicolor).
- MERRY WIDOW, THE—Lana Turner, Fernando Lamas, Richard Haydn—(Technicolor).
- MR. CONGRESSMAN—Van Johnson, Patricia Neal, Louis Calhern.
- PAT AND MIKE—Spencer Tracy, Katharine Hepburn, Owen McGivney.
- PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
- SCARAMOUCHE—Stewart Granger, Janet Leigh, Eleanor Parker, Mel Ferrer—(Technicolor).
- SINGIN' IN THE RAIN—Gene Kelly, Debbie Reynolds, Donald O'Connor—(Technicolor).
- SKIRTS AHOY—Esther Williams, Joan Evans, Vivian Blaine—(Technicolor).
- STRANGER IN THE HOUSE, THE—George Murphy, Nancy Davis, Lewis Stone.
- WHEN IN ROME—Van Johnson, Paul Douglas, Joseph Calleia—(Made in Italy).
- YOUNG MAN IN A HURRY—Glenn Ford, Ruth Roman, Denise Darcel.

Monogram

(1950-51 releases from 5001 up)

(1951-52 releases 5100 up)

- ALADDIN AND HIS LAMP—FAN—Patricia Medina, John Sands, John Dehner—Picturization of classic is packed with selling angles—66m.—see Dec. 19 issue—Leg.: B—(Cinecolor)—(5299).
- BOMBA AND THE ELEPHANT STAMPEDE—AD—Johnny Sheffield, Donna Martell, Edith Evanson—Okeh series entry—71m.—see Nov. 21 issue—(5110).
- CASA MANANA—MUCD—Virginia Welles, Robert Clarke, Robert Karnes, Eddie Le Baron and orchestra—Pleasing musical for the lower half—73m.—Leg.: B—see July 4 issue—(5116).
- CRAZY OVER HORSES—C—Leo Gorcey, Huntz Hall, Gloria Saunders—Standard series entry—65m.—see Dec. 5 issue—(5114).
- FLIGHT TO MARS—D—Marguerite Chapman, Cameron Mitchell, Virginia Huston—Science fiction drama has the angles for selling—72m.—see Nov. 7 issue—(Cinecolor)—(5103).
- JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
- JOE PALOOKA IN TRIPLE CROSS—MD—Joe Kirkwood, James Gleason, Cathy Downs—Okeh series effort—60m.—see Oct. 10 issue—(5118).
- LAWLESS COWBOYS—W—Whip Wilson, Fuzzy Knight, Pamela Duncan—Okeh series entry—58m.—see Jan. 16 issue—(5155).
- LET'S GO NAVY—F—Leo Gorcey, Huntz Hall, Charlita—Fair "Bowery Boys" entry—68½m.—see Aug. 1 issue—(5113).
- LONGHORN, THE—W—Wild Bill Elliott, Myron Healey, Phyllis Coates—Good western—70m.—see Oct. 24 issue—(5223).

- MONTANA DESPERADO—W—Johnny Mack Brown, Virginia Herrick, Myron Healey—Routine western—51m.—see July 18 issue—(5143).
- NEVADA BADMEN—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Routine western—58m.—see July 18 issue—(5152).
- NORTHWEST TERRITORY—OD—Kirby Grant, Chinook, Gloria Saunders—Okeh for the lower half—61m.—see Jan. 2 issue—(5124).
- OKLAHOMA JUSTICE—W—Johnny Mack Brown, Jimmy Ellison, Phyllis Coates—Okeh western—56m.—see Oct. 10 issue—(5144).
- OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57½m.—see May 24 issue—(4952).
- STAGECOACH DRIVER—W—Whip Wilson, Fuzzy Knight, Gloria Winters—Series average—52m.—see Aug. 29 issue—(5153).
- TEXAS LAWYERS—W—Johnny Mack Brown, Jimmy Ellison, Stanford Jolley—Better than average series entry—54m.—see Jan. 20 issue—(5146).
- WANTED, DEAD OR ALIVE—W—Whip Wilson, Fuzzy Knight, Christine McIntyre—Fair western—59m.—see Oct. 24 issue—(5154).
- WHISTLING HILLS—W—Johnny Mack Brown, Jimmy Ellison, Noel Neill—Series average—58m.—see Nov. 21 issue—(5145).
- YELLOW FIN—AD—Wayne Morris, Adrian Booth, Damian O'Flynn—Interesting fishing yarn for the lower half—72m.—see Nov. 7 issue—(5108).
- YUKON MANHUNT—OMD—Kirby Grant, Margaret Field, Chinook—For the lower half—63m.—see July 4 issue—(5123).

TO BE REVIEWED OR IN PRODUCTION

- BRONC RIDER—Whip Wilson, Fuzzy Knight, Pamela Duncan.
- DEAD MEN'S TRAIL—Johnny Mack Brown, Jimmy Ellison, Barbara Allen.
- DESERT PURSUIT—Wayne Morris, Virginia Grey, Anthony Caruso—(5209).
- FORT OSAGE—Rod Cameron, Jane Nigh—(Cinecolor)—(5102).
- HOLD THAT LINE—Leo Gorcey, Huntz Hall, Mona Knox—(5211).
- JET JOB—Stanley Clements, Elena Verdugo.
- MAN FROM BLACK HILLS, THE—Johnny Mack Brown, Jimmy Ellison, Florence Lake—(5242).
- NIGHT RAIDERS—Whip Wilson, Lois Hall, Fuzzy Knight—(5251).
- RODEO—Jane Nigh, John Archer, Wallace Ford—(Cinecolor)—(5104).
- STEEL FIST, THE—Robby McDonald, Kristine Miller—(5217).
- TEXAS CITY—Johnny Mack Brown, Jimmy Ellison, Lois Hall—(5241).
- TEXAS MARSHAL—Whip Wilson, Fuzzy Knight, Phyllis Coates.
- VENGEANCE TRAIL—Wild Bill Elliott, Peggy Stewart—(5225).
- WACO—Wild Bill Elliott, Pamela Blake, Stanford Jolley—(5224).
- WAGONS WEST—Rod Cameron, Peggie Castle, Noah Beery, Jr.—(Cinecolor).
- WILD STALLION—Ben Johnson, Barbara Woodell, Edgar Buchanan.

Paramount

(1950-51 releases from 5001 up)

(1951-52 releases from 5101 up)

- CROSSWINDS—MD—John Payne, Rhonda Fleming, Forrest Tucker—Moderate programmer—93m.—see Aug. 15 issue—(Technicolor)—(5104).
- DARLING, HOW COULD YOU!—C—Joan Fontaine, John Lund, Mona Freeman—Mild comedy for the class spots—96m.—see Aug. 15 issue—(5108).
- DETECTIVE STORY—MD—Kirk Douglas, Eleanor Parker, William Bendix, Horace McMahon—High rating—103m.—see Oct. 10 issue—(5111).
- FLAMING FEATHER—OAD—Sterling Hayden, Forrest Tucker, Barbara Rush—Good action programmer for the duallers—78m.—see Dec. 19 issue—(Technicolor)—(5118).
- GREATEST SHOW ON EARTH, THE—D—Betty Hutton, Cornel Wilde, Charleton Heston, Dorothy Lamour, James Stewart, Gloria Grahame—High rating—151m.—see Jan. 2 issue—(Technicolor).
- HERE COMES THE GROOM—C—Bing Crosby, Jane Wyman, Franchot Tone, Alexis Smith—Very good Crosby—113m.—see July 18 issue—(5101).
- HONG KONG—MD—Ronald Reagan, Rhonda Fleming, Nigel Bruce—Fair meller for the duallers—91m.—see Nov. 21 issue—(Technicolor)—(5109).
- MY FAVORITE SPY—F—Bob Hope, Hedy Lamarr, Francis L. Sullivan—Good Hope—93m.—see Oct. 10 issue—(5110).
- PEKING EXPRESS—MD—Joseph Cotten, Corinne Calvet, Edmund Gwenn—Exciting meller—84½m.—see July 4 issue—(5024).
- PLACE IN THE SUN, A—D—Montgomery Clift, Elizabeth Taylor, Shelley Winters—High rating drama—122m.—see July 18 issue—(5102).
- RED MOUNTAIN—MD—Alan Ladd, Elizabeth Scott, Arthur Kennedy—Good Ladd—84m.—see Nov. 21 issue—(Technicolor)—(5113).
- RHUBARB—C—Ray Milland, Gene Lockhart, Jan Sterling—Amusing comedy should land in the better money—94m.—see Aug. 15 issue—(5103).
- SAILOR BEWARE—C—Dean Martin, Jerry Lewis, Corinne Calvet—Martin and Lewis entry should register in the higher grosses—102m.—see Dec. 5 issue—(5114).
- SILVER CITY—OMD—Edmond O'Brien, Yvonne DeCarlo, Barry Fitzgerald—Action-filled outdoor show has names to help—90m.—see Oct. 10 issue—(Technicolor)—(5112).
- SUBMARINE COMMAND—ACD—William Holden, Nancy Olson, William Bendix—Good program—87m.—see Sept. 12 issue—(5107).

WHEN WORLDS COLLIDE—FAN—Richard Derr, Barbara Rush, Peter Hanson—Well-made science fiction film is packed with selling angles—82m.—see Aug. 29 issue—(Technicolor)—(5106).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill, Adele Jergens—(Technicolor).
 ANYTHING CAN HAPPEN—Jose Ferrer, Kim Hunter, Kurt Kasznar—(5117).
 BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).
 CARIBBEAN GOLD—John Payne, Arlene Dahl, Cedric Hardwicke—(Technicolor).
 CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
 COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
 DENVER AND THE RIO GRANDE, THE—Edmond O'Brien, Sterling Hayden, Dean Jagger, Laura Elliott, Zasu Pitts—(Technicolor)—(5115).
 EAGLES OF THE NAVY—Alan Ladd, William Bendix.
 GIANT TIMBER—John Payne, Susan Morrow, William Demarest—(Technicolor).
 JUMPING JACKS—Dean Martin, Jerry Lewis, Don DeFore.
 JUST FOR YOU—Bing Crosby, Jane Wyman, Ethel Barrymore—(Technicolor).
 LOS ALAMOS—Gene Barry, Lydia Clark, Michael Moore.
 MILITARY POLICEMAN, THE—Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff.
 MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
 SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
 SOMEBODY LOVES ME—Betty Hutton, Ralph Meeker, Robert Keith—(Technicolor).
 SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine—(5105).
 SON OF PALEFACE—Bob Hope, Jane Russell, Ray Rogers—(Technicolor).
 STOOGE, THE—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff.
 THIS IS DYNAMITE—William Holden, Alexis Smith, Edmond O'Brien.
 THUNDER IN THE EAST—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
 WAR BONNET—Charlton Heston, Peter Hanson, Joan Taylor, Susan Morrow—(Technicolor).

RKO

(1950-51 releases from 101 up)
 (1951-52 releases from 201 up)

ALICE IN WONDERLAND—CAR—Walt Disney cartoon feature—High rating—75m.—see July 4 issue—(Disney)—(Technicolor)—(292).
 BEHAVE YOURSELF—C—Farley Granger, Shelley Winters, William Demarest—Star draw should make the difference—81m.—see Sept. 26 issue—(206).
 BLUE VEIL, THE—Jane Wyman, Charles Laughton, Joan Blondell—High rating women's show—114m.—see Sept. 26 issue—(263).
 CAT PEOPLE—MD—Simone Simon, Kent Smith, Tom Conway—Reissue thriller has exploitation values—73m.—see Jan. 2 issue.
 DOUBLE DYNAMITE—CMU—Jane Russell, Groucho Marx, Frank Sinatra—Name draw may make the difference—80m.—see Nov. 21 issue—(214).
 DRUMS IN THE DEEP SOUTH—MD—James Craig, Guy Madison, Barbara Payton—Civil War meller has plenty of selling angles—86m.—see Oct. 24 issue—(Supercinacolor)—(211).
 FLYING LEATHERNECKS—MD—John Wayne, Robert Ryan, Janis Carter—War show should ride into the better money—102m.—see Aug. 1 issue—(Technicolor)—(261).
 GIRL IN EVERY PORT, A—F—Groucho Marx, William Bendix, Marie Wilson—Name draw should help uneven farce—86m.—see Jan. 2 issue.
 HIS KIND OF WOMAN—MD—Robert Mitchum, Jane Russell, Vincent Price—Meller will depend on name draw for best returns—120m.—see July 18 issue—Leg.: B—(201).
 HUNCHBACK OF NOTRE DAME, THE—D—Charles Laughton, Sir Cedric Hardwicke, Maureen O'Hara—Reissue has the angles—117m.—see Jan. 2 issue.
 HOT LEAD—W—Tim Holt, Joan Dixon, Ross Elliott—Okeh western—60m.—see Oct. 24 issue—(209).
 I WANT YOU—D—Dana Andrews, Dorothy McGuire, Farley Granger—Good romantic drama—102m.—see Nov. 7 issue—(Goldwyn)—(251).
 JUNGLE OF CHANG—DOCD—PoChai, MeYing, commentary by Leonard Eyre—Interesting documentary—67m.—see Nov. 21 issue—(Swedish-made)—(Made in Siam)—(English titles and narration)—(208).
 LAS VEGAS STORY, THE—MD—Jane Russell, Victor Mature, Vincent Price—Names should help interesting melodrama—88m.—see Jan. 16 issue.
 LILLI MARLENE—MD—Hugh McDermott, Lisa Daniely, John Blythe—British import may have appeal in the art spots—73m.—see Aug. 15 issue—Leg.: B.—(English-made)—(203).
 ON DANGEROUS GROUND—MD—Ida Lupino, Robert Ryan, Ward Bond—Confused programmer will need plenty of push—82m.—see Dec. 5 issue—(215).
 ON THE LOOSE—D—Joan Evans, Melvyn Douglas, Lynn Bari—Teen age drama has the angles—74m.—see Aug. 1 issue—(202).
 OVERLAND TELEGRAPH—W—Tim Holt, Richard Martin, Gail Davis—Routine series western—60m.—see Dec. 5 issue—(216).
 PISTOL HARVEST—W—Tim Holt, Joan Dixon, Richard Martin—Par for the series—60m.—see Aug. 1 issue—(205).
 RACKET, THE—MD—Robert Mitchum, Robert Ryan, Elizabeth Scott—Star draw will help gangster melodrama—89m.—see Oct. 24 issue—(210).
 RASHOMON—D—Toshiro Mifune, Machiko Kyo, Masayuki Mori—Import strictly for the art and specialty houses—87m.—see Jan. 2 issue—(Japanese-made)—(English titles).
 ROADBLOCK—MD—Charles McGraw, Joan Dixon, Lowell Gilmore—Okeh meller for the lower half—73m.—see Aug. 1 issue—(204).

SLAUGHTER TRAIL—WMDMU—Brian Donlevy, Gig Young, Virginia Grey—Western will fit into the duallers—78m.—see Oct. 24 issue—(Cinacolor)—(207).
 SNOW WHITE AND THE SEVEN DWARFS—CAR—Produced by Walt Disney—Reissue of classic has all the angles for selling—80m.—see Jan. 16 issue—(Re-release)—(Technicolor).
 TEMBO—DOC—Howard Hill on African expedition—Good entry has angles for the action and exploitation houses—80m.—see Jan. 2 issue—(Made in Africa)—(Anso color).
 TWO TICKETS TO BROADWAY—CMU—Tony Martin, Janet Leigh, Gloria DeHaven—Pleasing musical should ride into the better grosses—106m.—see Oct. 24 issue—(Technicolor)—(264).
 WHIP HAND, THE—MD—Carla Balenda, Elliott Reid, Edgar Barrier—For the lower half—82m.—see Oct. 24 issue—(212).

TO BE REVIEWED OR IN PRODUCTION

ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders, Elsa Lanchester, Victor Mature.
 AT SWORD'S POINT—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
 BIG SKY, THE—Kirk Douglas, Dewey Martin, Elizabeth Thraatt.
 CLASH BY NIGHT—Barbara Stanwyck, Paul Douglas, Marilyn Monroe.
 CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
 HALF-BREED, THE—Robert Young, Janis Carter, Jack Buettel—(Technicolor).
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
 KOREAN STORY, THE—Robert Mitchum, Charles McGraw Ann Blythe.
 MACAO—Robert Mitchum, Jane Russell, William Bendix.
 MARSHAL OF PECOS—Tim Holt, Richard Martin, Linda Douglas.
 MONTANA BELLE—George Brent, Jane Russell, Scott Brady—81m.—(Trucolor).
 RAGGED EDGE, THE—Ida Lupino, Robert Ryan.
 RANCHO NOTORIOUS—Marlene Dietrich, Arthur Kennedy, Mel Ferrer—(Technicolor).
 STORY OF ROBIN HOOD, THE—Richard Todd, Joan Rice, John Hayter—(Technicolor)—(Made in England)—(Disney).
 SWORD OF VENUS—Robert Clarke, Catherine McLeod, Renee DeMarco.
 3000 A.D.—Robert Clarke, Margaret Field, Ron Randell.
 TARZAN'S SAVAGE FURY—Lex Barker, Dorothy Hart, Tommy Carlton.
 THIS MAN IS MINE—Susan Hayward, Robert Mitchum, Arthur Kennedy.
 TRAIL GUIDE—Tim Holt, Richard Martin.
 WHISPERING SMITH VS. SCOTLAND YARD—Richard Carlson, Greta Gynt, Rona Anderson—(English-made).

Republic

(1950-51 releases from 5001 up)
 (1951-52 releases from 5101 up)

ADVENTURES OF CAPTAIN FABIAN—MD—Errol Flynn, Micheline Prele, Vincent Price—Name draw should make the difference—101m.—see Sept. 26 issue—Leg.: B—(Made in France)—(5101).
 ARIZONA MANHUNT—W—Michael Chapin, Eilene Janssen, James Bell—Okeh western for the younger set—60m.—see Sept. 26 issue—(5068).
 CAPTIVE OF BILLY THE KID—W—Allan "Rocky" Lane, Penny Edwards, Grant Withers—Standard series effort—54m.—see Jan. 30 issue—(5064).
 DAKOTA KID, THE—W—Michael Chapin, Eilene Janssen, James Bell—Routine western—60m.—see July 4 issue—(5067).
 DESERT OF LOST MEN—W—Allan "Rocky" Lane, Irving Bacon, Mary Ellen Kay—Good series entry—54m.—see Dec. 5 issue—(5063).
 FORT DODGE STAMPEDE—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Routine western—60m.—see Sept. 12 issue—(5062).
 FUGITIVE LADY—D—Janis Page, Binnie Barnes, Massimo Serato—Routine import for the duallers—78m.—see July 18 issue—Leg.: B—(Made in Italy)—(5011).
 HAVANA ROSE—CDMU—Estelita, Bill Williams, Hugh Herbert—For the lower half—77m.—see Sept. 26 issue—(5124).
 HONEYCHILE—CMU—Judy Canova, Eddie Foy, Jr., Alan Hale, Jr.—Musical will find most strength in small towns and neighborhoods—90m.—see Nov. 21 issue—(Trucolor)—(5121).
 LOST PLANET AIRMEN—FAN—Tristram Coffin, Mae Clark, Don Haggerty—For the lower half—67m.—see July 18 issue—(Reedited from the serial, "King of the Rocket Men")—(5031).
 PALS OF THE GOLDEN WEST—W—Roy Rogers, Dale Evans, Estelita Rodriguez—One of the better Rogers—67m.—see Jan. 2 issue—(5152).
 RAY ROBINSON-RANDOLPH TURPIN FIGHT, THE—DOC—Narrated by Jimmy Powers—Fight film should have appeal in some areas—53m.—see Aug. 1 issue—(English-made)—(5095).
 RODEO KING AND THE SENORITA—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Good western—67m.—see Aug. 1 issue—(5053).

SEA HORNET, THE—ACD—Rod Cameron, Adele Mara, Adrian Booth—Action show will fit into the duallers—85m.—see Oct. 10 issue—(5105).
 SECRETS OF MONTE CARLO—MD—Warren Douglas, Lais Hall, June Vincent—For the lower half—60m.—see July 4 issue—(5030).
 SOUTH OF CALIENTE—MUW—Roy Rogers, Dale Evens, Pinky Lee—Very good Rogers—67m.—see Nov. 7 issue—(5151).
 STORMBOUND—MD—Constance Dowling, Andrea Checchi, Aldo Silvani—Okeh import for the duallers—60m.—see Jan. 16 issue—(Italian-made)—(5032).
 STREET BANDITS—MD—Penny Edwards, Robert Clarke, Ross Ford—For the lower half—54m.—see Dec. 5 issue—(5130).
 THIS IS KOREA—DOC—U. S. Navy and Marine Corps film supervised by John Ford—Topnotch documentary—51m.—see Aug. 29 issue—(Trucolor)—(5127).
 UTAH WAGON TRAIN—W—Rex Allen, Penny Edwards, Buddy Ebsen—Okeh outdoor show—67m.—see Nov. 7 issue—(5054).
 WILD BLUE YONDER, THE—D—Wendell Corey, Vera Ralston, Forrest Tucker—War film has the angles for the selling—98m.—see Dec. 5 issue—(5103).

TO BE REVIEWED OR IN PRODUCTION

BAL TABARIN—Muriel Lawrence, William Ching—(Made in France).
 BORDER SADDLEMATES—Rex Allen, Mary Ellen Kay, Slim Pickens.
 COLORADO SUNDOWN—Rex Allen, Mary Ellen Kay, Slim Pickens.
 FABULOUS SENORITA, THE—Estelita, Robert Clarke, Nestor Paiva.
 GOBS AND GALS—Bernard Brothers, Cathy Downs, Bob Hutton.
 HOODLUM EMPIRE—Brian Donlevy, Forrest Tucker, Claire Trevor.
 LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellino.
 LAST MUSKETEER, THE—Rex Allen, Mary Ellen Kay, Slim Pickens.
 LEADVILLE GUNSLINGER—Allan "Rocky" Lane, Eddy Waller.
 MINNESOTA—Rod Cameron, Ruth Hussey, J. C. Flippen.
 OKLAHOMA ANNIE—Judy Canova, John Russell, Grant Withers.
 QUIET MAN, THE—John Wayne, Maureen O'Hara, Barry Fitzgerald—(Made in Ireland)—(Technicolor).
 RANGERS OF THE GOLDEN SAGE—Eileen Janssen, Michael Chapin.
 SONG OF YOUTH—Bill Shirley, Muriel Lawrence, Ray Middleton.
 WOMAN IN THE DARK—Ross Elliott, Penny Edwards, Rick Vallin.

20th Century-Fox

(1951 releases from 101 up)
 (1952 releases from 201 up)

ANNE OF THE INDIES—MD—Jean Peters, Debra Paget, Louis Jourdan—Colorful pirate story will depend on name draw—81m.—see Oct. 24 issue—(Technicolor)—(134).
 BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—Reissue is filled with selling angles—90m.—see July 4 issue—(Technicolor)—(056).
 DAVID AND BATHSHEBA—COSD—Gregory Peck, Susan Hayward, Raymond Massey—Impressive film should ride into the higher grosses—116m.—see Aug. 15 issue—Leg.: B—(Technicolor)—(128).
 DAY THE EARTH STOOD STILL, THE—DFAN—Michael Rennie, Patricia Neal, Hugh Marlowe—Superior science fiction entry is packed with selling angles—92m.—see Sept. 12 issue—(129).
 DECISION BEFORE DAWN—D—Richard Basehart, Gary Merrill, Oskar Werner, Hildegard Neff—Well-made war drama has plenty of angles for the selling—119m.—see Dec. 19 issue—(Made in Germany)—(205).
 DESERT FOX, THE—MD—James Mason, Sir Cedric Hardwicke, Jessica Tandy—War melodrama will have to depend on the selling—88m.—see Sept. 26 issue—(130).
 ELOPEMENT—C—Clifton Webb, Anne Francis, Charles Bickford—Amusing programmer—82m.—see Nov. 21 issue—(141).
 FIXED BAYONETS—MD—Richard Basehart, Gene Evans, Michael O'Shea—War film has the angles for the selling—92m.—see Dec. 5 issue—(140).
 GIRL ON THE BRIDGE, THE—D—Hugo Haas, Beverly Michaels, Robert Dane—For the lower half—77m.—see Dec. 19 issue—(139).
 GOLDEN GIRL—CDMU—Mitzi Gaynor, Dale Robertson, Dennis Day—Entertaining musical—108m.—see Nov. 7 issue—(Technicolor)—(136).
 I'LL NEVER FORGET YOU—FAND—Tyrone Power, Ann Blyth, Michael Rennie—Name draw may be of some help—92m.—see Dec. 5 issue—(Technicolor)—(Made in England)—(142).
 JAPANESE WAR BRIDE—D—Shirley Yamaguchi, Don Taylor, Cameron Mitchell—For the duallers—92m.—see Jan. 16 issue—(202).
 JESSE JAMES—OD—Tyrone Power, Nancy Kelly, Henry Fonda—Reissue has the angles—106m.—see July 4 issue—(Technicolor)—(057).
 JOURNEY INTO LIGHT—D—Sterling Hayden, Viveca Lindfors, Thomas Mitchell—Interesting programmer will fit into the duallers—87m.—see Sept. 19 issue—(132).

KENTUCKY—MD—Loretta Young, Richard Greene, Walter Brennan—Reissue has names to sell—96m.—see July 4 issue—(Technicolor)—(150).

LET'S MAKE IT LEGAL—C—Claudette Colbert, Macdonald Carey, Zachary Scott—Names may help mild comedy—77m.—see Oct. 24 issue—Leg.: B—(133).

LOVE NEST—C—June Haver, William Lundigan, Frank Fay—Mild comedy for the duallers—85m.—see Oct. 24 issue—(131).

MEET ME AFTER THE SHOW—MUC—Betty Grable, Macdonald Carey, Rory Calhoun, Eddie Albert—86m.—Good musical—see Aug. 15 issue—Leg.: B—(Technicolor)—(125).

MILLIONAIRE FOR CHRISTY, A—F—Fred MacMurray, Eleanor Parker, Richard Carlson—Good comedy has the angles—90½m.—see Aug. 15 issue—(Leg.: B)—(127).

MODEL AND THE MARRIAGE BROKER, THE—C—Jeanne Crain, Scott Brady, Thelma Ritter—Entertaining programmer—103m.—see Dec. 5 issue—Leg.: B—(201).

MR. BELVEDERE RINGS THE BELL—CD—Clifton Webb, Joanne Dru, Hugh Marlowe—Latest Belvedere should ride into the better money—see Aug. 1 issue—87m.—(124).

NO HIGHWAY IN THE SKY—D—James Stewart, Marlene Dietrich, Glynis Johns—Engrossing drama has names to help—97½m.—see Aug. 1 issue—(Made in England)—(121).

PEOPLE WILL TALK—CD—Cary Grant, Jeanne Crain, Hume Cronyn—High rating—110m.—see Aug. 29 issue—(126).

PHONE CALL FROM A STRANGER—Shelley Winters, Gary Merrill, Bette Davis, Michael Rennie—Good program—96m.—see Jan. 16 issue—Leg.: B—(204).

RETURN OF FRANK JAMES, THE—OMD—Henry Fonda, Gene Tierney, Jackie Cooper—Reissue has names to sell—92m.—see July 4 issue—(Technicolor)—(058).

SECRET OF CONVICT LAKE, THE—OMD—Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott—Good meller—83m.—see July 4 issue—Leg.: B—(123).

TO BE REVIEWED OR IN PRODUCTION

BELLES ON THEIR TOES—Jeanne Crain, Myrna Loy, Debra Paget—(Technicolor).

CONDOR'S NEST—Cornel Wilde, Constance Smith, Finlay Currie.

CRY OF THE SWAMP—Jean Peters, Jeffrey Hunter, Walter Brennan—(Technicolor).

DEADLINE—U. S. A.—Humphrey Bogart, Ethel Barrymore, Kim Hunter.

DON'T BOTHER TO KNOCK—Richard Widmark, Marilyn Monroe, Anne Bancroft.

DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor).

DIPLOMATIC COURIER—Tyrone Power, Patricia Neal, Hildegard Neff.

DREAM BOAT—Clifton Webb, Anne Francis, George Barrows.

5 FINGERS—James Mason, Micheline Prele, Michael Rennie—(208).

GIFT OF THE MAGI—Jeanne Crain, Farley Granger.

GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).

I DON'T CARE GIRL, THE—Mitzi Gaynor, David Wayne, Oscar Levant—(Technicolor).

KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).

LADY IN THE IRON MASK, THE—Louis Hayward, Patricia Medina, Alan Hale, Jr.

LYDIA BAILEY—Dale Robertson, Anne Francis, Charles Korvin—(Technicolor).

LES MISERABLES—Michael Rennie, Debra Paget, Robert Newton.

MABEL AND ME—Dan Dailey, Corinne Calvet.

O. HENRY'S FULL HOUSE—Jeanne Crain, Farley Granger, Charles Laughton, David Wayne, Richard Widmark, Dale Robertson, Anne Baxter, Clifton Webb.

OUTCASTS OF POKER FLAT—Anne Baxter, Dale Robertson, Miriam Hopkins.

PRIDE OF ST. LOUIS—Dan Dailey, Joanne Dru.

RED SKIES OF MONTANA—Richard Widmark, Constance Smith, Richard Boone—(Technicolor)—(207).

RETURN OF THE TEXAN—Dale Robertson, Richard Boone, Tom Tully—87m.—(209).

ROSE OF CIMARRON—Jack Buetel, Mala Powers, Bill Williams—(Cinecolor).

VIVA ZAPATA—Marlon Brando, Jean Peters, Margo—110m.—(206).

WAIT TILL THE SUN SHINES NELLIE—Jean Peters, David Wayne, Hugh Marlowe—(Technicolor).

WAY OF A GAUCHO, THE—Gene Tierney, Rory Calhoun, Richard Boone—(Made in Argentina)—(Technicolor).

WE'RE NOT MARRIED—David Wayne, Marilyn Monroe, Ginger Rogers, Paul Douglas, Eve Arden.

WHAT PRICE GLORY?—James Cagney, Dan Dailey, Corinne Calvet—(Technicolor).

WITH A SONG IN MY HEART—Susan Hayward, Thelma Ritter, Rory Calhoun, David Wayne—(Technicolor).

United Artists

AFRICAN QUEEN, THE—AD—Humphrey Bogart, Katharine Hepburn, Robert Morley—High rating—104m.—see Jan. 2 issue—(Technicolor)—(Made in Africa)—(Horizon-Romulus).

ANOTHER MAN'S POISON—D—Bette Davis, Gary Merrill, Emyln Williams—Star draw will make the difference—89m.—see Jan. 2 issue—(Made in England)—(Fairbanks-Angel).

BIG NIGHT, THE—MD—John Barrymore, Jr., Preston Foster, Dorothy Comingore—Heavy meller will fit into the duallers—75m.—see Nov. 21 issue—Leg.: B—(Waxman).

CHICAGO CALLING—D—Dan Duryea, Mary Anderson, Gordon Gebert—Will fit into the duallers—74m.—see Dec. 19 issue—(Bernels).

CHRISTMAS CAROL, A—D—Alastair Sim, Kathleen Harrison, Jack Warner—Import is a good picturization of the famed Charles Dickens novel—86m.—see Nov. 21 issue—(English-made)—(Hurst).

FORT DEFIANCE—W—Dane Clark, Ben Johnson, Peter Graves—Okeh outdoor show—81m.—see Nov. 7 issue—(Cinecolor)—(Melford).

GOLD RAIDERS—WC—George O'Brien, Sheila Ryan, The Three Stooges—Okeh entry for the lower half—56m.—see Oct. 24 issue—(Glasser).

HOODLUM, THE—MD—Lawrence Tierney, Aileen Roberts, Marjorie Riordan—For the lower half—61m.—see July 4 issue—Leg.: B—(ELC).

HOTEL SAHARA—C—Yvonne DeCarlo, David Tomlinson, Peter Ustinov—Pleasing programmer—87m.—see Sept. 26 issue—(English-made)—(Brown).

LADY SAYS NO, THE—F—Joan Caulfield, David Niven, James Justice—Fair comedy for the duallers—80m.—see Dec. 5 issue—Leg.: B—(Ross-Stillman).

MISTER DRAKE'S DUCK—F—Douglas Fairbanks, Jr., Yolande Donlan, Howard Marian-Crawford—81m.—Zany farce has the Fairbanks name to help the draw—see Aug. 29 issue—(English-made)—(Angel).

MR. PEEK-A-BOO—F—Joan Greenwood, Bourvil, Marcel Arnold—Cute farce for the art spots—74m.—see Sept. 26 issue—(Made in France)—(English dialogue)—(Bar).

OBSESSED—MYD—David Farrar, Geraldine Fitzgerald, Roland Culver—Interesting dramatic entry for the art and class spots—77m.—see Sept. 12 issue—Leg.: B—(English-made)—(Gartside).

PARDON MY FRENCH—C—Paul Henreid, Merle Oberon, Paul Bonifas—Import will fit into the duallers—81m.—see Aug. 29 issue—(French-made)—(English dialogue)—(Cusick).

RED SHOES, THE—D—Anton Walbrook, Marius Goring, Moira Shearer—High rating ballet entry for special audiences—133m.—see Sept. 26 issue—(English-made)—(Technicolor)—(Powell-Pressburger).

RIVER, THE—D—Nora Swinburne, Esmond Knight, Arthur Shields—Different type of film should have considerable appeal for the art spots—102m.—see Sept. 12 issue—(Made in India)—(Technicolor)—(McEldowney).

SKIPALONG ROSEBLOOM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72m.—see Feb. 28 issue—(ELC).

TOM BROWN'S SCHOOL DAYS—D—John Howard Davies, Robert Newton, James Hayter—Well-made import for the art and class spots—93m.—see Oct. 24 issue—(English-made)—(Minter).

WELL, THE—D—Gwendolyn Laster, Richard Rober, Maidie Norman—High rating—85m.—see Sept. 12 issue—(Popkin).

TO BE REVIEWED OR IN PRODUCTION

ACTORS AND SIN—Edward G. Robinson, Marsha Hunt, Eddie Albert—94m.

BUFFALO BILL IN TOMAHAWK TERRITORY—Clayton Moore, Chief Yowlachie, Chief Thundercloud—(Schwarz).

CAPTIVE CITY—John Forsythe, Harold J. Kennedy, Joan Camden—74m.—(English-made).

CLOUDBURST—Robert Preston, Elizabeth Sellars—83m.—(Foreign-made)—Leg.: B—(PAAL).

GREEN GLOVE, THE—Glenn Ford, Geraldine Brooks, Sir Cedric Hardwicke—(Foreign-made)—(Benagoss).

MIRACLE FROM MARS—Peter Graves, Andrea King, Walter Sande—(Veiller-Hyde).

MUTINY—Mark Stevens, Angela Lansbury, Patrick Knowles.

ONE BIG AFFAIR—Dennis O'Keefe, Evelyn Keyes—(Made in Mexico)—(Bogaus).

ROYAL JOURNEY—Documentary of recent trip of Princess Elizabeth and Duke of Edinburgh—(Eastman color).

SATURDAY ISLAND—Linda Darnell, Donald Grey, Tab Hunter—(Made in Jamaica)—(Technicolor)—(Rose).

TALE OF FIVE WOMEN, A—Bonar Colleano, Gina Lollobrigida, Lana Morris—(English-made)—(PAAL).

Universal-International

(1950-51 releases from 101 up)

BEND OF THE RIVER—MD—James Stewart, Arthur Kennedy, Julia Adams—Good outdoor show should ride into the better money—91m.—see Jan. 30 issue—(Technicolor)—(212).

BRIGHT VICTORY—D—Arthur Kennedy, Peggy Dow, James Edwards—Topnotch—96m.—see Nov. 7 issue—(208).

BROWNING VERSION, THE—D—Michael Redgrave, Jean Kent, Nigel Patrick—Fine dramatic entry for art and specialty spots—89m.—see Nov. 7 issue—(English-made)—(281).

CATTLE DRIVE—W—Joel McCrea, Dean Stockwell, Chill Wills—Pleasing western—77m.—see July 18 issue—(Technicolor)—(128).

CAVE OF OUTLAWS—MD—Macdonald Carey, Alexis Smith, Edgar Buchanan—Names should make the difference—75m.—see Oct. 24 issue—(Technicolor)—(201).

CIMARRON KID, THE—W—Audie Murphy, Beverly Tyler, James Best—Routine Technicolor western—83m.—see Dec. 19 issue—(Technicolor)—(213).

FINDERS KEEPERS—C—Tom Ewell, Julia Adams, Evelyn Varden—For the lower half—74m.—see Dec. 19 issue—(211).

FLAME OF ARABY—COSMD—Maureen O'Hara, Jeff Chandler, Maxwell Reed—Names may help familiar type costume melodrama—71½m.—see Nov. 21 issue—(Technicolor)—(207).

GOLDEN HORDE, THE—COSMD—Ann Blyth, David Farrar, George Macready—Colorful costume melodrama is packed with selling angles—77m.—see Sept. 26 issue—(Technicolor)—(134).

HERE COME THE NELSONS—C—Ozzie, Harriet, David, and Rickie Nelson—Pleasing comedy for the neighborhoods and duallers—76m.—see Jan. 16 issue—(219).

IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).

LADY FROM TEXAS, THE—OCD—Howard Duff, Mona Freeman, Josephine Hull—Outdoor comedy drama has names to help—77½m.—see Sept. 26 issue—(Technicolor)—(136).

LADY PAYS OFF, THE—CD—Linda Darnell, Stephen McNally, Gigi Perreau—Pleasant programmer—80m.—see Oct. 24 issue—(202).

LAVENDER HILL MOB, THE—CD—Alec Guinness, Stanley Holloway, Marjorie Fielding—Delightful import—80m.—see Oct. 24 issue—(English-made)—(280).

LITTLE EGYPT—CD—Mark Stevens, Rhonda Fleming, Nancy Guild—Moderate programmer has the angles for the selling—82m.—see Aug. 15 issue—(Leg.: B)—(Technicolor)—(131).

MARK OF THE RENEGADE, THE—ACD—Ricardo Montalban, Cyd Charisse, J. Carrol Naish—Fair program—80m.—see Aug. 1 issue—(Technicolor)—(129).

MEET DANNY WILSON—CMU—Frank Sinatra, Shelley Winters, Alex Nicol—Names should prove factor in the selling—86m.—see Jan. 16 issue—(205).

POOL OF LONDON—MD—Bonar Colleano, Susan Shaw, Renee Asherson—Interesting British meller—86m.—see Aug. 15 issue—(English-made)—(183).

RAGING TIDE, THE—MD—Richard Conte, Shelley Winters, Stephen McNally—Good program has the angles for the selling—93m.—see Oct. 24 issue—(203).

REUNION IN RENO—C—Mark Stevens, Peggy Dow, Gigi Perreau—Light comedy will fit into the duallers—79m.—see Sept. 26 issue—(135).

THUNDER ON THE HILL—MYD—Claudette Colbert, Ann Blyth, Robert Douglas—Star draw should prove a factor—84m.—see Aug. 15 issue—(133).

WEEK-END WITH FATHER—C—Van Heflin, Patricia Neal, Gigi Perreau—Amusing programmer—83m.—see Dec. 5 issue—(206).

YOU NEVER CAN TELL—CFAN—Dick Powell, Peggy Dow, Charles Drake—Fantasy has the names and angles—78m.—see Aug. 29 issue—(132).

TO BE REVIEWED OR IN PRODUCTION

AGAINST ALL FLAGS—Errol Flynn, Maureen O'Hara, Anthony Quinn—(Technicolor).

ALMOST MARRIED—Tony Curtis, Piper Laurie, Spring Byington.

APPOINTMENT WITH VENUS—David Niven, Glynis Johns—(English-made).

BATTLE AT APACHE PASS, THE—John Lund, Jeff Chandler, Beverly Tyler—(Technicolor).

BRONCO BUSTER—John Lund, Joyce Holden, Scott Brady—(Technicolor).

CIMARRON KID, THE—Audie Murphy, Beverly Tyler, James Best—(Technicolor)—Leg.: B—(213).

DUEL AT SILVER CREEK, THE—Audie Murphy, Faith Domergue, Stephan McNally—(Technicolor).

FLESH AND FURY—Tony Curtis, Jan Sterling, Mona Freeman—(214).

FRANCIS GOES TO WEST POINT—Donald O'Connor, Lori Nelson, Alice Kelley.

FRANCIS, RACKET BUSTER—Donald O'Connor, Nancy Guild, Francis.

HAS ANYBODY SEEN MY GAL?—Charles Coburn, Piper Laurie, Gigi Perreau—(Technicolor).

HERE COME THE NELSONS—Ozzie, Harriet, David and Ricky Nelson—76m.—(219).

LOST IN ALASKA—Bud Abbott, Lou Costello, Mitzi Green.

MA AND PA KETTLE AT THE FAIR—Marjorie Main, Percy Kilbride, Lori Nelson.

MA AND PA KETTLE GO TO PARIS—Marjorie Main, Percy Kilbride, Ray Collins.

MAN IN THE WHITE SUIT—Alec Guinness, Joan Greenwood, Cecil Parker—(English-made).

RED BALL EXPRESS—Jeff Chandler, Alex Nicol, Charles Drake.

SCARLET ANGEL—Yvonne De Carlo, Rock Hudson, Richard Denning—(Technicolor).

SON OF ALI BABA—Tony Curtis, Piper Laurie, Susan Cabot—(Technicolor).

STEEL TOWN—Ann Sheridan, John Lund, Howard Duff—(Technicolor)—(215).

TREASURE OF LOST CANYON, THE—William Powell, Julia Adams, Charles Drake—(Technicolor)—(209).

UNTAMED, THE—Joseph Cotten, Shelley Winters, Scott Brady—(Technicolor).

WHITE CORRIDORS—Googie Withers, James Donald, Godfrey Tearle—(English-made).

WORLD IN HIS ARMS, THE—Gregory Peck, Ann Blyth, Anthony Quinn—(Technicolor).

Warners

(1950-51 releases from 001 up)

(1951-52 releases from 101 up)

- CAPTAIN BLOOD**—COSMD—Errol Flynn, Olivia deHavilland, Basil Rathbone—Names will help good reissue—98m.—see Jan. 2 issue—(110).
- CLOSE TO MY HEART**—D—Ray Milland, Gene Tierney, Fay Bainter—Name draw will make the difference—90m.—see Oct. 10 issue—(107).
- COME FILL THE CUP**—MD—James Cagney, Phyllis Thaxter, Raymond Massey—Well-made entry has names to help—113m.—see Sept. 26 issue—Leg. B—(106).
- DISTANT DRUMS**—AMD—Gary Cooper, Mari Aldon, Richard Webb—Action show should ride into the better money—101m.—see Dec. 5 issue—(Technicolor)—(111).
- FORCE OF ARMS**—ROMD—William Holden, Nancy Olson, Frank Lovejoy—Well-made drama has names to help—100m.—see Aug. 29 issue—(102).
- I'LL SEE YOU IN MY DREAMS**—BIMU—Doris Day, Danny Thomas, Frank Lovejoy—Highly entertaining musical—110m.—see Dec. 19 issue—(112).
- ON MOONLIGHT BAY**—CMU—Doris Day, Gordon MacRae, Jack Smith—Pleasing musical has the names and angles—95m.—see July 18 issue—(Technicolor)—(029).
- PAINTING THE CLOUDS WITH SUNSHINE**—CMU—Dennis Morgan, Virginia Mayo, Gene Nelson—Names should make the difference—87m.—see Sept. 12 issue—(Technicolor)—(105).
- ROOM FOR ONE MORE**—CD—Cary Grant, Betsy Drake, Lurene Tuttle—Good programmer—95m.—see Jan. 16 issue—(113).
- STARLIFT**—CMU—Doris Day, Gordon MacRae, Virginia Mayo—Star-filled musical should draw the customers—103m.—see Nov. 7 issue—(109).
- STREETCAR NAMED DESIRE**, A—MD—Vivien Leigh, Marlon Brando, Klm Hunter—Vivid picturization of stage hit is packed with selling angles—122m.—see Oct. 24 issue—Leg. B—(104).
- TANKS ARE COMING, THE**—ACD—Steve Cochran, Phillip Carey, Mari Aldon—War film will fit into the dualers—90m.—see Nov. 7 issue—(108).
- TOMORROW IS ANOTHER DAY**—MD—Ruth Roman, Steve Cochran, Lurene Tuttle—Fair program melodrama has names to help—90m.—see Aug. 15 issue—(103).

TO BE REVIEWED OR IN PRODUCTION

- ABOUT FACE**—Eddie Bracken, Gordon MacRae, Aileen Stanley—(Technicolor).
- ALEXANDER, THE BIG LEAGUER**—Doris Day, Ronald Reagan, Frank Lovejoy.
- BIG TREES, THE**—Patrice Wymore, Kirk Douglas, Eve Miller—(Technicolor).
- BUGLES IN THE AFTERNOON**—Ray Milland, Helena Carter, Hugh Marlowe, Forrest Tucker—(Technicolor).
- CARSON CITY**—Randolph Scott, Raymond Massey, Richard Webb—(Warnercolor).
- CRIMSON PIRATE, THE**—Burt Lancaster, Nick Cravat—(Technicolor)—(Made in Italy).
- LION AND THE HORSE, THE**—Steve Cochran, Ray Teal, Sherry Jackson.
- MAN WITH A GUN**—Randolph Scott, Patrice Wymore, Philip Carey.
- MARA MARU**—Errol Flynn, Paul Picerni.
- NORTH OF THE RIO GRANDE**—Joel McCrea, Virginia Mayo, Dorothy Malone.
- RETREAT, HELL!**—Frank Lovejoy, Richard Carlson, Anita Louise.
- SAN FRANCISCO STORY**—Joel McCrea, Yvonne DeCarlo, Sidney Blackmer.
- SHE'S WORKING HER WAY THROUGH COLLEGE**—Virginia Mayo, Ronald Reagan, Gene Nelson.
- THIS WOMAN IS DANGEROUS**—Joan Crawford, Dennis Morgan, David Brian.
- WHERE'S CHARLEY?**—Ray Bolger, Allyn McLerie, Horace Cooper—(Technicolor)—(Made in England).

Miscellaneous

(Distributor's addresses will be furnished on request)

- BASKETBALL FIX, THE**—D—John Ireland, Marshall Thompson, Vanessa Brown—Good topical entry for the duallers—64m.—see Sept. 26 issue—(Realart).
- BORDER FENCE**—W—Walt Wayne, Lee Morgan, Mary Nord—Average western—57m.—see Nov. 7 issue—(Astor).
- BRIDE OF THE GORILLA**—MD—Barbara Payton, Lon Chaney, Raymond Burr—Okeh exploitation film has the angles—65m.—see Nov. 7 issue—(Realart).
- BUSHWHACKERS, THE**—OMD—John Ireland, Wayne Morris, Lawrence Tierney, Dorothy Malone—Okeh offering for the duallers—72m.—see Jan. 2 issue—(Realart).
- DARING MISS JONES, THE**—OMD—Solly Forrester, Ted Jordan, Betty White—Inadequate outdoor meller—52m.—see Jan. 30 issue—(Made in Alaska)—(Trucolor)—(Gerald).
- DEVIL'S SLEEP**—D—Lita Grey Chaplin, John Mitchum, William Thomason—For the exploitation houses—74m.—see Sept. 12 issue—(Screen Art).
- HURLY BURLY**—BUR—Georgia Sothern, Joey Faye, Crystal Ames—Exploitable burlesque entry for spots that can play it—82m.—see Oct. 24 issue—(Cinetech).
- LATUKO**—DOC—Documentary of native African life produced by Edgar M. Queeny under the sponsorship of the American Museum of Natural History—Jungle, nature film has the angles for the selling—50m.—see Jan. 30 issue—(Made in Africa)—(Technicolor)—(Lesser).

- PICTURA-ADVENTURE IN ART**—ED—Vincent Price, narration by Gregory Peck, Lilli Palmer, Martin Gabel, and Henry Fonda—Unusual fare for the art houses—82m.—see Jan. 2 issue—(Pictura).
- RAGE OF BURLESQUE**—BUR—Lillian White, Slim Gaillard Trio, Terry Sisters—Mild burlesque offering—56m.—see Aug. 1 issue—(Schlafer).
- SKI CHAMPS**—DOC—Zeno Colo, Dagmar Rem, Steve Knolton—Ski show has limited appeal—76m.—see Jan. 2 issue—(Technicolor)—(Lewis).
- THUNDERING TRAIL, THE**—W—Lash LaRue, Al St. John, Sally Anglim—Mediocre western—55m.—see Dec. 19 issue—(Realart).
- TWO DOLLAR BETTOR**—MD—John Litel, Marie Windsor, Steve Brody—Okeh entry for the lower half—75m.—see Oct. 10 issue—(Realart).
- VANISHING OUTPOST, THE**—W—Lash LaRue, Al St. John, Riley Hill—Okeh outdoor show—57m.—see Jan. 16 issue—(Western Adventure).

Foreign-Made

(Distributors' addresses will be furnished on request)

- ALICE IN WONDERLAND**—FAN—Pamela Brown, Stephen Murray, Felix Aylmer—Novelty attraction offers plenty of merchandising angles—79m.—see Aug. 1 issue—(European-made)—(Anscocolor)—(Souvalne).
- ANGEL WITH A TRUMPET**—D—Eileen Herlie, Basil Sydney, Norman Wooland—Routine art house offering—98m.—see Jan. 2 issue—(English-made)—(Snader).
- ASSASSIN FOR HIRE**—MYD—Sidney Tafler, Ronald Howard, Katherine Blake—Fair import for the lower half—60m.—see Sept. 26 issue—Leg. B—(English-made)—(Horne-Dietz).
- BITTER SPRINGS**—OD—Tommy Trinder, Chips Rafferty, Jean Blue—Routine art house offering—73m.—see Aug. 29 issue—(Australian-made)—(Bell).
- BLACKMAILED**—MD—Mal Zetterling, Dirk Bogarde, Fay Compton—Okeh art house attraction—73m.—see Sept. 26 issue—(English-made)—(Bell).
- BONNIE PRINCE CHARLIE**—HISD—David Niven, Margaret Leighton, Morland Graham—Import has the angles for the art spots—118 1/2m.—see Jan. 30 issue—(English-made)—(Technicolor)—(Snader).
- BOUNTIFUL SUMMER**—CD—N. Kryuchkov, N. Arkhipova, N. Kusnetsov—Better than average Soviet import—81m.—see Jan. 16 issue—(Russian-made)—(English titles)—(Mognicolor)—(Artkino).
- CAGE OF GOLD**—D—Jean Simmons, David Farrar, James Donald—Import will fit into the lower half—82m.—see Dec. 5 issue—(English-made)—(Ealling).
- CALL OF THE BLOOD**—MD—Lea Padovani, Kay Hammond, John Clements—Routine art house offering—72m.—see Nov. 7 issue—(English-made)—(Distinguished).
- DAYS OF OUR YEARS**—COMP—Catherine Erard, Serge Lafaurie, Florence Verdier—Good offering for the art and class houses—82m.—see Jan. 2 issue—(French-made)—(English commentary and titles)—(Souvaine).
- DEAD WOMAN'S KISS, A**—MD—Virginia Belmont, Gianna Maria Canale—Routine offering for the art and Italian houses—94m.—see Oct. 10 issue—(Italian-made)—(English titles)—(Casolaro).
- DIAMOND CITY**—AD—David Farrar, Honor Blackman, Diana Dors—Okeh for the lower half—74m.—see Jan. 2 issue—(English-made)—(Favorite).
- DOUBLE CONFESSION**—MD—Derek Farr, Joan Hopkins, Peter Lorre—Okeh import for the art spots—86m.—see Jan. 30 issue—(English-made)—(Stratford).
- EROICA (The Beethoven Story)**—BIODMU—Ewald Balsler, Marianne Schoenauer, Judith Holzmeister—Better than average art and class house offering—89m.—see Nov. 7 issue—(Austrian-made)—(English titles)—(Academy).
- GALLOPING MAJOR, THE**—C—Basil Radford, Jimmy Hanley, Janette Scott—Highly amusing import—81 1/2m.—see Oct. 24 issue—(English-made)—(Souvaine).
- GOOSE BOY, THE**—D—Imre Soos, Teri Horvath, Eva Turrkay—Interesting offering for the Russian houses—101m.—see Nov. 7 issue—(Hungarian-made)—(English titles)—(Geva color)—(Artkino).
- HER PANELLED DOOR**—MD—Phyllis Calvert, Edward Underdown, Helen Cherry—Entertaining art, class house attraction—84m.—see Sept. 26 issue—(English-made)—(Souvaine).
- HIDEOUT, THE**—MD—Howard Keel, Valerie Hobson, James Donald—Keel name may help import—67m.—see Jan. 16 issue—(English-made)—(Snader).
- HISTORY OF MR. POLLY, THE**—CD—John Mills, Sally Howes, Megs Jenkins—British comedy has limited art house appeal—77m.—see Nov. 21 issue—(English-made)—(IRO).
- HOUSE OF 1000 WOMEN**—MD—Phyllis Calvert, Flora Robson, Patricia Roc—Exploitable British meller—81m.—see Oct. 10 issue—(English-made)—(Ellis).
- IT'S FOREVER SPRINGTIME**—CD—Maria Angelotti, Elena Varzi, Donato Donati—Routine entry for the art and Italian houses—89m.—see Jan. 16 issue—Leg. C—(Italian-made)—(English titles)—(AFE).
- LA RONDE**—D—Anton Walbrook, Danielle Darrieux—Good entry for the art houses—83m.—see Sept. 12 issue—Leg. C—(French-made)—(English titles)—(Commercial).
- LANDFALL**—MD—Michael Denison, Patricia Plunkett, Edith Sharpe—Well-made import—87 1/2m.—see Jan. 16 issue—(English-made)—(Stratford).
- LAUGHTER IN PARADISE**—C—Alastair Sim, Fay Compton, Guy Middleton—Highly humorous import—96 1/2m.—see Nov. 21 issue—(English-made)—(Stratford).

- LISBON STORY**—MUMD—Patricia Burke, David Farrar, Walter Rella—Fairly interesting art house import—85m.—see Sept. 26 issue—(English-made)—(Four Continents).
- LITTLE MISS EGYPT**—FANMU—Samia Gamal, Farid E. Attrache, Lola Sedky—Import is loaded with exploitation angles—95m.—see Dec. 19 issue—(Egyptian-made)—(English titles)—(Oriental).
- LOS CLIVIDADOS**—MD—Estela Inda, Alfonso Mejia, Miguel Inclan—Thrilling meller for Spanish speaking audiences—80m.—see Dec. 19 issue—(Mexican-made)—(No English titles)—(Aztec).
- MA POMME**—CD—Maurice Chevalier, Sophie Desmarets, Jean Wall—Routine import has Chevalier name to help draw—90m.—see Nov. 7 issue—(French-made)—(English titles)—(Discina).
- MAN IN THE DINGHY**—F—Michael Wilding, Odile Ver-sois, Jack Hulbert, Constance Cummings—Laugh filled import for the art spots—83m.—see Nov. 7 issue—(English-made)—(Snader).
- MARIE OF THE PORT**—D—Jean Gabin, Blanchette Brunoy, Nicole Courcel—Pleasing art house entertainment—90m.—see Aug. 13 issue—Leg. C—(French-made)—(English titles)—(Bellon-Ffoulke).
- MEASURE FOR MEASUR**—COSMD—Alfredo Varelli, Aldo Silvani, Nelly Corradi—Okeh for the art houses—85m.—see Jan. 16 issue—(Italian-made)—(English titles)—(Hoffberg).
- MEDIUM, THE**—OPD—Marie Powers, Leo Coleman, Anna Marie Alberghetti—Powerful, unusual offering for the art houses—84m.—see Sept. 26 issue—(Italian-made)—(sung in English)—(Lopert).
- MILL ON THE PO**—MD—Carla del Poggio, Jacques Sernas, Giacomo Giuradel—Strong Italian meller for the art and class houses—96m.—see Nov. 21 issue—(Italian-made)—(English titles)—(Lux).
- MINERS OF THE DON**—D—V. Doronin, A. Ignatiev, A. Zuyeva—Slow moving Russian import—93m.—see Dec. 5 issue—(Russian-made)—(English titles)—(Artkino)—(Magicolor).
- MIRACLE IN MILAN**—CFAN—Francesco Galisano, Paolo Stoppa, Emma Gramatica—Good art house entry—94 1/2m.—see Jan. 16 issue—(Italian-made)—(English titles)—(Burstyn).
- MURDER WITHOUT CRIME**—D—Dennis Price, Derek Farr, Patricia Plunkett—Fair import for the lower half—76m.—see Oct. 10 issue—(English-made)—(Stratford).
- MUSSORGSKY**—DMU—Alexander Borisov, Nikolai Cherkasov, A. Popov—Superior Soviet offering—113m.—see Sept. 12 issue—(Russian-made)—(English titles)—(Magicolor)—(Artkino).
- NATIVE SON**—MD—Jean Wolloce, Richard Wright, Gloria Madison—Racial meller may have appeal for art, class spots—90m.—see July 4 issue—Leg. B—(Argentinian-made)—(English dialogue)—(Classic).
- OUTRAGES OF THE ORIENT**—D—Linda Estrella, Fernando Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).
- PASSION FOR LIFE**—D—Bernard Blier, Juliette Faber, Delmont—Absorbing art house offering has plenty of selling angles—85m.—see Jan. 16 issue—(French-made)—(English titles)—(Brandon).
- PATH OF HOPE, THE**—MD—Raf Vallone, Elene Varzi—One of the better imports, should do well in art spots—104m.—see Jan. 16 issue—(Italian-made)—(English titles)—(Lux).
- RAMBLE IN ERIN**—TRAV—Sean O'Kelly, Eamon DeValera, Frank Aiken—Mediocre travel film for the Irish spots—80m.—see Dec. 5 issue—(Irish-made)—(Color)—(Irish Productions).
- RELUCTANT WIDOW, THE**—COSMD—Jean Kent, Guy Rolfe, Kathleen Byron—Minor art house entry—86m.—see Sept. 12 issue—(English-made)—(Fine Arts).
- SCARRED**—MD—Anna Magnani, Eduardo de Filippo, Antonio Centa—Routine Italian import—63m.—see Nov. 21 issue—Leg. C—(Italian-made)—(English titles)—(Casolaro).
- SECRET FLIGHT**—MD—Ralph Richardson, Raymond Huntley, Pamela Matthews—Fair British import—71m.—see Jan. 16 issue—(English-made)—(Two Cities).
- SINGING ANGELS**—DMU—Gustav Waldau, Wilhelm Heim, Hans Holt—Uneven art house offering—98m.—see Jan. 30 issue—(Austrian-made)—(English titles)—(Casino).
- THRILL THAT KILLS, THE**—MD—Uncredited Italian players—Weak Italian import—78m.—see Dec. 19 issue—(Italian-made)—(English dialogue)—(Distinguished).
- TOAST TO LOVE**—DMU—Irina Baronova, David Silva, Miguel Arenas—Mediocre art house offering—82m.—see Dec. 19 issue—(Mexican-made)—(English titles and commentary)—(Astor).
- UNDER THE OLIVE TREE**—MD—Raf Vallone, Lucia Bose, Folco Lulli—Good for the art houses, Italian spots—107m.—see Sept. 12 issue—(Italian-made)—(English titles)—(Lux).
- WHITE HELL OF PITZ-PALU, THE**—D—Hans Albers, Ellen Widmann, Lisalotte Pulver—Routine art house presentation—98m.—see Jan. 2 issue—(Swiss-made)—(English dialogue and titles)—(Lux).
- WOMEN WITHOUT NAMES**—ADMD—Simone Simon, Valentina Cortesa, Francoise Rosay—Realistic entry has art house appeal—92m.—see Aug. 29 issue—(Italian-made)—(English dialogue and English titles)—(Lopert).
- WONDER BOY**—D—Bobby Henrey, Robert Shackleton, Christa Winter—Good art house entry—86m.—see Jan. 2 issue—(English-made)—(Snader).
- WOODEN HORSE, THE**—AD—Leo Genn, David Tomlinson, Anthony Steel—Interesting art offering—93m.—see Sept. 12 issue—(English-made)—(Snader).
- YOUNG SCARFACE**—MD—Richard Attenborough, Hermione Baddeley, William Hartnell—Minor English import—80m.—see Nov. 21 issue—(English-made)—(MKD).

The Shorts Parade

Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1950-51 shorts product will be found on pages 3138, 3139, 3140 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—(Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
1411	(Sept. 6)	Pleasure Treasure (Clyde)	G	16m.	3164
1412	(Sept. 16)	She Took A Powder (Vague)	G	16m.	3193
1413	(Jan. 10)	A Fool And His Honey (Vernon)			
1414	(Feb. 7)	Happy-Go-Whacky (Vague)	F	16 1/2m.	3225
1421	(Oct. 11)	Trouble In Laws (Herbert)	F	16m.	3195
1422	(Nov. 19)	The Champ Steps Out (Baer-Rosenbloom)	F	16 1/2m.	3209
1423	(Dec. 13)	Fraidy Cat (Besser)	G	16m.	3218
COMEDY FAVORITE RE-RELEASES (6)					
1431	(Sept. 20)	She's Oil Mine	F	17m.	3154
1432	(Oct. 20)	Midnight Blunders	F	17 1/2m.	
1433	(Dec. 27)	Olaf Laughs Last	F	17m.	3218
THREE STOOGES (8)					
1401	(Sept. 6)	Merry Mavericks	G	16m.	3164
1402	(Oct. 4)	The Tooth Will Out	F	16m.	3193
1403	(Nov. 1)	Hula-La-La	G	16m.	3200
1404	(Dec. 6)	Pest Man Wins	F	16m.	3218
1405	(Jan. 13)	A Missed Fortune		16 1/2m.	
SERIALS					
1120	(Dec. 27)	Captain Video	G	15sep.	3209
One Reel CANDID MICROPHONE					
1551	(Oct. 4)	Candid Microphone—No. 1	F	10m.	3179
1552	(Dec. 6)	Candid Microphone—No. 2	F	11m.	3219
1553	(.....)	Candid Microphone No. 3	F	10m.	
CAVALCADE OF BROADWAY					
4651	(Nov. 29)	Eddie Condon's	G	10m.	3211
COLOR FAVORITES (12) (Re-releases) (Technicolor)					
1601	(Sept. 13)	The Horse On The Merry-Go-Round	G	7m.	3165
1602	(Oct. 18)	The Shoemaker And The Elves	G	8m.	3200
4603	(Nov. 8)	Lucky Pigs	G	7m.	3185
4604	(Dec. 13)	Holiday Land	F	7m.	3226
4605	(Jan. 17)	Snowtime	F	7m.	3226
JOLLY FROLICS (5) (Technicolor)					
4501	(Sept. 27)	George And The Dragon	E	7m.	3176
4502	(Nov. 29)	Wonder Gloves	E	7m.	3201
4503	(Jan. 24)	The Oompahs	E	7m.	3185
MR. MAGOO (Technicolor)					
4701	(Oct. 18)	Fuddy Duddy Buddy	E	7m.	3194
4702	(Dec. 20)	The Grizzly Golfer	G	7m.	3219
SCREEN SNAPSHOTS (12) (Series 31)					
4581	(Sept. 13)	Hollywood At Play	F	10 1/2m.	3167
4852	(Oct. 18)	Hoppalong In Hopyland	G	9 1/2m.	3200
4853	(Nov. 15)	Hollywood Goes Western	G	9m.	
4854	(Dec. 20)	Hollywood On A Sunday Afternoon	F	10 1/2m.	3211
4855	(Jan. 24)	Memories Of Famous Hollywood Comedians	F	9 1/2m.	3226
VARIETY FAVORITES (8) (Re-releases)					
4951	(Sept. 20)	Nora Morales and Orchestra	G	11m.	3155
4952	(Oct. 25)	Dick Stabile and Orchestra	G	10 1/2m.	3185
4953	(Dec. 27)	Randy Brooks And Orchestra	G	11m.	3211
WORLD OF SPORTS (12)					
4801	(Sept. 22)	The Willie Hoppe Story	G	9m.	3177
4802	(Oct. 25)	Flying Skis	G	9m.	3200
4803	(Nov. 29)	Gymnastic Champions	G	10 1/2m.	3201
4804	(Dec. 27)	Bicycle Thrills	G	10m.	
MGM					
One Reel CARTOONS (16) (Technicolor) (T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Dooodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
W-245	(June 16)	Symphony In Slang	F	7m.	3056
W-246	(July 7)	His Mouse Friday (T-J)	F	7m.	3065
(1951-52) (16)					
W-331	(Sept. 8)	Slicked Up Pup	E	6m.	3167
W-332	(Sept. 22)	Car Of Tomorrow	E	7m.	3154
W-333	(Oct. 6)	Nit Witty Kitty	G	7m.	3167
W-334	(Nov. 10)	Inside Cackle Corners	F	9m.	
W-335	(Nov. 17)	Droopy's Double Trouble	G	7m.	3154
W-336	(Dec. 8)	Cat Napping (T-J)	G	7m.	3194
W-337	(Jan. 12)	The Flying Cat (T-J)	G	7m.	3154
W-338	(Feb. 9)	Magical Maestro	F	7m.	3200
W-339	(Feb. 16)	The Duck Doctor (T-J)	G	7m.	3172
(.....)		Little Runaway (T-J)	G	7m.	3177
(.....)		The Two Mouseketeers (T-J)	E	7m.	3200
(.....)		Triplet Trouble (T-J)	G	8m.	3167
(.....)		Push Button Kitty (T-J)	G	6 1/2m.	3219
(.....)		One Cab's Family	E	8m.	3164
(.....)		Fit To Be Tied	G	7m.	
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-311	(Dec. 1)	Glimpses Of Argentina	F	8m.	3219
T-312	(Jan. 26)	Pictureque New Zealand	G	8m.	
T-313	(Dec. 29)	Beautiful Brazil	F	8m.	
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallopin' Gals	E	7m.	3043
W-266	(Aug. 4)	The Bodyguard	F	7m.	3105
(1951-52) (6)					
W-361	(Oct. 20)	Puttin' On The Dog	G	7m.	3167
W-362	(Dec. 15)	Mouse Trouble	G	7m.	3185
W-363	(Jan. 19)	The Mouse Comes To Dinner	G	9m.	
(.....)		Fraidy Cat (T-J)	F	8m.	3176
PEOPLE ON PARADE (8) (Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks (Traveltalk)	F	8m.	3080
P-216	(June 23)	Romantic Riviera (Traveltalk)	F	9m.	3099
P-217	(Aug. 4)	Glimpses Of Morocco and Algiers (Traveltalk)	F	8m.	3129
P-218	(Aug. 25)	Visiting Italy	F	8m.	3137
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
S-259	(June 16)	Bandage Bait	E	9m.	3088
S-260	(July 14)	Bargain Madness	G	9m.	3113
(1951-52) (10)					
S-351	(Sept. 1)	Football Thrills No. 14	G	9m.	3165
S-352	(Oct. 13)	That's What You Think	F	9m.	3177
S-353	(Nov. 17)	In Case You're Curious	F	8m.	3185
S-354	(.....)	Reducing			
S-355	(Dec. 22)	Fishing Feats	G	10m.	
Paramount					
Two Reel MUSICAL PARADE FEATURETTES (6) (Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	10m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
710-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel CASPER CARTOONS (6) (Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo	G	8m.	3098
B10-5	(July 27)	Boo Scout	G	8m.	3112
B10-6	(Aug. 10)	Casper Comes To Clown	G	7m.	3154
(1951-52)					
B11-1	(Dec. 7)	Casper Take A Bow Wow	F	7m.	3209
GRANTLAND RICE SPOTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 19)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3054
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
R10-9	(May 11)	The Jumping Off Place	G	10m.	3080
R10-10	(May 25)	Close Decisions	G	10m.	3113
R10-11	(June 22)	City Of Ball Tossers	G	10m.	3113
R10-12	(July 20)	Follow The Game Trails	G	10m.	3113

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
(1951-52) (12)					
R11-1	(Oct. 5)	Allen's Animal Kingdom	G	7m.	3177
R11-2	(Nov. 2)	Ridin' The Rails	G	10m.	3194
R11-3	(Nov. 16)	Fresh Water Champs	G	9m.	3200
R11-4	(Dec. 7)	Water Jockey Hi-Jinks	G	10m.	3226
R11-5	(Dec. 7)	Ski-Lark In The Rockies	G	10m.	3212
R11-6	(Jan. 18)	The DogGondest Dog	G	10m.	
KARTUNES (6)					
X11-1	(Nov. 9)	Vegetable Vaudeville	G	7m.	3194
X11-2	(Jan. 11)	Snooze Reel	F	7m.	3211
NOVELTOONS (10) (Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches	G	9m.	3080
P10-8	(June 1)	As The Crow Lies	F	6m.	3098
P10-9	(July 6)	Slip Us Some Redskin	G	7m.	3112
P10-10	(Aug. 3)	Party Smarty	F	7m.	3129
(1951-52) (10)					
P11-1	(Oct. 12)	Cat Choo	G	7m.	3176
P11-2	(Oct. 26)	Audrey The Rainmaker	G	8m.	3176
P11-3	(Nov. 9)	Cat Tamale	G	7m.	3194
P11-4	(Dec. 21)	By Leaps And Hounds	F	8m.	3209
P11-5	(Dec. 28)	Scout Fellow	G	8m.	3211
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just For Fun	E	10m.	2983
K10-2	(Oct. 27)	The City Of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littlest Expert	G	10m.	3080
(1951-52) (6)					
K11-1	(Oct. 5)	Way Out West In Florida	F	10m.	3155
K11-2	(Oct. 5)	Mermaid Bay	G	9m.	3155
K11-3	(Nov. 2)	A Ring For Roberta	F	9m.	3194
K11-4	(Nov. 9)	I Cover The Everglades	F	10m.	3185
K11-5	(Nov. 23)	Sadie Hawkins Day	G	10m.	3212
K11-6	(Nov. 2)	The Littlest Expert On Football	G	10m.	3194
POPEYE CARTOONS (8) (Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2933
E10-2	(Nov. 10)	Riot In Rhythm	F		

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like EDGAR KENNEDY REISSUES, LEON ERROL COMEDIES, MUSICAL REVIEWS, MY PAL, SPORT SPECIALS, SPECIALS, TRUE-LIFE ADVENTURES, UNCLASSIFIED SPECIALS, SCREENLINERS, SPORTSCOPES.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like THE MOVIES AND YOU, WALT DISNEY CARTOONS, Republic SERIALS, 20th Century-Fox THE MARCH OF TIME, SPORTS REVIEW, TERRYTCOONS.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like Universal-International Two Reel NAME BAND MUSICALS, SPECIALS, THE EARTH AND ITS PEOPLE.

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<p>One Reel CARTOON MELODIES (8)</p>						<p>7333 (Sept. 15) Musical Moments WOODY WOODPECKER CARTUNES (6) (Technicolor)</p>						<p>8403 (Jan. 12) So You Want To Get It Wholesale F 10m. 3226 8404 (Mar. 29) So You Want To Enjoy Life MELODY MASTER BANDS (6)</p>					
6381	(Nov. 20)	Brother John	F	9m. 2999		6351	(Jan. 22)	Puny Express	F	7m. 3035		8801	(Oct. 13)	U. S. Army Band	G	9m. 3157	
6382	(Jan. 22)	Peggy, Peg, and Polly	F	8m. 2999		6352	(Mar. 26)	Sleep Happy	F	7m. 3049		8802	(Nov. 17)	Jan Garber and Orchestra	E	10m. 3194	
6383	(Mar. 19)	Lower The Boom	G	10m. 3028		6353	(May 28)	Wicket Wacky	G	7m. 3080		8803	(Feb. 9)	Richard Himber and Orch.			
6384	(May 7)	Bubbles Of Song	F	10m. 3074		6354	(July 23)	Sling Shot 6 7/8	F	7m. 3098		<p>MERRIE MELODIES (22) (Technicolor)</p>					
6385	(May 28)	Readin', Writin' And 'Rithmetic	G	10m. 3098		6355	(Oct. 1)	Redwood Sap	G	7m. 3165		8701	(Sept. 8)	Lovelorn Leghorn	G	7m. 3153	
6386	(June 25)	Hilly Billy	F	10m. 3098		6356	(Oct. 29)	Woody Woodpecker Polka	E	7m. 3167		8702	(Sept. 22)	Tweety's S.O.S.	G	7m. 3165	
6387	(July 30)	Macdonald's Farm	G	10m. 3113		<p>(1951-52) (8)</p>						8703	(Oct. 20)	A Bear For Punishment	E	7m. 3172	
6388	(Sept. 10)	Down The River	G	10m. 3165		7351	(Dec. 24)	Destination Meatball	G	7m. 3185		8704	(Nov. 3)	Sleepy Time Possum	F	7m. 3177	
7381	(Nov. 12)	Reuben, Reuben	G	10m. 3185		7352	(Feb. 25)	Little Monster	G	7m. 3185		8705	(Nov. 17)	Drip-Along Daffy	E	7m. 3188	
7382	(Dec. 31)	Uncle Sam's Songs	G	10m. 3211		<p>Warners Two Reel SPECIALS (8) (Technicolor)</p>						8706	(Dec. 15)	Tweet Tweet Tweety	G	7m. 3194	
<p>VARIETY VIEWS (8)</p>						<p>8001 (Sept. 8) Winter Wonders E 20m. 3176 8002 (Oct. 27) Ride, Cowboy, Ride G 20m. 3195 8003 (Dec. 8) Lincoln In The White House E 20m. 3193 8004 (Jan. 26) Land Of The Trembling Earth E 18m. 8005 (Mar. 8) Land Of Everyday Miracles F 16m. 3225</p>						<p>8707 (Dec. 22) The Prize Pest F 7m. 3219 8708 (Jan. 5) Who's Kitten, Who G 7m. 8709 (Feb. 2) Feed The Kitty F 7m. 8710 (Feb. 16) Gift Rapped 8711 (Mar. 1) Thumb Fun 8712 (Mar. 29) Little Beau Pepe</p>					
6341	(Jan. 22)	Battle Of The Bulge	F	9m. 3021		<p>FEATURETTES (6)</p>						<p>SPORTS PARADE (10) (Technicolor)</p>					
6342	(Feb. 19)	Brooklyn Goes To Beantown	F	9m. 3023		8101	(Sept. 29)	The Knife Thrower	G	20m. 3176		8501	(Oct. 6)	Art Of Archery	G	10m. 3177	
6343	(Mar. 5)	Springboard To Fame	G	9m. 3049		8102	(Nov. 24)	A Laugh A Day	G	20m. 3218		8502	(Nov. 3)	Cowboy's Holiday	G	10m. 3194	
6344	(Apr. 30)	Hickory Holiday	G	9m. 3074		8103	(Dec. 29)	I Won't Play	E	18m. 3226		8503	(Dec. 22)	Every Dog Has Its Day	G	9m. 3194	
6345	(May 21)	Finny Business	F	9m. 3075		8104	(Mar. 22)	Gun To Gun	E	18m. 3226		8504	(Feb. 2)	Dutch Treat In Sports	G	9m.	
6346	(June 18)	Clubby Cub	F	8m. 3080		<p>One Reel BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)</p>						<p>8505 (Mar. 1) Emperor's Horses</p>					
6347	(Aug. 6)	Romeo Land	G	9m. 3113		8301	(Sept. 15)	Holiday For Shoestrings	F	7m. 3155		<p>VITAPHONE NOVELTIES (7)</p>					
6348	(Sept. 10)	Monkey Island	G	10m. 3113		8302	(Oct. 13)	The Lady In Red	E	7m. 3157		8601	(Sept. 15)	To Be Or Not To Bee	F	10m. 3177	
7341	(Nov. 5)	Italian Interlude	G	9m. 3212		8303	(Nov. 10)	Sniffles And The Bookworm	G	7m. 3194		8602	(Jan. 5)	Lighter Than Air	F	10m.	
7342	(Jan. 21)	Brooklyn Goes South	G	9b. 3219		8304	(Dec. 1)	Goldilocks' Jivin' Bears	E	7m. 3194		8603	(Oct. 20)	Stop, Look And Laugh	G	9m. 3194	
7343	(Feb. 25)	Sail Ho	E	9m. 3219		8305	(Jan. 12)	Of Thee I Sting	F	7m. 3219		8604	(Feb. 16)	Songs Of All Nations	G		
7344	(Apr. 14)	Rhythm On The Reef	E	9m. 3219		8306	(Feb. 9)	From Hand To Mouse	F	7m.		<p>Miscellaneous</p>					
<p>WALTER LANTZ CARTUNES (13) (Reissues) (Technicolor)</p>						<p>BUGS BUNNY SPECIALS (10) (Technicolor)</p>						<p>8605 (Mar. 1) Emperor's Horses</p>					
6321	(Nov. 6)	Life Begins For Andy Panda	G	7m. 2985		8723	(Oct. 6)	Ballot Box Bunny	G	7m. 3172		8606	(Mar. 1)	Emperor's Horses	G	23m. 3193	
6322	(Dec. 4)	Three Lazy Mice	G	7m. 2999		8724	(Dec. 1)	Big Top Bunny	F	7m. 3194		8607	(Mar. 1)	Emperor's Horses	G	23m. 3193	
6323	(Dec. 25)	Chew Chew Baby	F	7m. 3012		8725	(Jan. 19)	Operation Rabbit	F	7m.		8608	(Mar. 1)	Emperor's Horses	G	23m. 3193	
6324	(Jan. 15)	Dippy Diplomat	B	7m. 3021		8726	(Feb. 23)	Foxy By Proxy	F	7m.		8609	(Mar. 1)	Emperor's Horses	G	23m. 3193	
6325	(Feb. 12)	The Adventures Of Tom Tom Thumb, Jr.	G	7m. 3043		8727	(Mar. 15)	14 Carrot Rabbit	F	7m.		8610	(Mar. 1)	Emperor's Horses	G	23m. 3193	
6326	(Mar. 19)	Woody Dines Out	F	7m. 3035		<p>JOE McDOAKES COMEDIES (6)</p>						<p>8611 (Sept. 15) To Be Or Not To Bee F 10m. 3177 8612 (Jan. 5) Lighter Than Air F 10m. 8613 (Oct. 20) Stop, Look And Laugh G 9m. 3194 8614 (Feb. 16) Songs Of All Nations G</p>					
6327	(Apr. 23)	Andy Panda Goes Fishing	G	7m. 3074		8401	(Sept. 22)	So You Want To Be A Bachelor	G	10m. 3177		<p>8615 (Mar. 1) Emperor's Horses</p>					
6328	(May 14)	Springtime Serenade	G	7m. 3080		8402	(Nov. 10)	So You Want To Be A Plumber	F	10m. 3194		<p>8616 (Mar. 1) Emperor's Horses</p>					
6329	(June 18)	Jungle Jive	G	7m. 3087		<p>8617 (Mar. 1) Emperor's Horses</p>						<p>8618 (Mar. 1) Emperor's Horses</p>					
6330	(July 16)	Who's Cookin' Who	E	7m. 3105		<p>8619 (Mar. 1) Emperor's Horses</p>						<p>8620 (Mar. 1) Emperor's Horses</p>					
6331	(Aug. 20)	Pied Piper Of Basin Street	G	7m. 3120		<p>8621 (Mar. 1) Emperor's Horses</p>						<p>8622 (Mar. 1) Emperor's Horses</p>					
6332	(Sept. 17)	100 Pygmies And Andy Panda	G	7m. 3165		<p>8623 (Mar. 1) Emperor's Horses</p>						<p>8624 (Mar. 1) Emperor's Horses</p>					
6333	(Oct. 15)	The Fox And The Rabbit	G	7m. 3166		<p>8625 (Mar. 1) Emperor's Horses</p>						<p>8626 (Mar. 1) Emperor's Horses</p>					
7321	(Oct. 29)	Loose Nut	G	7m. 3185		<p>8627 (Mar. 1) Emperor's Horses</p>						<p>8628 (Mar. 1) Emperor's Horses</p>					
7322	(Nov. 19)	Abou Ben Boagie	F	7m. 3185		<p>8629 (Mar. 1) Emperor's Horses</p>						<p>8630 (Mar. 1) Emperor's Horses</p>					
7323	(Dec. 12)	Painter And Pointer	F	7m. 3211		<p>8631 (Mar. 1) Emperor's Horses</p>						<p>8632 (Mar. 1) Emperor's Horses</p>					
7324	(Jan. 7)	Bathing Buddies	G	7m. 3219		<p>8633 (Mar. 1) Emperor's Horses</p>						<p>8634 (Mar. 1) Emperor's Horses</p>					
7325	(Feb. 4)	Slipharn King Of Polaroo	F	7m. 3219		<p>8635 (Mar. 1) Emperor's Horses</p>						<p>8636 (Mar. 1) Emperor's Horses</p>					
7326	(Mar. 3)	Crow Crazy	F	7m. 3219		<p>8637 (Mar. 1) Emperor's Horses</p>						<p>8638 (Mar. 1) Emperor's Horses</p>					
7327	(Mar. 31)	Reckless Driver	F	7m. 3219		<p>8639 (Mar. 1) Emperor's Horses</p>						<p>8640 (Mar. 1) Emperor's Horses</p>					
7328	(Apr. 28)	Poet And Peasant	F	7m. 3219		<p>8641 (Mar. 1) Emperor's Horses</p>						<p>8642 (Mar. 1) Emperor's Horses</p>					
7329	(May 26)	Mousie Come Home	F	7m. 3219		<p>8643 (Mar. 1) Emperor's Horses</p>						<p>8644 (Mar. 1) Emperor's Horses</p>					
7330	(June 23)	Fairweather Fiends	F	7m. 3219		<p>8645 (Mar. 1) Emperor's Horses</p>						<p>8646 (Mar. 1) Emperor's Horses</p>					
7331	(July 21)	Apple Andy	F	7m. 3219		<p>8647 (Mar. 1) Emperor's Horses</p>						<p>8648 (Mar. 1) Emperor's Horses</p>					
7332	(Aug. 18)	Wacky Weed	F	7m. 3219		<p>8649 (Mar. 1) Emperor's Horses</p>						<p>8650 (Mar. 1) Emperor's Horses</p>					

THINGS YOU SHOULD KNOW — about this service — THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatched . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 8 Months, . . . PLUS information on all that are in production for early release.

COLUMBIA	LIPPETT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
DECEMBER Ten Tall Men B. Lancaster, J. Lawrence, G. Roland (Technicolor) The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holdren, T. Romano Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W C. Starrett, S. Burnette	DECEMBER Tales Of Robin Hood R. Clarke, M. Hatcher, B. Weldon The Great Adventure D. Price, J. Hawkins (English-made)	DECEMBER The Light Touch S. Granger, P. Angeli, G. Sanders (Made in Italy) Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	DECEMBER Texas Lawmen, W J. M. Brown Northwest Territory K. Grant, G. Saunders, Chinoak Stage To Blue River, W W. Wilson	DECEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor)	DECEMBER Double Dynamite J. Russell, F. Sinatra, G. Marx Overland Telegraph, W T. Holt, R. Martin, G. Davis	DECEMBER The Wild Blue Yonder W. Corey, V. Ralston, F. Tucker Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez Storm Bound C. Dowling, A. Checcki (Italian-made)	DECEMBER The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Bayonets R. Basehart, M. O'Shea, G. Evans Elopement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	DECEMBER The Big Night P. Foster, J. Barrymore, Jr., J. Lorrington (Waxman-Losey)	DECEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest Week-End With Father V. Heffin, P. Neal, R. Denning Pool Of London B. Colleano, S. Shaw, R. Asherson (English-made) The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)	DECEMBER Starlift D. Day, G. MacRae, R. Roman, G. Nelson, J. Rule, and guest stars Captain Blood (Re-release) E. Flynn, O. DeHavilland, B. Rathbone Distant Drums G. Cooper M. Aldon (Technicolor)
JANUARY Boots Malone W. Holden, J. Stewart, S. Clements Indian Uprising G. Montgomery, A. Long (Supercinicolor) Storm Over Tibet R. Reason, D. Douglas The Old West G. Aury, G. Davis, P. Buttram Smoky Canyon, W C. Starrett, S. Burnette, J. Mahoney	JANUARY For Men Only P. Henreid, M. Field Man Bait G. Brent, M. Chapman (English-made)	JANUARY Westward The Women R. Taylor, D. Darcel, J. McIntire It's A Big Country All-Star Cast Pandora And The Flying Dutchman J. Mason, A. Gardner, N. Patrick (Made in Europe) (Technicolor) The Sellout W. Pidgeon, J. Hodiak, A. Totter	JANUARY Aladdin And His Lamp J. Sands, P. Medina, D. Erdman (Cinicolor) The Steel Fist R. McDowall, K. Miller Texas City, W J. M. Brown, J. Ellison, L. Hall	JANUARY Hong Kong R. Reagan, R. Fleming (Technicolor) Tembo Howard Hill documentary (Anscolor) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn) A Girl In Every Port G. Marx, W. Bendix, M. Wilson	JANUARY On Dangerous Ground R. Ryan, I. Lupino, W. Bond Howard Hill documentary (Anscolor) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn) A Girl In Every Port G. Marx, W. Bendix, M. Wilson	JANUARY Captive Of Billy, W The Kid, W A. Lane, P. Edwards, C. Bevans Woman In The Dark R. Elliott, P. Edwards, R. Vallin Lody Possessed J. Mason, J. Havoc, P. Kellino	JANUARY The Model And The Marriage Broker J. Crain, S. Brady, T. Ritter Decision Before Dawn R. Basehart, G. Merrill, H. Neff (Made in Germany) Japanese War Bride S. Yamaguchi D. Taylor, C. Mitchell, M. Windsor	JANUARY The Lady Says No D. Niven, J. Caulfield (Ross-Stillman) Chicago Calling D. Duryea, M. Anderson (Bernheis) Another Men's Poison B. Davis, G. Merrill, E. Williams (Angel) (Made in England) Cloudburst P. Foster, E. Sellars (Paal) (English-made)	JANUARY Flame Of Arab M. O'Hara, J. Chandler, M. Reed (Technicolor) Bright Victory A. Kennedy, P. Dow, J. Edwards Finders Keepers T. Ewell, J. Adams, E. Varden The Cimarron Kid A. Murphy, B. Tyler, J. Best (Technicolor)	JANUARY I'll See You In My Dreams D. Day, D. Thomas, F. Lovejoy, P. Wymore Room For One More C. Grant, B. Drake
FEBRUARY Death Of A Salesman F. March, M. Dunnock, K. McCarthy, C. Mitchell Scandal Sheet B. Crawford, J. Derek, D. Reed The Harem Girl J. Davis, A. Blake, P. Castle The Hawk Of Wild River, W. C. Starrett, S. Burnette Konga, The Wild Stallion F. Stone, R. Hudson, R. Fiske (Re-release)	FEBRUARY Novajo All Indian cast Stronghold V. Lake, Z. Scott	FEBRUARY Invitation V. Johnson, D. McGuire, R. Roman, L. Calhern Shadow In The Sky R. Meeker, N. Davis, J. Whitmore Lone Star C. Gable, A. Gardner, B. Crawford, L. Barrymore The Belle Of New York F. Astaire, Vera-Ellen, K. Wynn (Technicolor)	FEBRUARY Night Raiders, W W. Wilson, L. Hall, F. Knight Fort Osage R. Cameron, J. Nigh (Cinicolor) Waco B. Elliott, P. Bloke, S. Jolley	FEBRUARY Soiler Beware D. Martin, J. Lewis, C. Calvet Flaming Feather S. Hayden, A. Whelan, F. Tucker (Technicolor) Snow White And The Seven Dwarfs Walt Disney feature cartoon (Technicolor) (Re-release) The Hunchback Of Notre Dame C. Laughton, M. O'Hara (Re-release) Cot People S. Simon, K. Smith (Re-release)	FEBRUARY The Los Vegas Story J. Russell, V. Mature, V. Price At Sword's Point C. Wilde, M. O'Hara, R. Douglas (Technicolor) Snow White And The Seven Dwarfs Walt Disney feature cartoon (Technicolor) (Re-release) The Hunchback Of Notre Dame C. Laughton, M. O'Hara (Re-release) Cot People S. Simon, K. Smith (Re-release)	FEBRUARY Colorado Sundown, W R. Allen, M. E. Kay, S. Pickens Hoodlum Empire B. Donlevy, F. Tucker, C. Trevor	FEBRUARY David And Bathsheba G. Peck, S. Hayward, R. Massey (Regular release) (Technicolor) Phone Call From A Stranger G. Merrill, B. Davis, S. Winters Red Skies Of Montana R. Widmark, C. Smith, R. Boone (Technicolor)	FEBRUARY The Green Glove G. Ford, G. Brooks, Sir C. Hardwicke (Foreign-made) Buffalo Bill In Tomahawk Territory C. Moore, Chief Thundercloud (Schwarz) One Big Affair E. Keyes, D. O'Keefe (Bogaus) (Made in Mexico) The River N. Swinburne, E. Knight, A. Shields (Technicolor) (Made in India) (McEldowney)	FEBRUARY Meet Danny Wilson F. Sinatra, S. Winters, A. Nicol Here Come The Nelsons Ozzie Nelson and family Bend Of The River J. Stewart, A. Kennedy, J. Adams (Technicolor)	FEBRUARY This Woman Is Dangerous J. Crawford, D. Morgan, D. Brian

OBSERVANCES
Feb. 12—Lincoln's Birthday
Feb. 22—Washington's Birthday
Feb. 27—Ash Wednesday

REALART
Dec.—The Bushwhackers—W. Morris, L. Tierney, M. Dell (Broder)
Jan.—The Thundering Trail—L. LaRue, A. St. John, S. Anglim

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VIVA ZAPATA!

Starring

MARLON BRANDO

Produced by DARRYL F. ZANUCK Directed by ELIA KAZAN Written by JOHN STEINBECK

There's No Business Like **20** Century-Fox Business!

Vol. 47 Number 13
Two Sections: Section One

JANUARY 30, 1952

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **THE SERVICE SECTION**

M-G-M MUSIC!

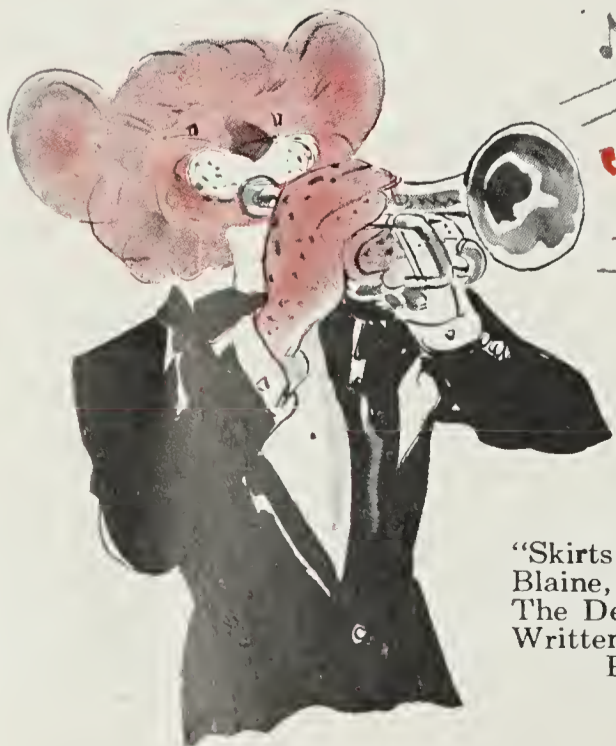
(TECHNICOLOR, TOO!)



Lana Turner as "The Merry Widow" with Fernando Lamas, Una Merkel, Richard Haydn, Thomas Gomez • Color by Technicolor • Screen Play by Sonya Levien and William Ludwig Based on the Operetta written by Composer Franz Lehár and Authors Victor Leon and Leo Stein • Directed by Curtis Bernhardt • Produced by Joe Pasternak • An M-G-M Picture



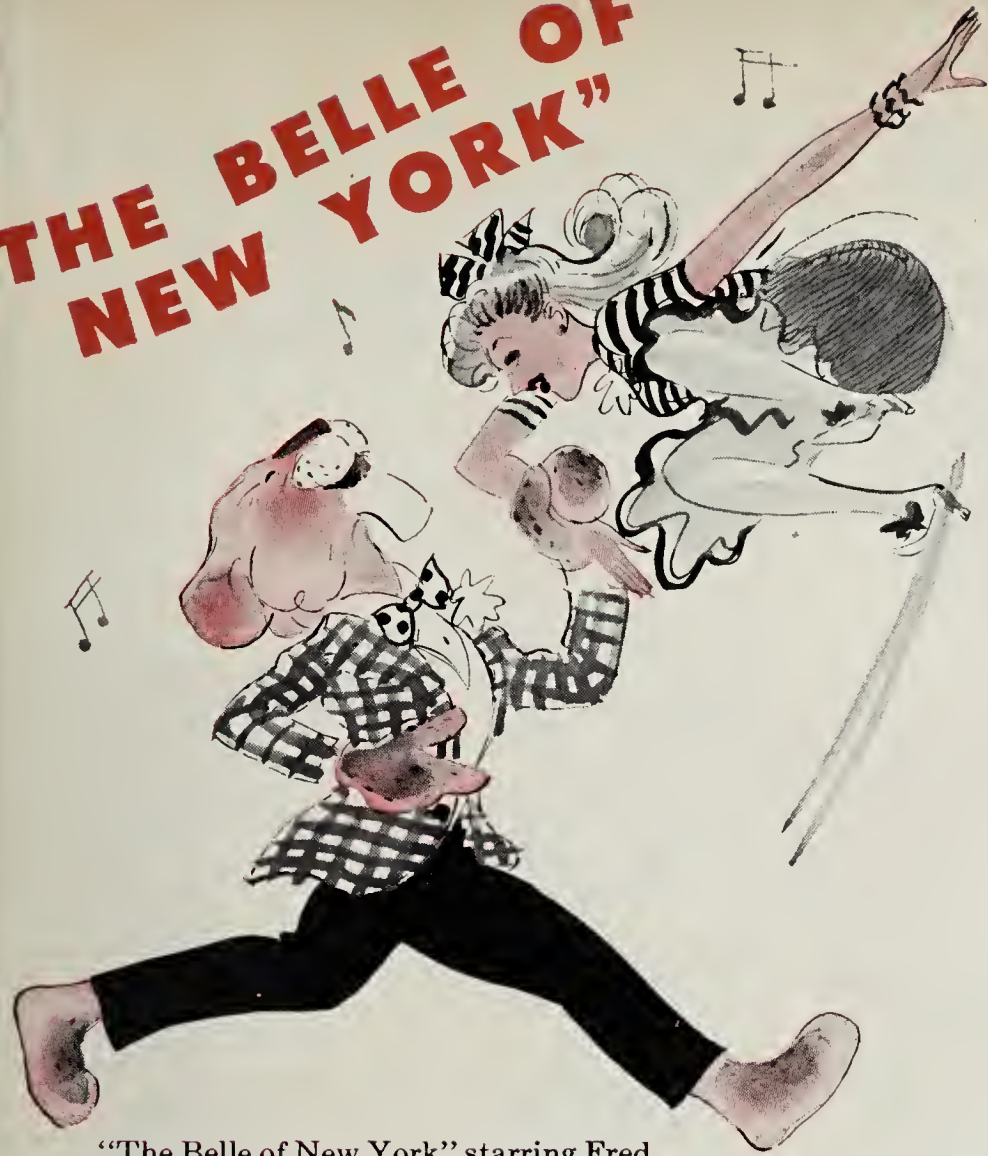
"Singin' In The Rain" starring Gene Kelly, Donald O'Connor, Debbie Reynolds • with Jean Hagen, Millard Mitchell and Cyd Charisse • Color by Technicolor • Screen Play by Adolph Green and Betty Comden • Lyrics by Arthur Freed • Music by Nacio Herb Brown • Directed by Gene Kelly and Stanley Donen • Produced by Arthur Freed • An M-G-M Picture



"SKIRTS AHOY!"

"Skirts Ahoy!" starring Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Brasselle, Billy Eckstine • with The De Marco Sisters, Dean Miller • Color by Technicolor Written by Isobel Lennart • Directed by Sidney Lanfield • Produced by Joe Pasternak • An M-G-M Picture

"THE BELLE OF NEW YORK"



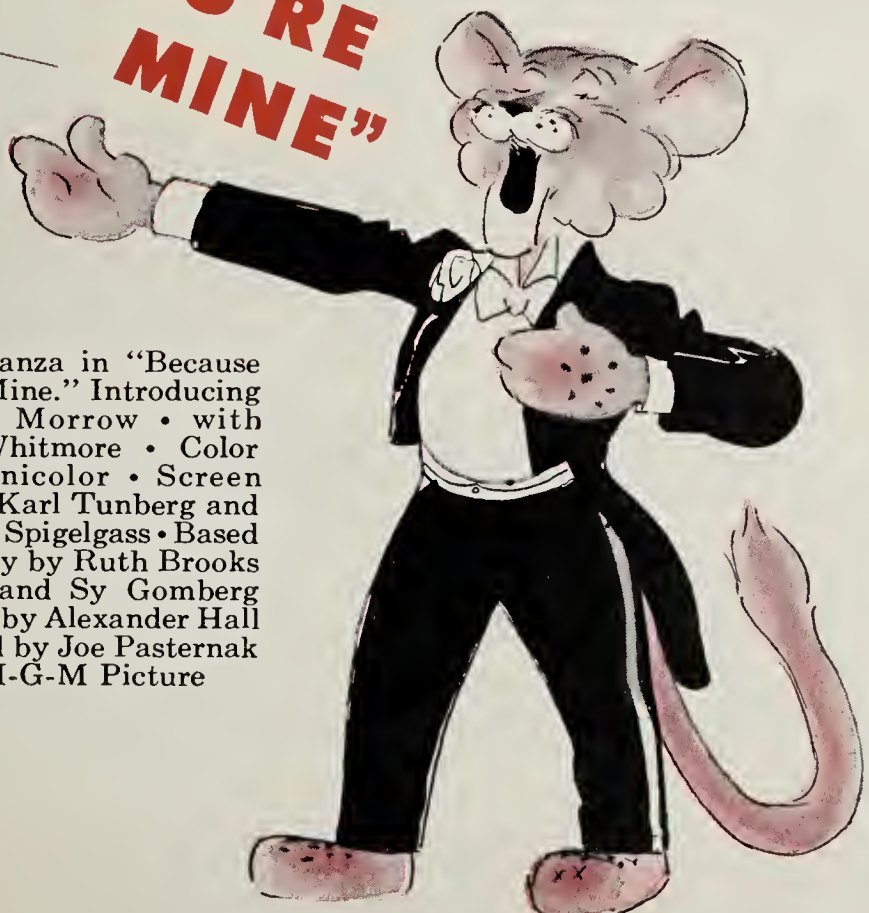
"The Belle of New York" starring Fred Astaire, Vera-Ellen, Marjorie Main, with Keenan Wynn, Alice Pearce, Clinton Sundberg, Gale Robbins • Color by Technicolor • Screen Play by Robert O'Brien and Irving Elinson • Adapted for the screen by Chester Erskine From the play by Hugh Morton Music by Harry Warren • Lyrics by Johnny Mercer • Directed by Charles Walters • Produced by Arthur Freed An M-G-M Picture

"LOVELY TO LOOK AT"



"Lovely To Look At" starring Kathryn Grayson, Red Skelton, Howard Keel, Marge and Gower Champion, Ann Miller • with Zsa Zsa Gabor, Kurt Kasznar Color by Technicolor • Screen Play by George Wells and Harry Ruby • Additional Dialogue by Andrew Solt • Based on the Musical Comedy "Roberta" From the Novel by Alice Duer Miller • Book and Lyrics by Otto A. Harbach • Music by Jerome Kern • Directed by Mervyn LeRoy • Produced by Jack Cummings • An M-G-M Picture

"BECAUSE YOU'RE MINE"



Mario Lanza in "Because You're Mine." Introducing Doretta Morrow • with James Whitmore • Color by Technicolor • Screen Play by Karl Tunberg and Leonard Spigelgass • Based on a Story by Ruth Brooks Flippen and Sy Gomberg Directed by Alexander Hall Produced by Joe Pasternak An M-G-M Picture

They've all been Previewed! They're GREAT! Leo does it again. Just a few of the new, terrific **TECHNICOLOR** tune-toppers like "Show Boat", "The Great Caruso", "An American In Paris" from The No. 1 Company.

Join the world and see the Navy!

There's an ocean of fun afloat when these sea wolves go overboard for Marie... the sailors' delight!



A GIRL IN EVERY PORT

starring

**GROUCHO MARX • MARIE WILSON
WILLIAM BENDIX**

with **DON DeFORE • GENE LOCKHART** • Screenplay and Direction by **CHESTER ERSKINE**

A NEW YORK PARAMOUNT THEATRE ATTRACTION!





A MIDEASTERN exhibitor who is also in the TV repair business has come up with an idea that other theatremen might copy. He has prepared a series of sales letters and mailing pieces about his theatre, its facilities, attractions, and advantages of movies. The letters go only to TV set owners. While in this particular case, the exhibitor had a list, theatremen in other towns could probably buy such lists, and pro-rate the cost among themselves.



A MIDWESTERN exhibitor organization has come along with a resolution which asks that trailers be screened at all trade showings.



A POLITE burglar in the west stepped aside while some patrons bought tickets, and then proceeded to rob the cashier.



ONE of the winners in a big national baking contest pops the corn at a midwest theatre as his regular job. He deserves marquee billing.



WHEN the manager of a midwestern theatre also became coowner, the merchants of the town took a special ad section to tell how they felt about it.



AN EXHIBITOR in two West Virginia towns is so popular that he has been named "Man of the Year". As a matter of fact, mail addressed to "The Man" or "The Big Man" in the towns is automatically delivered to him by the post office.



A MIDWESTERN theatremen, pleased at the cooperation the townspeople gave him since he opened, offered two days of free films as a method of showing thanks.

—H. M. M.

I N D E X

Vol. 47, No. 13 JANUARY 30, 1952

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THE COVER PHOTO

Outstanding among the civil defense programs being carried out by theatremen around the nation is the one headed by Albert M. Pickus in Stratford, Conn. He operates the Stratford there, and is also active in the TOA. He is shown at right as he plans evacuation routes with Police Chief Patrick Flannagan and Fire Chief T. Lockwood.

EXHIBITOR

Vol. 47, No. 13



JANUARY 30, 1952

Another Good 20th-Fox Idea

THE merchandising meeting held in New York City by 20th Century-Fox, under the direction of Al Lichtman, director of distribution, is another constructive approach from a company which has been a pioneer in returning to grass roots fundamentals in getting the most out of pictures.

20TH-FOX, it will be remembered, issued a clarion call a couple of years ago which resulted in gatherings of theatremen to discuss ways and means of combatting the boxoffice lethargy which was paralyzing the business. This call provided a spark which caused a showmanship fire to spread everywhere in the nation. Business didn't get back to normalcy or anywhere near it, but, psychologically, the move was well timed, and it did help a lot.

Now, with this merchandising meeting, it becomes apparent that the company has again struck gold. Naturally, 20th-Fox is only interested in its own pictures, but, from the expressions of exhibitors which have been heard, and knowing how the bigwigs within the industry watch one another, the effects should be felt in other quarters.

THE fact that 20th-Fox is expanding the idea via the regional session route, starting with a meeting in Philadelphia tomorrow (Jan. 31) which is expected to attract 1000 theatremen and others from the Philadelphia, Washington, and Pittsburgh territories, is indicative of the success of the initial gathering.

HOWEVER, it must be admitted that some other companies also have not been negligent in trying to make the exhibitor conscious of the potentialities of their product.

ALL of which brings us back to what has been said here time and time again. The trade papers of this business are like infantry in any war. Someone plans the campaigns, and shoots the artillery, but the ground gaining has to be done by the boys in the field. The best way to give ammunition to those who need it is by consistent trade paper advertising, to sell the exhibitor, which not only offers selling angles but which shows the theatremen the company thinks enough of its pictures to keep plugging them.

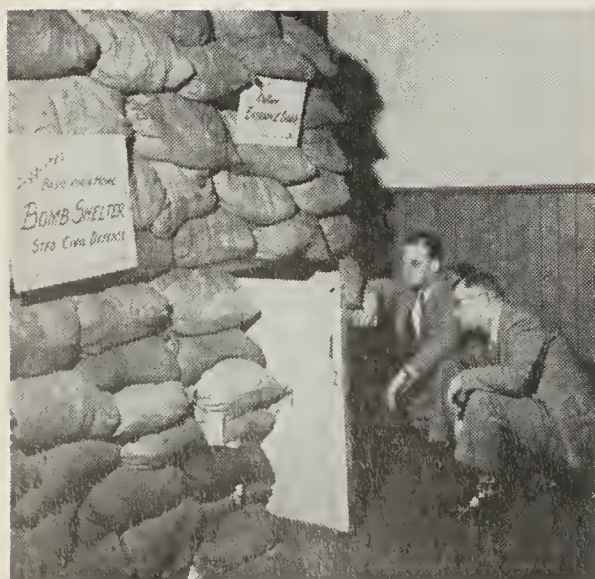
A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; Max Xavier Cades, business manager; Morguerite Gibson, circulation manager; George Frees Nonamaker and Mel Konecokoff, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 246-248 North Clarion Street, Philadelphia 7, Pennsylvania.



ALBERT PICKUS, RIGHT, STRATFORD, STRATFORD, CONN., SHOWS A CIVIL DEFENSE FILM TO SCHOOL OFFICIALS DR. C. CHAFFEE AND DONALD FOWLER.

The Exhibitor's Part In Civil Defense

What Happened In Stratford, Conn., Could Act As A Model For Any Theatreman



Pickus and a civil defense volunteer inspect a home bomb shelter which was designed in Stratford, and adopted as a standard for Connecticut.

SERVICE to the community is an obligation which theatremen have traditionally fulfilled with enthusiasm and imagination, and of all the many charitable and civic causes they have furthered, perhaps none has been so vital as the one to which they have been lending their energies and facilities in recent months, civil defense.

An outstanding example of what one exhibitor has accomplished in alerting his community to the need for civil defense planning is the work of Albert Pickus, owner, Stratford, Stratford, Conn., and a leader in the TOA.

Since he became Stratford's civil defense director a year ago, Pickus has used his knowledge of showmanship to make the townspeople feel that civil defense is their business, and that they should become a working part of it. Within a few months, he recruited some 2,000 volunteers, and set up an organization which

has been acclaimed a model of civil defense efficiency.

Pickus bought additional fire-fighting equipment and emergency power units, had enough sirens installed to insure full coverage for air raid warnings, and set up 10 defense units, each independent of the main organization.

In addition, Pickus had a control center building erected in a wooded outskirt to function as the main communication center in emergencies, had all school children blood-typed, immunized, and dog-tagged, and had conventional police cars in the program replaced by station wagons equipped with stretchers, inhalators, first aid equipment, and public address systems.

While Pickus' efforts in translating plans on paper into concrete action are by no means unique, they are commendable for the scope and thoroughness. A few of the key features of his outstanding program are depicted on this page and the next.



Civil defense head Pickus conducts a meeting with his aides, Walter and Robert Keeling, Andrew Dietz, Mrs. Mabel Johnson, Police Chief Pat Flanagan, and Fire Chief Theodore Lockwood. CD volunteers number near 2,000.



Deputy director Walter Keeling and Pickus watch a test of short wave transmission and reception in the radio room of Stratford's control center, which will be pressed into service as a main communication center in an emergency.



Mrs. Johnson is pictured at the recruiting table in the lobby of the Stratford as she signs up two volunteers in the civil defense program.



An amateur radio operator, one of 20 participating in Stratford's program, conducts a test transmission from his short wave mobile unit.



An air pack gas mask, resuscitator, and walkie-talkie units are demonstrated in the lobby of the Stratford as part of a recruitment drive.



The town's conventional police cars have been replaced by station wagons equipped with stretchers, inhalators, first aid equipment, and public address systems. This one is demonstrated by Pickus and police outside the Stratford.



A powerful new "deluge gun" is part of the additional fire-fighting equipment which the town has purchased with civil defense funds. Pickus watches with fire department officials as the new equipment is given a test.



Doctors Nathan Freidman and Nicholas Spinelli supervise the blood-typing of high school students by civil defense volunteer nurses. More than 6,000 children in the community were blood-typed, and issued identification tags.

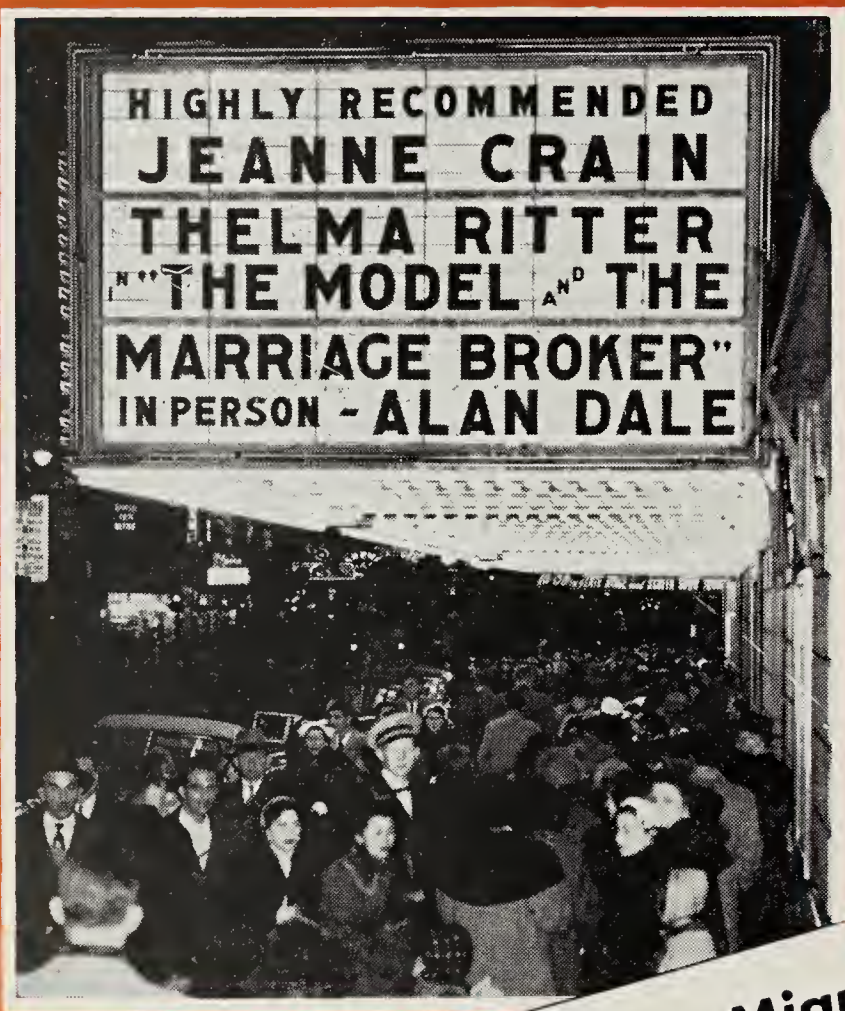


Nurses Elizabeth Coles and Katherine Hanrahan assist Dr. Katherine Edgar in administering vaccine to one of the 6,000 school children of Stratford who have been immunized against diphtheria and tetanus as a precaution.

CUPID TAKES OVER TO GIVE BASHFUL BOXOFFICES A SHOVE IN THE RIGHT DIRECTION!



RESULTS
GUARANTEED!



ROMANCE IS RAMPANT
at the Roxy Theatre, New York, and
**BUSINESS BETTER THAN IT HAS
BEEN IN A TWELVE-MONTH**, as
"The Model and the Marriage Broker"
lines up the crowds — inside and out-
side the theatre — eager to see 20th
Century-Fox's gayest comedy!



...Same success story in Miami,
Washington, Wichita, Hartford,
New Haven, Springfield, Los
Angeles, Toronto! EVERYWHERE!

THERE'S NO BUSINESS LIKE

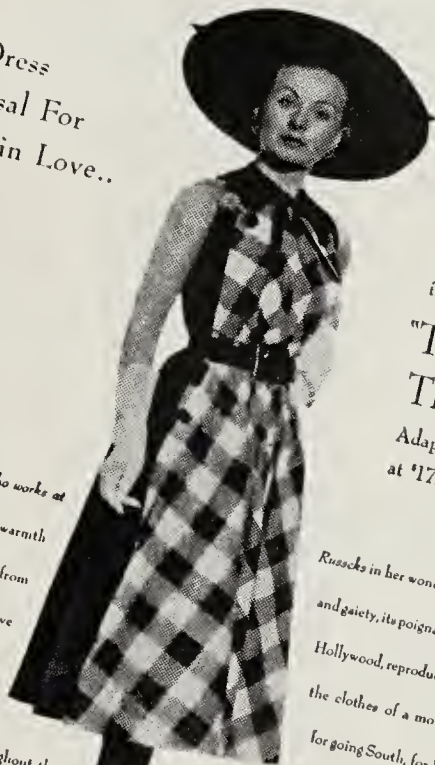
Jeanne **CRAIN** in

"The Model and the Marriage Broker"

co-starring **SCOTT BRADY · THELMA RITTER** with **Michael O'SHEA**
Produced by **CHARLES BRACKETT** Directed by **GEORGE CUKOR**
Written by **CHARLES BRACKETT, WALTER REISCH** and **RICHARD BREEN**



Full Dress
Rehearsal For
Falling in Love..



See the Exciting Dresses
Jeanne Crain wears
in 20th Century Fox's hit
"The Model and
The Marriage Broker"
Adapted for you by Russeks
at \$17.95 to \$25

It all started because Jeanne Crain portrays the model who works at
Broker "We fell in love with the picture, with its spontaneous warmth
wears in it, and decided you would, too. So, we got the dresses from
collection new in fabric, silhouette, and detail. Now...you can have
accomplish all this at a price you can afford. There are dresses
afternoon...dresses that will make you appear as irresistible, as
unexpected and romantic situations she gets herself into throughout the

Russeks in her wonderful new hit, "The Model and the Marriage
and gaiety, its poignant laughter...with the marvelous clothes she
Hollywood, reproduced them, and came up with a star-studded
the clothes of a movie star...look just as glamorous, and
for going South, for North-under furs, for partying and for
good to look at, as Jeanne Crain is during all the uproarious
picture. Select yours in our Marilyn Dress Shop, Third Floor.



Only at
Russeks
44th Avenue at 30th Street, New York 18
Calhoun and Bridge Streets, Brooklyn 1

RUSSEKS, noted New York Fifth Avenue women's store, ran full page advertisements in all the newspapers, tying in "The Model and the Marriage Broker" and the dresses worn by Jeanne Crain.

**YOU CAN
DUPLICATE THIS IN
YOUR SITUATION!**



20 CENTURY-FOX BUSINESS!

Mel Konecuff's NEW YORK

20th CENTURY-FOX held a special exhibition merchandising meeting last week at the home office to outline the company's product lineup and merchandising plans for 1952, and close to 200 exhibitors, trade press reps, and home office execs attended, with about 3,000 theatres represented. The meeting was so successful that the company will hold subsequent playoffs in other cities, starting with Philadelphia.



KONECOFF

Al Lichtman, director of distribution, opened the session, stressing that the company was doing its best to render the best possible service with an eye toward profits for theatres and the company. He announced that the studio was increasing the number of pictures because of theatre requirements and that two-thirds of the 1952 releases have already been completed. Many will be delivered months in advance so that they can be properly exploited.

Lichtman related how the advertising and exploitation staff has been expanded to work on the greatest publicity and promotion campaigns, stating that "today we cannot take for granted the grossing possibilities of any picture or theatre." He then proceeded to list the entire year's releases for the company.

Charles Einfeld, vice-president in charge of advertising, publicity, and exploitation, opined that there existed today a rebirth of showmanship. He believed that the tide has turned as far as TV is concerned, and that that medium is beginning to worry about its programming and drawing power as did the movies not too long ago. He urged the industry to strengthen its merchandising setup now, and show the public that the theatre has, or will have, what it wants in the way of entertainment.

Einfeld thought that one of the great ailments facing the business, that of the local theatreman being unable to alert his patrons as to what was coming, would be corrected, and that the curtain of "no-information" would be lifted as far as 20th-Fox was concerned. He then got into promotion and advertising campaigns. For example: "Decision Before Dawn" received some experimental treatment in a number of small towns, where, for one night, a Hollywood forum was held at the local theatre. Local officials addressed audiences, questionnaires were handed out to be mailed to the studio, and a preview of "Decision Before Dawn" was held, in addition to the regular program. Not only was business increased by 100 per cent on that night, but the film played to big business when it returned later for its regular playoff. The industry also got a boost for it made local audiences feel as if they were an important part of the whole setup. This can naturally be duplicated as proper films present themselves.

(Continued on page 16)

20th-Fox To Expand Merchandising Sessions

NEW YORK—Enthusiasm expressed by exhibitors who attended the special merchandising meeting held by 20th Century-Fox last week has influenced the company in planning to extend the meetings throughout the country. Contemplated cities where the sessions will take place include Atlanta, Dallas, Chicago, Denver, and Los Angeles, in addition to Philadelphia.

20th-Fox Holds Phila. Exhib Meeting

NEW YORK—First of the regional exhibitors' merchandising meetings to be held around the country by 20th Century-Fox takes place on Jan. 31 at the Erlanger, Philadelphia, the company announced last week.

Philadelphia will lead off the series of sessions to be held around the country during the next month, covering the southern, midwestern, central, and far western areas.

In town for conferences with director of distribution Al Lichtman, vice-president Charles Einfeld, and executive assistant general sales manager W. C. Gehring were Glenn Norris, Atlantic division manager, and Sam Diamond, Philadelphia branch manager, to set up plans. Nearly 1000 exhibitor representatives from the territory are expected at the meeting, which will begin with buffet luncheon, following through with the business session.

Einfeld will bring his department heads and staff to Philadelphia to present the company's elaborate merchandising plans for the company's 1952 lineup.

All the exhibitors attending the meeting will be supplied with working kits of material to take back with them for early launching of campaign plans on the upcoming pictures.

The Philadelphia, Washington, and Pittsburgh exchanges will play host.

Branch managers Diamond, Philadelphia; Joe Rosen, Washington, and Al Levy, Pittsburgh, invited circuit and independent theatre heads from their area, with division chief Norris supervising arrangements.

The Philadelphia session will have executive assistant general sales manager Gehring welcoming the guests.

Show Shopping Seen Along Broadway

NEW YORK—Led by Radio City Music Hall, Paramount, and Roxy, grosses in the Broadway first-runs last weekend again reflected a show-shopping policy on behalf of the public with all houses being hold-overs. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"ROOM FOR ONE MORE" (WB). Warner claimed a \$20,000 second week.

"SCANDAL SHEET" (Col.). Paramount, with stage show, expected the second, and last, week to hit \$73,000.

"DECISION BEFORE DAWN" (20th-Fox). Rivoli anticipated the sixth week at \$12,000.

"THE MODEL AND THE MARRIAGE BROKER" (20th-Fox). Roxy, with stage show, took in \$43,000 on Friday, Saturday, and Sunday, and expected the third week to tally \$63,000.

"THE GREATEST SHOW ON EARTH" (Para.). Radio City Music Hall, with stage show, reported \$92,000 for Thursday through Sunday, with the third week bound to exceed \$148,000.

"I WANT YOU" (Goldwyn-RKO). Criterion expected the sixth week to do \$14,000.

"SUBMARINE COMMAND" (Para.). Globe claimed \$14,500 for the second week.

"DETECTIVE STORY" (Para.). Mayfair expected the 12th, and last, week, to tally \$20,000.

"QUO VADIS" (MGM). Astor garnered \$28,000 on the 12th week.

"THE LIGHT TOUCH" (MGM). Capitol did \$21,000 on the second week.

"DEATH OF A SALESMAN" (Col.). Victoria claimed \$19,000 for the sixth week.

"FOR MEN ONLY" (Lippert). Loew's State did \$10,000 on the second, and last, week.

Johnston In Advisory Post

WASHINGTON—Eric A. Johnston, head, Motion Picture Producers Association of America, was again "drafted" last week for government service when President Truman asked him to become chairman of the International Development Advisory Board, which supervises planning operations under the Point Four program for aid to underdeveloped nations. His previous government stint was 10 months as Economic Stabilization Administrator, a post he relinquished several weeks ago.

Johnston said company presidents were unanimous in their insistence that he take the post, which is without financial compensation, and will require about five per cent of his time.



Seen at the recent 20th-Fox merchandising meeting in New York City are, left to right: Charles Einfeld, Joseph Vogel, Al Lichtman, Louis Schine, and W. C. Gehring, during intermission in the day's proceedings.

The Finest Theatres In The Land Are Booking It!

SAN FRANCISCO... UNITED ARTISTS
 LOS ANGELES... CHINESE, LOYOLA, UPTOWN & LOS ANGELES
 NEW YORK... LOEW'S CIRCUIT (Top Feature)
 PORTLAND, ORE... BROADWAY

WASHINGTON... **AMBASSADOR & WARNER**
 PITTSBURGH... WARNER
 RICHMOND... COLONIAL
 BOSTON... BEACON HILL

PHILADELPHIA... **MASTBAUM**

BALTIMORE... TOWNE
 SPRINGFIELD, MASS... CAPITOL
 DENVER... DENHAM

ST. LOUIS... **LOEW'S STATE**

SYRACUSE... ASTOR
 CLEVELAND... HIPPODROME
 HARTFORD... STRAND

DETROIT... **PALMS STATE**

OMAHA... PARAMOUNT
 MEMPHIS... LOEW'S STATE
 HARRISBURG... LOEW'S REGENT

MILWAUKEE... **WISCONSIN**

LOUISVILLE... KENTUCKY
 ROCHESTER... LOEW'S
 ALBANY... STRAND

BUFFALO... **CENTURY**

NASHVILLE... LOEW'S VENDOME
 ST. PAUL... PARAMOUNT
 NORSHOR
 DULUTH...

MINNEAPOLIS... **RADIO CITY**

Bette
Davis

first
 lady
 of the
 screen...

..... and
**Gary
 Merrill**



kindle dramatic
 fire... in their
 first motion
 picture since
 the Academy
 Award winning
 "All About Eve"!

Emyln
Williams

"ANOTHER MAN'S POISON"

Douglas Fairbanks, Jr. and Daniel M. Angel present Bette Davis
 Gary Merrill • Emyln Williams in "Another Man's Poison"
 also starring Anthony Steel (by permission of J. Arthur Rank Productions, Ltd.)
 with Barbara Murray • Reginald Beckwith • Edna Morris • Screenplay by Val Guest
 From the play, "Deadlock," by Leslie Sands • Produced by Daniel M. Angel
 Directed by Irving Rapper

HOUSTON... **LOEW'S STATE**

CIRCLE
 INDIANAPOLIS... R.K.O. GRAND
 COLUMBUS... R.K.O. MISSOURI
 KANSAS CITY... R.K.O. ORPHEUM

SEATTLE... **LOEW'S**
 LONDON, ONT... LOEW'S
 TORONTO... NORTOWN & UNIVERSITY

SALT LAKE CITY... **CENTER**

AKRON... LOEW'S
 CANTON... LOEW'S
 READING... LOEW'S COLONIAL

TOLEDO... **LOEW'S VALENTINE**

WILMINGTON... LOEW'S ALDINE
 DES MOINES... PARAMOUNT
 OKLAHOMA CITY... CENTER

NORFOLK... **LOEW'S STATE**

SPRINGFIELD, ILL... SENATE
 JACKSONVILLE... ST. JOHN
 FT. WAYNE... CLYDE

PROVIDENCE... **MAJESTIC**

MIAMI... CARIB, MIRACLE & MIAMI
 WATERBURY... LOEW'S POLI
 NORWICH... LOEW'S POLI

CINCINNATI... **R.K.O. PALACE**

EVANSVILLE... VICTORY
 ATLANTIC CITY... BEACH
 NEW LONDON... GARDE

WORCESTER... **WARNER**

Another BIG ONE thru UA

THE INTERNATIONAL SCENE

Aid Due In Brazilian Crisis

NEW YORK—The government will act to obtain relief from Brazilian restrictions against American newsreels and features, it was disclosed last week by John J. McCarthy, head, Motion Picture Association of America's foreign department, after a meeting of the Motion Picture Export Association. The Brazilian decree calls for distributors of American newsreels to export to the United States Brazilian newsreels, travelog, and documentary footage equivalent to 10 per cent of such American footage brought into the country. Brazilian exhibitors who do not show one domestic feature for each eight foreign features are being fined by their government.

McCarthy said that the State Department has instructed the American embassy in Brazil to conduct discussions.

Both "Alices" Okeh In Mexico

MEXICO CITY—Walt Disney's "Alice In Wonderland" and Souvaine Selective's "Alice In Wonderland" were last fortnight authorized for showing in Mexico, The First District Court rejected an injunction suit brought by Jose Manuel Chavez, distributor of the Souvaine version, to restrain the Ministry of the Interior, chief government department handling film matters, from registering the American version so as to allow the French version exclusive exhibition in Mexico. The court held that exhibition of the two films may not be in the same theatre, but always in two different theatres.

English Film All Safety

LONDON—The joint committee of Cinematograph Exhibitors Association and Kinematograph Renters Society announced last fortnight that all new films released here are on safety stock, and no more nitrate stock is being manufactured. A few older films on nitrate stock will soon be out of circulation, it was added.



The recent premiere of the Paramount-Cecil B. DeMille production, "The Greatest Show On Earth," Imperial, Toronto, Canada, was in the nature of a charity premiere to aid Variety Club's Variety Village, vocational school for crippled children. Betty Hutton made a personal appearance, and over \$25,000 was raised.

The Canadian Scene

The personal appearance of Betty Hutton, coupled with pre-release showing of "The Greatest Show On Earth," brought in an estimated \$25,000 for the Variety Club's Variety Village at the Imperial, Toronto. Already, \$348,000 has been raised for the school for crippled children.

Drive-ins are proving so popular in the Maritimes, that applications for five have been filed in Nova Scotia, for Sydney, New Glasgow, Kentville-Wolfville, Halifax, and Dartmouth.

Censorship in motion picture industry in Canada came into spotlight in two aspects. It was the subject of a national magazine article and a new category for films in Ontario was discussed. MacLean's magazine carried an article called "Movie Censorship: The Scandal You Take For Granted." In it, author George Hillyard Robertson points out that the distributors are satisfied to let the (eight) boards of censorship in Canada act as buffers between them and pressure groups. He also contrasts the varied and peculiar views and practices of the boards. Ontario Censor O. J. Silverthorne used a private showing of the French-language "La Ronde" to a group of churchmen and government leaders to broach the subject of a new category of classification of films. To be known as "X" category, the category would allow a film to be shown only to persons over 21 in one theatre in a community. The category follows precedent of the British Film Censor Board. The matter still hangs fire, though it evoked split feelings by the churchmen.

W. Arthur Irwin has been reappointed chairman, National Film Board and Government Film Commissioner. Irwin, a former magazine editor, was named to the \$15,000-a-year post in December, 1949.

In Montreal, Trans-World Film Laboratories, Ltd., J. O. Lemire, president, and A. Prefontaine, managing director, started operations to handle laboratory work for the proposed television stations soon to be set up in the Dominion. Trans-World is one of the first all-inclusive motion

picture concerns in Canada. Most of the equipment was furnished by S. O. S. Cinema Supply Corporation, New York.

Charles DePaul, veteran exhibitor in both sections of Sault Ste. Marie, passed away at Fort Lauderdale, Fla. He was owner of the Soo and Temple, in the American community, and the Princess, in the Canadian one. He entered exhibition in 1912 when he opened the old Bijou in partnership with G. S. Westcott. His wife and son survive.

The Rex, Salmon Arm, B.C., paid off a bond debt of \$20,000 raised by the community to purchase the house in 1946. A debt of only \$17,000, borrowed to complete construction of the Salmar, still remains. This is expected to be paid off in three years.

Evil-smelling fumes which forced out several patrons from the Fifth Avenue, Verdun, Que., were blamed on wet coal in the furnace.

Optimists in the industry point to a bigger year in 1952. Boom receipts of \$100,000,000 from 250,000,000 patrons are anticipated in Canada. This covers the operations of some 2,400 theatres. In addition, another \$10,000,000 is estimated as coming from the refreshment stands.

Ray Lewis, veteran on the distaff side of the industry, plans a fan magazine in the pocket size.

Bruce McLeod, head, Independent Theatre Services, Toronto, plans construction of another theatre in Hamilton. He recently opened the Reo, Hamilton, and was identified with the Fox, Stoney Creek.

FILM STILLs—Dewey Bloom, Canadian publicity and exploitation head, MGM, is home after a successful operation. . . . Tony Ranicar, who holds the same position at Warners, had a successful emergency operation. . . . It's a son for Mr. and Mrs. Lawrence Allen. Dad is manager, Willow, Willowdale. . . . Vern Skorey, 20th-Fox Calgary branch manager, was reelected president, Alberta district, Canadian Motion Picture Pioneers. . . . Al Shackelford, Capitol, Lethbridge, was elected president, Alberta Theatres Association, succeeding Ken Leach, Strand, Calgary. . . . Rene Perreault, manager, Cinema de Paris, Hull, Que., was forced at gun point to open the safe, and hand over \$850.

Spanish Pact Signed

NEW YORK—Following five months of negotiation, the Spanish government last week approved the terms of a film agreement with the American motion picture industry, it was announced jointly by Eric Johnston, president, Motion Picture Export Association, and Ellis Arnall, president, Society of Independent Motion Picture Producers.

Under the one-year agreement, effective on March 1, it is expected that approximately 135 American feature pictures will be released in Spain during the 12-month period. This represents an increase over 1951, when only 78 American films were released. American companies will now obtain their import permits directly from the Spanish government.

SOON...from MONOGRAM!



Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night . . . go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with exchange and theater in helping solve problems of projection—help check film and equipment . . . make light measurements, determine proper levels . . . all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry from all members of the industry. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

This Was The Week When . . .

The gala west coast premiere of WB's "The Big Trees" was set for the Broadway, Yreka, Cal., on Feb. 19, with saturation playdates following. . . . Pennsylvania Governor John Fine signed the "Hookey Bill," which bars children from eight to 18 from attending films during school hours unless carrying a teacher's permit or accompanied by a parent or other responsible adult, and providing fines for exhibitors who violate it.

UA revealed that Alvin Josephy, Jr., who wrote the story for "Crime City," will undertake a national personal tour, starting in April, for the release. . . . The world premiere of "The Green Glove" was set for Los Angeles on Feb. 1. . . . Paramount set branch managers' meeting in New York on Jan. 24-28 and in Chicago on Jan. 31-Feb. 2. . . . The Protestant Motion Picture Council selected Paramount's "The Greatest Show On Earth" as the "Picture-of-the-Month" for January.

Universal Pictures Company declared a quarterly dividend of \$1.0625 per share on the 4½ per cent cumulative preferred stock of the company. . . . Columbia held the last of its four sales meetings in New York City. . . . Walter Talun, "Goliath" of "David and Bathsheba," returned to this country to start another tour for the Technicolor 20th-Fox show.

The annual meeting of the COMPO executive board and board of directors was changed from Feb. 14-15 to Feb. 20-21, in New York City. . . . Denver was leading the western exchanges in the amount of bookings to date for "National Monogram Week", Feb. 10-16.

Local H-63 Sets Deals

NEW YORK—Russell M. Moss, executive vice-president, IATSE Motion Picture Home Office Employees Local H-63, last week disclosed that his union has reached its first agreements concerning office workers with 20th-Fox and Paramount. Pay increases averaging a little more than 10 per cent will be included in contracts with both companies. Both contracts will be for a two-year period, and will call for union shops and arbitration machinery, as well as automatic pay raises after one year, based on the consumers price index in New York City.

Covered by the contracts will be 500 clerks, stenographers, and messengers, with 350 listed at 20th-Fox and 150 at Paramount. About 350 employes would be included at RKO, with whom a similar contract is being worked out.

Awards Ballots Mailed

HOLLYWOOD—Charles Brackett, president, Academy of Motion Picture Arts and Sciences, revealed last week that nominations ballots for the 24th annual Academy Awards had been mailed to 11,689 voters. The polls closed on Jan. 26 with nominations to be made public on Feb. 12.



A. M. Kane is Paramount's new south central division manager, succeeding "Duke" Clark.

Musicians Gain Benefits Under Deal

MIAMI BEACH, FLA.—As a result of negotiations last fortnight between the American Federation of Musicians and eight major producers, a new two-year contract granting a 15 per cent wage increase and other benefits to some 600 to 800 musicians and others doing part time work was agreed upon. Subject to approval of the Wage Stabilization Board, the new contract is retroactive to Jan. 15, 1952.

The new contract continues the terms of the prior agreement under which the musicians reserve rights in the re-use of musical sound tracks for subsequent television sale and distribution, TV rights were not a subject of negotiation.

No increase shall exceed \$18.50 per week. Recording sessions of more than six continuous hours draw a penalty of one hour's pay, and recordings done after midnight call for time-and-a-half. Musicians currently employed as staff members are "frozen" until January, 1953. Contract musicians will be tendered new contracts 30 days before expiration of the current agreement.

A non-playing orchestra manager, receiving not less than scale for a sideline musician, must be engaged for any recording session using five or more musicians. Orchestra managers for smaller groups will receive not less than \$2 per musician employed. Copyists will be entitled to time-and-a-half for work in excess of eight hours, musicians playing more than one instrument must be paid not less than double for one three-hour session, and at least one week's notice must be given a musician for a two-week vacation.

Company Heads In Fla. Confab

MIAMI BEACH, FLA.—Expanded research into industry economic trends here and abroad was the topic of a series of meetings last fortnight among production executives and Eric Johnston, recently returned to the presidency of MPAA; Joyce O'Hara, MPAA vice-president, and Sydney Schreiber, counsel.

Among those at the conferences were Nicholas Schenck, Loew's; Barney Balaban, Paramount; Ned E. Depinet, RKO; John J. O'Connor, U-I; Jack Cohn, Columbia; Theodore Black, Republic; Sam Schneider, Warners, and Spyros P. Skouras, 20th-Fox.

PCCITO Changes Its Name To WTO

SAN FRANCISCO—Hannah Oppie, executive secretary, PCCITO, last week announced that a decision had been reached at the PCCITO trustees meeting at Portland to change the name of the unit to Western Theatre Owners, Inc.

The change was made because of the fact organization activities over the years have expanded to where the organization now covers the eight western states.

WTO trustees also passed a resolution reaffirming faith in COMPO, and, at the same time, urged all exhibitors to immediately pay their COMPO dues.

Another resolution passed by the trustees called upon the Department of Justice to oppose any further extension to defendants in the anti-trust suit, and for the Department to proceed to force to a final conclusion all the divorcement proceedings.

A third resolution passed said in part: "Whereas it has been brought to the attention of the WTO trustees that the major distributors are at present handling bidding in an unfair, evasive, and discriminatory manner to such an extent that pictures are being awarded to low bidders, the WTO protests this action, and insists that where bidding is felt to be absolutely necessary, that the plan for conducting bidding be conducted in accordance with the plan submitted by this organization several years ago. Said plan provides for sealed bids to be opened on a given date and at a given time in the presence of the interested parties, and that the picture be awarded to the highest bidder at that time. Failure of distributors to conduct bidding along this line will only result in future suits.

"On Jan. 16, the Independent Theatre Owners of Oregon held an exhibitors meeting at the Benson Hotel. Ray Grombacher, Portland, hosted the trustees, and, after introducing the visiting trustees, WTO President Rotus Harvey spoke on COMPO and the problems facing the industry. After this talk Harvey conducted an open forum. Mr. and Mrs. William Graeper later entertained the trustees at a dinner party at the University Club.

Chicago Exhibitor Sues

CHICAGO—George E. Phillips, owner, Harding and Howard, leased to B and K, last week filed an anti-trust damage action in U. S. District Court in behalf of both theatres charging his percentage rentals were reduced because of B and K's inability to secure product for the houses. Damages of \$600,000 are asked for the Harding, and \$150,000 for the Howard. Defendants include MGM, Paramount, RKO, 20th-Fox, Warners, and B and K.

Color Interpretation Asked

WASHINGTON—The MPAA, TOA, and NETTC jointly asked the Defense Mobilization Administration last week for an interpretation of its order M-90, which placed a ban on color television for the duration. Counsel for the three film industry organizations asked whether the order applied to theatre TV, and, if it does, the industry wants a conference with government officials.

PEOPLE

NEW YORK—The promotion of Joseph Gordon Leon, a veteran of more than 20 years in the U-I sales organization, to branch manager in Philadelphia was announced at the weekend by Charles J. Feldman, domestic sales manager. Leon, sales manager in Philadelphia since May, 1950, succeeds the late Harrison J. Martin. At the same time, Feldman announced the promotion of Harold P. Saltz, Philadelphia salesman, to the post of sales manager in Philadelphia. Leon started with U-I in May, 1931, as a salesman in Philadelphia, and spent his entire career with the company in Philadelphia. Saltz started with U-I in January, 1939, as an office boy in New York.

NEW YORK—Karl Herzog was named president, Cinecolor Corporation, at a meeting of the board last week. He replaces John D. Kerr, resigned. Herzog continues as treasurer of the company and a member of the board of the parent company and its subsidiary, Cinecolor Realty Corporation, as well as representative of Cinecolor, Ltd., of Great Britain. Edwin Van Pelt, Chemical Bank and Trust Company, and Murray McConnel, both of New York, were elected to fill two of the board vacancies created by the resignations of Kerr, Francis Hann, and Maxwell C. King.

NEW YORK—Jack Goldstein has been named special national exploitation representative for "The African Queen," it was announced last week by Max E. Youngstein, vice-president, United Artists, and national director, advertising, publicity, and exploitation. Goldstein, under the direct supervision of UA exploitation director Mori Krushen and Horizon press chief Mort Nathanson, will start on a two-month swing of all United Artists exchange cities for an intensive promotion and publicity campaign in advance of the regular field force.

NEW YORK—Edward C. Dowden, Jr., has been named assistant to Lige Brien, United Artists director of promotion and special events, it was announced last week by Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation. Dowden has a wide range of experience in and out of the industry in the field of promotion and exploitation.

NEW YORK—Harold J. Klein last week became associated with George Schwartz and Jean Goldwurm as film buyer-booker for their five theatres, the Little Carnegie, World, and Bryant, here, the World, Chicago, and World, Philadelphia. Klein resigned his post as film buyer and general manager for the 17 J.J. Theatres, where he had been for 11 years.

NEW YORK—Initiation of a long range publicity and exploitation campaign for Samuel Goldwyn's production of "Hans Christian Andersen" was announced last week by James A. Mulvey, president, Samuel Goldwyn Productions, Inc., with the first step the temporary transfer to the studio of David Golding, to work along with Al Vaughan, studio publicity chief.

HOLLYWOOD—Completing their operating structure under their new RKO pact, Jerry Wald and Norman Krasna last week

Arnall Charges Exhibitor Collusion

NEW YORK—President Ellis G. Arnall, Society of Independent Motion Picture Producers, last week charged that there was collusive bidding on the part of domestic exhibitors, and that laws on competitive bidding which are part of the various consent decrees are being gotten around by film companies and circuits.

The organization will soon vote on whether it should establish an office in Europe, he declared.

Schine Deadline In 1953

BUFFALO—Under an amended order for the divestiture of 25 Schine Circuit theatres, signed last week by Judge John Knight in U. S. District Court, the deadline for disposing of the theatres was moved up from June 24, 1952 to June 24, 1953, and new conditions were specified.

The major new condition requires that Schine accept any "reasonable offer" for any of the 25 houses, and, in determining what is "reasonable," it must add to the bids received the profits of the theatres since last June 24.

Westrex In Military Deal

NEW YORK—The Department of the Air Force, Wright-Patterson Air Force Base, Air Material Command, Dayton, O., last week completed negotiations with Westrex Corporation to acquire 23 Western Electric single-film newsreel recording systems with accessories. Each of these Western Electric 235-D newsreel recording systems consists of microphones, amplifier-noise reduction unit, power unit, modulator, and interconnecting cables.

announced the appointment of Milton Pickman as vice-president, Wald-Krasna Productions, Inc. In recent years, Pickman has been a partner in the Felix Ferry-Milton Pickman Agency. In consummating his Wald-Krasna association Pickman disposed of his stock interest in the agency in addition to severing his active association with the agency.

NEW YORK—James Hendel has been appointed branch manager for United Artists in Pittsburgh, replacing Mannie Trautenberg who resigned, it was announced last week by William J. Heine-man, UA vice-president in charge of distribution.

NEW YORK—David Diener, copy chief, Monroe Greenthal Company, advertising firm which handles industry and other accounts, was promoted to vice-president and creative director, succeeding R. H. Lewis, it was announced last week.

WASHINGTON—The resignation of Stanton Griffis as Ambassador to Spain was accepted last week by President Truman. Griffis is chairman of the executive committee, Paramount Pictures.

HOLLYWOOD—Phil Koury has resigned his post as Paramount studio publicist, effective on Feb. 15, to devote all of his time to writing novels. His first book will be published this fall by Doubleday.

PITTSBURGH—Joseph Feldman, assistant zone manager, Warner Theatres, last week announced his resignation to enter the advertising field.

Loew's Profit Holds; Quarter Earnings Up

NEW YORK—Loew's, Inc., in its annual report for the fiscal year ended on Aug. 31, 1951, mailed to stockholders last week, shows net income after depreciation, taxes, all other deductions, of \$7,804,370, equivalent to \$1.52 per share, including net credit of approximately \$754,000 due to reduction of prior years' depreciation charges. This compares with net income of \$7,854,454, equivalent to \$1.53 per share, in the previous fiscal year, which included \$808,020 profit after taxes realized from the sale of capital assets.

Current and working assets at Aug. 31, 1951, totaled \$113,948,402, compared with \$114,161,876 a year earlier, and current liabilities totaled \$26,685,286, compared with \$24,967,018.

For the 12 weeks ended on Nov. 22, 1951, of the current fiscal year, the report shows net operating profit, before federal taxes, of \$2,932,987, compared with \$2,090,127 a year earlier. After taxes and adjustments, net profit was \$2,089,339, equivalent to 41 cents per share, compared with \$1,994,954, equivalent to 39 cents per share, in the corresponding period of the previous year.

Lawrence Exhibitor Sues

BOSTON—Jean Campopiano, owner Capitol, Lawrence, Mass., last fortnight filed in federal court a \$23,000,000 anti-trust suit against all of the majors with the exception of 20th Century-Fox. Other defendants named are Warner Brothers Theatres, Boston; Warner Brothers Circuit Management Company, Boston and Lawrence; and the Massachusetts Amusement Corporation, which operates four Warner houses in Lawrence, the Warner, Modern, Palace, and Broadway.

The plaintiff charges that he has been denied first-run product for 15 years by the defendants.

Campopiano, a lawyer as well as a theatre owner, is acting as his own counsel in the case.

Trade In Womanpower Confab

WASHINGTON—Film industry participation in building the female division of the uniformed military services was discussed last week.

For the industry, MPAA head Eric A. Johnston headed the list of those present, with Ned E. Depinet, Jay Bonafield, David O. Selznick, Arthur L. Mayer, Robert W. Coyne, George Skouras, Edward N. Rugoff, Charles Simonelli, Abram F. Myers, Robert Rubin, Mary McCall, Walton Ament, Spyros P. Skouras, Dallas Halverstadt, Robert Sherwood, A. Julian Brylawski, Russell Holman, and James A. Mulvey also on hand.

Hargroves Offers Booklet

NEW YORK—A 12-page booklet for exhibitors was issued last week by Hargroves National Service System, Inc., titled "Positive Control," it is a compilation of management problems encountered by theatre operators, and describes how losses caused by poor service and inefficiency can be overcome and new business created. The booklet will be sent free upon request to the home office of the company.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

RKO

"At Sword's Point"—Names may aid costume melodrama.

"Trail Guide"—Routine western.

20th-Fox

"Red Skies Of Montana"—Good program.

WB

"This Woman Is Dangerous"—Names may help.

MGM

"Invitation"—Good program.

WB Stockholders To Vote

NEW YORK—Warner stockholders will vote on Feb. 19 on a proposal of the board of directors to cut the corporation's capital by the cancellation and retirement of 1,152,215 shares of stock. The ballots were included with proxy statements sent out by secretary R. W. Perkins in connection with the annual meeting of stockholders in Wilmington, Del.

Six directors will be elected at the meeting. Renominated to serve two-year terms were Albert Warner, Harry M. Warner, Jack L. Warner, John E. Bierworth, Waddill Catchings, and Perkins. Salaries listed for the last fiscal year included Harry M. Warner, \$185,900; Jack L. Warner, \$185,550; Albert Warner, \$105,050; Samuel Schneider, \$105,150, and Perkins, \$105,150.

New York Exhibitors Sue

NEW YORK—Yonkers Kent Corporation and Rojay Holding Corporation filed an anti-trust suit in federal court last week against the major companies seeking \$1,044,955 damages for alleged conspiracy to monopolize second-run exhibition in Yonkers, N. Y. They claim that the Kent, also known as the Cameo, could not get second-run product between 1940 and 1948.

Gormel Operating Corporation, Terrace Theatre Corporation, and H. W. Freedman filed a similar suit asking \$2,977,416 damages, and claiming the alleged illegal acts of the defendants deprived them of second-run product from 1925 to 1948.

Windy City Actions Settled

CHICAGO—Arthur and Theodore Davidson, Calo, last week announced settlement of their \$450,000 anti-trust suit against the eight majors, B and K, and Warner Theatres. Nathan Gumbiner, former owner, Commodore, also settled a \$900,000 suit against the same defendants.

Pathe Industries Earnings Up

NEW YORK—Earnings of about \$1,250,000 for 1951 were estimated last week by President William M. MacMillen, Pathe Industries, compared to a loss of about \$1,342,493 the year before.

Loew's Documents Due Feb. 6

WASHINGTON, D. C.—Final documents in the Loew's divorcement suit will be presented in the New York federal court on Feb. 6.

Industryites Included In New SS Tax Provisions

NEW YORK—Theatremen who are sole owners, members of a partnership, or are their own bosses in the operation of their theatres must pay Social Security tax on their earnings, if they amount to more than \$500 yearly, it was pointed out in a report of the Theatre Owners of America to members last week.

Exhibitors are taxed 2.5 per cent of their net income up to \$3,600, payable between Jan. 1 and Mar. 15.

Konecuff

(Continued from page 10)

Other accomplishments included: "The Model and the Marriage Broker." Publicity manager Sterling Silliphant related how gobs of space were acquired via holding marriage broker conventions, and inviting prominent married couples to attend for awards, etc., which broke off the movie pages.

"Phone Call From A Stranger." Ira Tulipan, Silliphant, Alec Moss, and Martin Michel related stunts by which the phone was used extensively, and how effective use can be made of radio transcriptions with a curiosity angle, etc.

"Japanese War Bride." An exploitation type campaign and advertising was discussed by Moss.

"David And Bathsheba." The tour of "Goliath" was discussed by Eddie Solomon.

"Red Skies of Montana." Its exploitation possibilities, campaign, and personal appearance tours by smoke jumpers was handled by Rodney Bush.

"Viva Zapata!". A teaser trailer, and full trailer were shown; big magazine breaks in magazines were discussed by Silliphant; the radio campaign, an effective one, was detailed by Michel, and an offer was made to theatres desiring the 32-page photo and story section of Argosy magazine devoted to the film. These were urged to write in for as many as they need.

At this point, star Thelma Ritter made a personal appearance, with appropriate comment about the industry, its films, and its people.

After a short intermission, the meeting resumed, with Einfeld reminding his audience that exhibitors can acquire all 24-sheets and record transcriptions free of charge merely by writing in.

It should also be noted that the company has promised at least one and perhaps two or three big films monthly in the next 12 months.

The discussions were resumed.

"Return Of The Texan." Max Stein and Rodney Bush discussed the ad and personal appearance phases.

"With A Song In My Heart." Big promotion plans on Jane Froman, the music, and the film were outlined, so that by Easter, when the film is released, everything will be set.

"Pride of St. Louis." This film, based on the life of Dizzy Dean, and its campaign were reviewed by Blake McVeigh.

"Five Fingers." Will Yolen outlined the espionage type campaigns.

"Belles On Their Toes." The sequel to "Cheaper by The Dozen" and its campaign were detailed by Ed Sullivan, who

announced junket plans to the Boston area, etc., for the press.

"Kangaroo." This will probably have one of the largest tieup campaigns, and, by its release time, should be well-publicized.

The meeting broke up with much enthusiasm apparent.

DRIVE DEPT.: The publicity committee of the National Conference of Christians and Jews met with trade press editors, at which time Henry "Hank" Linet, named publicity chairman by George Skouras, general chairman, announced that an expanded goal of \$150,000 in contributions from the industry has been set. That amount is broken down as follows: \$75,000 from the personnel of the producing and distributing companies in the home offices, not less than \$50,000 from the theatres in the New York area and the country over, and \$25,000 from the personnel at distributor branch offices.

Linet disclosed that the committee hoped to save \$15,000 in operating costs by doing away with the pressbook and other theatre accessories formerly used, and by increasing activities in the press, radio, TV, using trailers, newsreels, etc., for the required coverage. The permanent type of book based on the subject of brotherhood as well as the film that was originally planned for this year have been postponed until 1953. Work on these projects will start shortly.

"Brotherhood Week" is set for Feb. 17-24, and a dinner will be held locally on Feb. 28. Among those present besides the press were Max Youngstein, Si Seadler, Frank Carroll, Bill Gehring, Ned Depinet, Major Leslie Thompson, Walter Ament, J. Robert Rubin, and George Skouras. The latter reminded that the brotherhood theme can perhaps be exemplified on the fighting front in Korea, where each man is his comrade's brother, and he hoped to see all this some day transferred to activities at home.

THE METROPOLITAN SCENE: Roger Lewis, vice-president and creative director, Monroe Greenthal Company, resigned to go into business for himself. The rumor that he joins UA, Max Youngstein tells us, is untrue. . . . "The Greatest Show On Earth" was named "Picture of the Month" by New York Subways and the Protestant Motion Picture Council. . . . Jack Goldstein, popular public relations expert, has been named special national exploitation representative for "The African Queen." . . . The American Weekly carries a by-line piece by Sam Goldwyn, "What America Means To Me." . . . Mayer-Kingsley distributes "The Magic Garden," one of the hits of the Edinburgh Film Festival. . . . Dave Golding works out of the Goldwyn studio temporarily to start campaign on "Hans Christian Andersen," working with Al Vaughan, studio publicity chief. . . . The Organization of the Motion Picture Industry, local public relations group, set an agreement with the National Pressure Cooker Company to spread the slogan. "Presto Cookers Turn Kitchen Time into Movie Time." Cookers will be given away as prizes in theatres. The same time-saving theme can be similarly used with other appliances, vacuum cleaners, coffee makers, washing machines, etc., etc.

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

California: Floods and blizzards. Fox River Grove, Ill.: Olympic skiers in try-out.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 35, No. 8) Belgian Congo: Volcano erupts. Donner Pass in The Sierras: Snowbound streamliner freed. Sacramento, Cal.: Army B-25 crashes. USA: Big plane lifts 100,000 pounds. New York: Annual Communion breakfast of film workers (New York only). Mexico: American girl fights bulls. Lake Monona, Wis.: Iceboat regatta.

NEWS OF THE DAY (Vol. XXIII, No. 242) Suez: British troops round up terrorists. France: Final rites for General de Lattre de Tassigny in Paris (except Portland and Seattle). Seattle: First ROK vets welcomed (Portland and Seattle only). Belgian Congo: Volcano erupts. Hialeah, Fla.: They're off. Mexico: American girl fights bulls.

PARAMOUNT NEWS (No. 45) Woodbridge, N. J.: Home town welcome for Captain Carlsen. Murfreesboro, Ark.: The Ponder quadruplets. France: Final rites for General de Lattre de Tassigny in Paris. Denver: National Western stock show and rodeo. Switzerland: Downhill and slalom skiers.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 528) Suez: British troops round up terrorists. Sacramento, Cal.: Army B-25 crashes. Belgian Congo: Volcano erupts. Holland: Floating corn storage. Madison, Wis.: Ice boating thrills. New York: Annual Communion breakfast of film workers (New York and Los Angeles only).

WARNER PATHE NEWS (Vol. 23, No. 47) Suez: British troops round up terrorists. Washington: Churchill bids goodbye to Capital. France: Final rites for General de Lattre de Tassigny held in Paris. Belgian Congo: Volcano erupts. Boston: Gehrman wins mile. Hialeah, Fla.: They're off.

TELENEWS DIGEST (Vol. VI, No. 4-A) California: Floods and blizzards. Paris: Who could replace Ike at SHAPE? Liberia: President inaugurated. England: A Princess goes a-hunting. Mexico: American girl fights bulls.

IN ALL FIVE:

New York: Captain Carlsen hailed. Washington: Churchill speaks to Congress. Donner Pass, Sierra Nevada Mountains: Blizzard buries passenger train.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 35, No. 7) Korea: UN prison camp; Marine rocket launchers bombard hilltop positions.

NEWS OF THE DAY (Vol. XXIII, No. 241) Washington: Spotlight on Kefauver. New York: Costello wins mistrial. New York: Beauty queens on parade.

PARAMOUNT NEWS (No. 44) See "IN ALL FIVE".

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 527) Korea: UN prison camp.

WARNER PATHE NEWS (Vol. 23, No. 46) Korea: UN prison camp. Bonn, Germany: West Germany ratifies Schuman Plan. New York: Beauty queens on parade.



Audie Murphy, star of U-I's "The Cimarron Kid," is shown during his recent visit to Kansas City for the premiere at the Uptown, Tower, Fairway, and Granada, where he met, left to right, Jack Langan, U-I branch manager; Arthur Cole, veteran industryite; Glenn Dickinson, Dickinson Theatres, and Dick Biechle, Osage Theatres.

MPIC Voices Approval

HOLLYWOOD—The MPIC, composed of Hollywood's key guilds, unions, management groups, and the AFL Film Council, last week voiced approval of actions to publicly challenge "irresponsible" charges of Communism against MPIC, which has actively supported the hearings of the House Un-American Activities Committee and efforts to drive the Communists out of Hollywood.

The 12 organizations comprising MPIC also endorsed a libel suit filed by producer Stanley Kramer against the Wage Earners' Committee.

Sorrell To Disregard Revocation

HOLLYWOOD—The International Brotherhood of Painters, Decorators, Paperhangers and Joiners' notification to Painters Local 644 last week that its charter has been revoked will be disregarded, the local's business agent, Herbert K. Sorrell, declared. The revocation reportedly was due to the local refusing to obey the International's order to oust Sorrell.

Decca, U-I Merger Studied

NEW YORK—At U-I's board meeting last week, an informal interim report on the possible amalgamation of the film company and Decca Records was given. The report is still in the formative stage. A three-man committee, Robert Benjamin, who represents Rank's block of U-I stockholdings; Preston Davie, chairman, and William German, is working on the possible consolidation problem.

TELENEWS DIGEST (Vol. VI, No. 3-B) Washington: Churchill speaks to Congress. Donner Pass, Sierra Nevada Mountains: Blizzard buries passenger train. France: General de Lattre de Tassigny dies. New York: Pastor Martin Niemoeller tells of Moscow visit. India: Country to get \$5,000,000 American aid. New York: Costello wins mistrial. Italy: Ballet on blades.

NATIONAL BOARD OF REVIEW

January 19, 1952

STARRED SELECTED FEATURE: "The African Queen" (UA); SELECTED FEATURES: "Room For One More" (WB); "Daughter Of The Sands" (Discina).

TV Program Set By Trade Leaders

NEW YORK—Following two meetings at MPAA headquarters by the TV committees last week, both presided over by James L. Frye, former FCC chairman and now of special MPAA counsel, it was announced that the industry's technical approach to the coming Federal Communications Commission hearings on the application for allocation of exclusive TV channels for theatre video would be completed at a meeting of the Joint Theatre TV Technical Committee in Washington yesterday (Jan. 29).

The MPAA TV Programming Committee has canvassed further aspects of the programming problem, and tentatively selected industry witnesses to testify at a second meeting. Continued consideration of the joint theatre TV outline, concentrating on the technical and commercial sections, was given.

At the sessions, in addition to Frye, were Vincent Welch, MPAA attorney; Will Baltin, Columbia; Leopold Friedman, Loew's; Lou Novins, Paramount; Ted Black, Republic; E. J. Smith, Jr., RKO; Norman Steinberg, 20th-Fox; Frank Cahill, Jr., Harry Goldberg, Stanleigh Friedman, Warners; Sidney Schreiber, Edward Cooper, and Taylor Mills, MPAA; Richard Hodgson, Paramount; Lester Isaac, Loew's; Herbert Schlaifly, 20th-Fox, and Norman Gluck, U-I.

Col. Stockholders Voting

NEW YORK—Included on the agenda of the meeting of stockholders of Columbia Pictures Corporation scheduled for Feb. 20 will be the voting on an option for an additional 5,125 shares of common stock to producer Irving Briskin. The stockholders will also vote on a new board. Management's list of nominees includes Harry Cohn, Jack Cohn, A. Schneider, Leo M. Blancke, N. B. Spingold, A. Montague, D. S. Stralem, Henry Crown, and A. M. Grant.

Motions to amend the options of Schneider, vice-president and treasurer, and Joseph A. McConville, vice-president, designed to meet provisions of the Revenue Act of 1950, will also be voted upon by the stockholders. Another amendment will be offered regarding the five-year contract of Nate Spingold, which would eliminate a corporation option to place his services on a part-time basis before his contract expires in March, 1954.

Coyne Gives Bond Presentation

WASHINGTON, D. C.—Robert W. Coyne, COMPO special counsel, last week conducted a two-hour presentation of the Treasury Department's request for funds for defense bond activities for the next fiscal year before the House Appropriations Committee.

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Texas Showmen Aid Hospitalized Distributor

DALLAS—Following a proposal made by Claude C. Ezell at a special meeting of the executive committee of Texas COMPO showmen, it was decided last week that a group of area exhibitors would take on the task of operating Republic exchange while John J. Houlihan, branch manager, is hospitalized for some 14 weeks for a spinal operation.

Recalling the contributions of Houlihan, as distributor head of the COMPO organization last fall, the idea was enthusiastically received.

The following volunteered to serve one week each while Houlihan is hospitalized: Colonel H. A. Cole, Ezell, Phil Isley, H. J. Griffith, Julius Gordon, Ed Rowley, Johnny Long, Bob Euler, Henry Hall, Rubin Frels, Henry Reeves, Wallace Blankenship, and Mart Cole. Ezell was named chairman of this special activity of Texas COMPO showmen.

Support Indicated For New DAV Subject

NEW YORK—It was indicated last week that the industry is aiming for a record number of bookings on the latest of the Disabled American Veterans short subjects, "One Who Came Back."

National distribution chairman Ben Kalmenson is in receipt of reports from local distribution chairmen over the country solidly indicating that well over 16,000 bookings will be set.

Local exchange area chairmen are:

Nate Dickman, Monogram, Albany; H. Russell Gaus, Loew's, Atlanta; Hatton Taylor, RKO, Boston; Dave Miller, U-I, Buffalo; Al Duren, Paramount, Charlotte; Tom Gilliam, 20th-Fox, Chicago; Joseph Rosen, 20th-Fox, Cincinnati; Irving Follard, Republic, Cleveland; Mark Sheridan,



The key event of the recent Oregon "Covered Wagon Centennial" was the Portland world premiere of U-I's "Bend Of The River." Seen here with Governor Douglas McKay, seated, are, left to right, Lori Nelson, who stars in the film; Jack Matlack, executive assistant to Mrs. J. J. Parker, owner, Broadway, Portland, where the premiere was held; U-I exchange manager Arthur Greenfield, Portland, and Julia Adams and Rock Hudson, other stars of the film.

20th-Fox, Dallas; R. C. Hill, Columbia, Denver; Gerald McGlynn, Loew's, Des Moines; Milton Zimmerman, Columbia, Detroit; G. R. Frank, Paramount, Indianapolis; Russ Borg, Warners, Kansas City; Fred Greenberg, Warners, Los Angeles; Norman J. Colquhoun, Columbia, Memphis; Jack Lorentz, 20th-Fox, Milwaukee; C. J. Dressell, RKO, Minneapolis; G. Reardon, U-I, New Haven; George Pabst, UA, New Orleans; Ben Abner, Warners, New York; Ralph B. Williams, RKO, Oklahoma City; I. M. Weiner, U-I, Omaha; Norman Silverman, Republic, Philadelphia; F. J. Guehl, U-I, Pittsburgh; Al Oxtoby, Warners, Portland; Harry Haas, Paramount, St. Louis; Gifford Davison, RKO, Salt Lake City; Neal East, Paramount, San Francisco; Eddie Lamb, RKO, Seattle; Jerry Adams, Loew's, Washington, D. C.; Robert Dunbar, Warners, Jacksonville, Fla., and Harold Laird, Republic, Tampa, Fla.

TOA Sets Agenda

HOLLYWOOD—The agenda for the TOA board of directors conferences on Jan. 28-31 at the National Theatres Building was planned last week by Gael Sullivan, TOA executive director, and Charles P. Skouras, general chairman.

To be discussed are finalizing of the TOA arbitration plan, furtherance of regional committee's organizational plans for color theatre television, television advertising, discriminatory taxation, cycles of films, simultaneous releasing of similar pictures, quality and quantity films, public relations, and film censorship. A highlight of the conference is expected to be an exhibitors-producers session today (Jan. 30).

President Sees Tax Collection Rise

WASHINGTON—President Truman in his annual budget message last week to Congress stated that he anticipated higher returns in 1952 from the federal tax on admissions, and that no increase in this tax rate is contemplated. He reported that admission tax collections for the 1951 fiscal year were \$346,491,715, and estimated that collections in the current fiscal 12 months would rise to \$367,000,000. He put the 1953 collections at an estimated \$366,000,000.

Toronto Communion Breakfast Big Hit

TORONTO—Under the chairmanship of John J. Fitzgibbons, Jr., Catholics in Toronto's amusement industry held their first communion breakfast in the Royal York Hotel last fortnight.

More than 250 attended the breakfast, an annual affair, despite the transportation strike in the city.

Mass was celebrated in St. Michael's Cathedral by the Rev. George J. Cherrier, C.B.E., and the men of the industry and their families were transported to the Royal York Hotel for breakfast.

Among the honored guests at the head table were His Excellency, Most Rev. Benjamin J. Webster, auxiliary Bishop of Toronto, representing His Eminence, James C. Cardinal McGuigan; the Rt. Rev. Monsignor Francis V. Allen, Rev. J. McGrath, Rev. John H. McGoey, S.F.M., Rev. George J. Cherrier, O.B.E., chaplain, Variety Club, and Horace McMahan, featured in "Detective Story."

The toastmaster was John J. Fitzgibbons, C.B.E.

In his address of welcome, Bishop Webster congratulated the committee for organizing the communion breakfast, and spoke of the important part the motion picture and stage play in the everyday lives of the people. He urged theatremen to do everything possible to maintain a high standard of wholesome entertainment. His excellency made reference to the contribution the entertainment industry makes to the community, not only in providing entertainment but in taking a leading part in all worthy projects. He thanked the showmen for their generosity to religious groups, and referred to the fact that in Toronto a number of theatres are turned over every Sunday as places of worship to congregations whose churches are not yet built.

Rev. John H. McGoey, until recently a missionary in the Far East, told, in thrilling fashion, the story of the advancement of Communism in China, and urged his listeners to continue to fight Red influences.

McMahon, who flew from Chicago, told of some of his adventures on the stage and screen. Music was provided by the St. Michael's Cathedral boy choristers under the direction of Rt. Rev. Monsignor J. C. Ronan.

Fitzgibbons introduced Tom Cleary, Montreal; Bill Trudell, London; Harry Wilson, Chatham, and Ed Lamoreaux, Windsor, who had undertaken to organize similar communion breakfasts for showmen in their districts. Fitzgibbons predicted that by next year industry communion breakfasts will be organized all across Canada.

"We hope that these family gatherings will become an annual affair not only for Catholics but for people in the amusement industry of all religious faiths," he said.

The committee in charge of arrangements included John J. Fitzgibbons, Jr., chairman; Clare J. Appel, Gordon Aitken, Winston Barron, Gerald Collins, Roy D'Augustine, Maurice Doyle, Jack Hyland, Walter Kennedy, Charles Mathe, Thomas F. Moran, and Ernest Rawley.

They died with their boots on...at





FORT OSAGE

SOON from MONOGRAM!

NEWS OF THE

Territory

BRANCHES

Atlanta

Again the old love bug hit on the Row. This time it was Miss Ethel Rooper, assistant cashier, Warners, and Ernest Boynton. . . . The stork passed over the home of Mr. and Mrs. Sam Harrison, he is head shipper, Republic, and left a baby son.

Miss Shirley O'Neill was added to the booking department at Monogram Southern Exchanges.

The Brevard Drive-In, between Melbourne, Fla., and Eau Gallie, Fla., will not open for several weeks. . . . Mark Dupree, manager, Florida State, Daytona Beach, Fla., was installed as president, Kiwanis Club. . . . Ed Diemmer, owner, Starlight Drive-In, Brunswick, Ga., who suffered an heart attack, is now able to be out for a few hours daily.

New seats have been installed in the Delray, Delray Beach, Fla.

The Theatre Owners of America held its second in a series of regional conferences and grievance panels here. E. D. Martin, MPTO of Georgia, was to be chairman, and exhibitors from Georgia, North Carolina, South Carolina, Florida, Tennessee, Mississippi, Louisiana, and Alabama were to attend.

Pearce Parkhurst, manager, Lansing Drive-In, Lansing, Mich., is spending the winter in Dania, Fla. . . . The old stork visited Mike Lane, and left a little son. Mother and son are doing well. . . . Carl Carter, Ritz, Jacksonville, Fla., was in booking.

C. R. McGown, general manager, Crescent Amusement Company, Nashville, Tenn., observed his 30th year with the company.

Seen booking and visiting were: O. C. Lam and Walter Griswold, Lam Amusement Company, Rome, Ga.; L. J. Duncan and Sidney Laird, West Point Amusement Company, West Point, Ga.; Edd Duncan and Clyde Sampler, Duncan Theatres, Georgia; P. L. Taylor, Dixie, Columbus, Ga.; J. H. Thompson, Martin and Thompson Theatres, Hawkinsville, Ga.; John Thompson, Family, Gainesville, Ga.; W. Welch, Dallas, Dallas, Ga.; R. D. Page, Mount Pleasant, Tenn., and Jay Soloman, Chattanooga, Tenn.

Miss Ruth Thompson, Warners, and Johnnie Caton will be married on Feb. 1. . . . Mrs. Evelyn Elroy and Walter Pce were added to the home office of Toddy. . . . Thelma Thompson was added to the booking department of Monogram Southern.

A redecorating program at the Lyric, Huntsville, Ala., has been completed by the Knoxville Scenic Studio. . . . Albert

Mid-South Allied Asks
"Sequence Of Release"

MEMPHIS — Allied Independent Theatre Owners of The Mid-South, Inc., has passed a resolution urging that distributors release pictures "in sequence of release."

The complete resolution follows: "Whereas, distribution is falling into a practice of taking certain pictures out of regular release, and offering them under the name of road shows or pre-releases, or other terms devised to cover this particular type of picture, and

"Whereas, exhibitors, now as never before, need the opportunity to play all the good pictures they can get, and

"Whereas, we believe the withholding from certain exhibitors of road shows or pre-release pictures, which pictures they most urgently need, violates paragraph II (I) of the decree dated Feb. 8, 1950, against fixing admission prices, and paragraph II (8), against discrimination in the offering of pictures, and is otherwise in restraint of trade— "Therefore, be it here resolved by the board of directors of Allied Mid-South, that—

"We strongly urge all distributors offer all the pictures they release, in sequence of release, including the said road-shows, pre-releases, etc., to all exhibitors and to all theatres—

"Furthermore, that demands for rentals beyond the capacity of the individual theatres to pay for this type of picture, be stopped, and "Furthermore, that these pictures be released, and made available to, exhibitors and theatres on the same basis of availability, as other product."

Kahn, 60, formerly with Warners in Kansas City, died in Miami, Fla.

In a recent bulletin the Motion Picture Theatre Owners and Operators of Georgia urged full cooperation to "The March of Dimes." Members were requested to contact their local city or county chairman immediately.

Jack Lancaster, son of Mrs. Rose Lancaster, Astor, is now with Uncle Sam. . . . In booking were: O. C. Gammon, Ocilla, Ocilla, Ga.; John Hackney, Porterdale, Ga.; Mrs. M. M. Osman, Strand, Covington, Ga.; Denver Evans, Ringgold, Ringgold, Ga.; Mose Lebovitz, Grand Amusement Company, Chattanooga, Tenn.; M. C. Moore, Lakeshore, Jacksonville, Fla.; Mr. and Mrs. J. Furber Tos; Mr. and Mrs. Bill Yarbough, Hartwell, Ga.; Paul Gaston, Griffin, Ga.; J. R. Reynolds, Greensboro, Ga.; L. J. Duncan and Sidney Laird, Al-Dun-Amusement Company, West Point, Ga., and Wendel Welch, Dallas, Dallas, Ga.

Wylie Parden, new booker at Columbia, replaces Linda Burdette, who resigned to go with Realart. . . . Dick Johnson, Columbia office manager, is back after illness.

The stork paid a visit to Film Row. Herbert Leggs is the proud papa of a new son.

Meet Your Neighbor

T. W. NEELY, SR., manager, National Theatre Supply Company, New Orleans, who recently was commended by the presentation of a 25-year service pin, is



a native New Orleansian, born on July 2, 1902. On May 10, 1918, he entered the distribution field with Metro, remaining with it for four years, and withdrawing from the industry for two years, during which time he occupied himself with the Louisiana State

Board of Engineers. In 1924, he returned to the industry with Southern, and, after one year moved over to National Theatre Supply as assistant manager and field representative. In the early 1940's, he took over the managerial reins, which position he now holds.

CORPORAL THOMAS W. NEELY, JR., referred to by his buddies as "Tim," was born in New Orleans, on Nov. 11, 1926, and was educated in New Orleans'



parochial schools, Warren Easton High School, and the Maybin Preparatory School. In 1944, he enlisted in the Marine Corps, serving with it until September, 1946, when he was discharged. He joined EL in 1947, remaining with it until Oct. 31, 1950, when he

was recalled by the marines for active duty in Korea, where he has been stationed ever since.

Ben McChesney resigned from Paramount as booker to go with 20th-Fox as sales representative.

Back at his desk is Dave Freidman, Paramount's office manager, after a vacation. . . . Charlie Garrard, formerly with Columbia, landed in Korea.

It was happy birthday to Rube Joiner, Joiner Booking Service. . . . Back after a spell at the hospital is Jim Corbett, UA booker. . . . F. T. Murray, manager of branch operations, U-I, was a visitor. . . . Louise Wood, Monogram Southern Exchanges, is back after a trip to the hospital. . . . Sherly O. Mella resigned from Monogram.

Babe Cohen, Lippert, New Orleans, was in visiting with friends. . . . Ralph Peckham, manager, Snader Productions, was in Florida. . . . Mrs. Nancy, former president, Jacksonville, Fla., Motion Picture Council, died.

The old love bug was down in Jacksonville, Fla. Miss Sarah Tillis, MGM, and Leo Keller, Jr., were married, and for a second time in Jacksonville, the love bug affected Miss Mary Wood, Warners, and Ensign Bradley, navy air force.

Charlotte

Variety Club Committee chairmen appointed for 1952 were announced by Don Graham, Chief Barker, as follows: J. H. Dillon, house; Scott Lett, "Heart"; Johnny Vickers, clinic; Jack Webb, mobile unit; Bob Alander, membership; Frank Strange, outside entertainment; Emery Wister, publicity; H. H. Everett, public relations; Frank Sims, corporate; Bob Jeffries, project, and Johnny Dineen, out-of-town representative. Robert M. Gamble will serve as editor of the club's publication, The Midway. It will be published each month.

R. D. White, Jr., Shallotte, Shallotte, N. C., and Carolina, Allendale, S. C., returned after a vacation in Florida. . . . The Jefferson, Jefferson, S. C., closed. . . . James A. Roscoe, 69, died suddenly. He was the father of George H. Roscoe, branch manager, Columbia, Atlanta. Roscoe, a tailor, for a number of years was employed by the Ed Mellon Company. Funeral services were conducted in the chapel of Z. A. Hovis and Son Funeral Home. Interment was in Sharon Memorial Park.

Deepest sympathy goes to Mrs. Mary Baker, RKO inspectress, in the recent death of her husband, Jesse Brice Baker, city detective. . . . Evereth Olsen, Paramount exploiter, attended the Maryland-Tennessee football game in the Sugar Bowl, at New Orleans. . . . The screening committee of the Theatre Owners Association of North and South Carolina met to review "One Came Back," a short sponsored by the Disabled American War Veterans. Harry Hardy served as chairman in the absence of H. F. Kinney. . . . Basil and Frances Kerr, Palace, Charleston, S. C., were visiting. . . . Dixie Drive-In Theatres, Atlanta, opened the Sharon Drive-In, Roanoke, Va.

Charles Hurley, RKO salesman, and Sam Pike, Equity salesman, Washington, D. C., were here conferring with Harry Pickett and Charlie Freeman. . . . Nancy Kirkpatrick, secretary, Theatre Booking Service, resigned. . . . Rudy Howell, Howell Theatres, Smithfield, N. C., returned from Indiana. . . . Cy Dillon, branch manager, Republic, attended a sales meeting in New Orleans. . . . Max Rienhardt, Exhibitor Service, is back after illness in a local hospital. . . . Bob Ingram, district manager, Columbia, Atlanta, was in conferring with Skinner Williamson. . . . Effective on Feb. 1, Daniel David, Savannah, Ga., will take over operation of the Hallsboro, Hallsboro, N. C. . . . W. D. Joyner, Troy and Mount Gilead, N. C., is in the Will Rogers Memorial Hospital, Saranac Lake, N. Y. . . . Mrs. J. P. Dugan, Lyric, Honea Path, S. C., moved into her new home.

Alton Carson, Bethel, Bethel, N. C., moved into his new home. . . . D. D. Brown, Faison, Faison, N. C., is working in Jacksonville, N. C. . . . Charles Edgar Wister, retired chief of The News proof desk, died. He is the father of Emery Wister, reporter and movie editor, The Charlotte News. . . . Construction is underway on a new drive-in in Monroe, N. C., to accommodate 500 cars. Owners are R. A. Goodman and C. A. Faw,

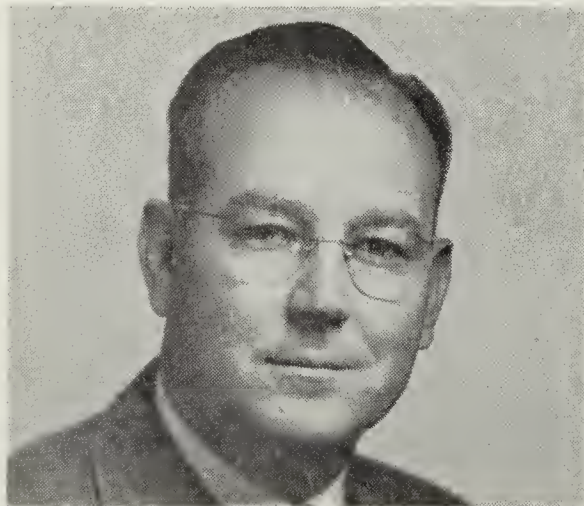


Mrs. Erna W. Litton, Paramount Charlotte exchange, recently presented with her certificate of membership in the company's "25 Year Club," is seen receiving hearty kisses of congratulations from branch manager Al Duren and office manager Weber Howell. The only member of the Charlotte branch with such a record, Mrs. Litton was also gifted with an engraved gold watch and a diamond-studded gold pin.

present owners, Moonlight and Monroe Drive-Ins, Monroe, N. C. In addition, Faw also owns the Thrift Drive-In, Charlotte. The new theatre will be located between Highway 200 and Highway 151 on the outskirts of Monroe. It will feature new Simplex XL sound and projection equipment. Lastert Excelite lamphouses will project the brilliant light to a 50 feet wide screen. . . . Annie Mae Williams resumed her duties at Paramount after being ill.

C. A. Dandelake, Colonial and Tar, Tarboro, N. C., continues to improve after illness. . . . Mr. and Mrs. R. P. Rosser, Sanlee and Temple, Sanford, N. C., are spending several weeks in Florida. . . . Minnie Ritchie, inspectress, Republic, moved to Phoenix, Ariz. . . . Arthur Pittman, assistant shipper, Republic, received orders to report to the draft board.

Out-of-town exhibitors seen were: Roy Champion, Champion Theatres, Wilson, N. C.; Jimmy Earnhardt, Taylor, Edenton, N. C.; Charlie Burgin, Colonial Theatres, Valdese, N. C.; Walter Brown, Boyd, Winnsboro, S. C., and Mrs. J. F. Dobson, Williston, Williston, S. C.



Roy Rowe, operating theatres in Burgaw and Elizabethtown, N. C., for the past 17 years, recently announced his candidacy for lieutenant governor in the spring Democratic primary. He has been a civic and organizational leader for years, and it is certain that his candidacy will be hailed by industryites throughout the state.

Memphis

Local 826 went on strike in Magnolia, Ark., against three theatres, asking higher wages and shorter hours. Two of the theatres remained open, but one, customarily operating on weekends only, remained closed.

Lloyd T. Binford, chairman, Memphis Censor Board, says he has no idea who burned the cross in his front yard, on a Sunday morning. The cross, a wooden affair wrapped in oil-soaked rags, sent flames two stories high after midnight. The 83-year-old chairman says that he has not banned a picture in Memphis during the past four months. Some one rang the Binford phone about midnight, told Mrs. Binford to look in the front yard, and then hung up quickly. The cross was burning fiercely, with flames shooting high, but neighbors said they saw no one run from the yard. Police were called.

A new drive-in is expected to be ready to open about March 1 between Dermont and McGee, Ark. It will be named the Twin City Drive-In, and is owned by Young J. Lee, the first Chinese in this section to enter the amusement field.

Exhibitors seen on the Row were: Henry Haven, Forrest City, Ark.; John Staples, Piggott, Ark.; Miss Louise Mask, Bolivar, Tenn.; Roy Dillard, Wardell, Mo., and Gordon Hutchins, Corning, Ark.

Branch manager R. L. Bostick, National Theatre Supply, was appointed a vice-president of the company and supervisor of the exchanges in the south and southwest including Atlanta, Charlotte, Dallas, New Orleans, Oklahoma City, New Orleans, and Memphis. Bostick was last year Chief Barker, Variety Club, and is one of the popular figures on Film Row. C. C. Bach, assistant branch manager, presumably will be in charge of the office when Bostick is out of the city.

"Save Copper Drippings"

New Orleans

Famed archer Howard Hill was in for the first of a series of personal appearances he will make in connection with "Tembo," Joy. From New Orleans, Hill went to Baton Rouge, La.; Jackson, Miss., and other southern cities.

New Orleans' Illustrated News recently devoted a front page to a blow-up of William Holden in a scene from Columbia's "Boots Malone," Orpheum.

Joy N. Houck donated his Strand for a free driving school sponsored by the New Orleans Automobile Dealers' Association. . . . Mr. and Mrs. Carruth, 51 Drive-In, Brookhaven, Miss., called on J. G. Broggi, buying and booking representative.

Mr. and Mrs. Milton Guidry and daughter, Mona, Lafayette, La., visited. . . . William Shiell, Algiers, La., and E. Jenner, Ellisville, Miss., assumed full ownership of the Marrero Drive-In, Marrero, La. In turn, they sold their

Drive-ins closing are the Idle Hour, Yazoo City, Miss., and the H and H, Newton, Miss. . . . The Starlight Drive-In, Canton, Miss., closed down Sunday operation. Week day operations will continue.

Mr. and Mrs. John F. Saunders, he's the district manager, Manley, Inc., visited with G. Y. Harrell, Jr., and staff. . . . Jack and Charles Waterall, Jr., left many a booker with scrivener's cramps arranging dates for their many theatres in Alabama and Mississippi.

Harold Dacy, Raceland and Lockport, La.; F. G. Pratt, Jr., Vacherie, La.; William Butterfield, Ruston and Bernice, La., and Frank DeGraauw, Abbeville, La., were among the exhibitors calling.

Mrs. R. H. Muse, Leslie, Denham Springs, La., has plans for a drive-in near Baton Rouge, La., on Denham Springs-Baton Rouge Highway. . . . Miss Elizabeth Bacon, UA office manager, was given a one-week recreation leave.

A distinguished visitor from our Latin neighboring country was Maria J. Dada, distributor in Mexico City. . . . H. J. Smith, bookkeeper, National Theatre Supply, was on a week's road tour. . . . Sam Corte, Laurel, made the rounds. So did William Sendy, Patio, and Rene Brunet, Imperial. . . . Lawrence Lampe, Jeanerette, La., visited with Page Baker, Theatre Service Company. . . . Ann Molzon was seen cheerfully breezing in and out of exchanges.

Mississippi exhibitors in were A. L. Royal, Meridian; Hank Jackson, and H. Hargroder, Hattiesburg; Mr. and Mrs. A. R. Carruth, Brookhaven; John Williams, Jackson; E. Jenner, Ellisville, and Mr. and Mrs. Floyd Lacy, Moss Point.

Sam Daigre, Osage and Wilbert, Plaquemine, La., after visiting with his buying and booking representative, Theatre Service Company, ankled over to the Row. . . . Callers at Joy Theatres, Inc.,

were Mr. and Mrs. Floyd Lacy, Joy, Moss Point, Miss., and Jack O'Quinn, Kaplan, La.

Vince Schomaker, Mack Enterprises, Centralia, Ill., is back in the territory after spending the holidays at home. . . . Mrs. Georgia Bruno, with Film Inspection Service, Inc., until the stork requested a halt, gave birth to a seven-and-one-half-pound baby boy. He will be christened Ernest, Jr.

William Shiell, Marrero Drive-In, said that his mother is able to move about again after being a shut-in for many months. . . . Patricia Wagner, Goldie Margaret Foerster and Connie Black Aufdemorte, Joy Theatres, Inc., and members of the Red Cross Canteen Service and Blood Center, joined with other members of the Red Cross Canteen Service at the Port of Embarkation to serve the 1400 D.P.'s who arrived.

Mr. and Mrs. Gilbert Romero, Gil and McComb, Lafayette, La., motored here. . . . Pete Stoma reopened the Roxy, Mansfield, La.

Joe Ravitotta, Sammy Wright, and Joe Silvers are among the new subscribers to EXHIBITOR. Weekend callers were Mrs. Claude Rarce, Opera House, Morgan City, La., and Teddy Solomon, McComb, Miss.

Highlighting the opening of Republic's regional meeting was the screening of "The Quiet Man," "Hoodlum Empire," and "Oklahoma Annie."

Harry Reiners, RKO publicist and exploiter, was here to skyrocket the patronage for "Tembo," Joy. . . . John Schaub, who held the post of general utility man for more than a score of years with E. V. Richards, Jr., Paramount-Richards Theatres, and later following through with Paramount-Gulf Theatres, Inc., died.

Charles Clarke, patronage builder, with headquarters in Atlanta, was a caller. . . . The Bayou Land Drive-In, Barton, La., will reopen on Feb. 1 after closing for alterations and remodeling.

Prophit and Hinckel's Star Drive-In, Monroe, La., is scheduled for reopening on Feb. 15. . . . E. A. MacKenna, manager, Joy, who was convalescing after a major operation, but ventured out too quickly, is back under doctor's care with strict orders to remain shut in until fully recovered.

Florida Jacksonville

Leon D. Netter, president, Florida State Theatres, named Guy Kenimer general manager, succeeding the late Jesse L. Clark. Netter has been with the company since it was organized, and, since 1946, has been manager, maintenance and construction department.

Georgia Savannah

Leslie D. Swaebe, in the business for 27 years, has been named new manager, Montgomery Drive-In.

Earle M. Holden, city manager, Lucas and Avon, announced the introduction of 'teen-age admissions at both theatres. This low price of 35 cents including tax is intended for teen-agers 12 and over who are in junior and senior high grades. This price reduction is almost 50 per cent on the theatres' night prices, and considerably lower than the adult matinee prices. Student identification cards are being issued.

North Carolina Durham

A proposal that Negroes boycott segregated theatres was made at a meeting of the Hillside School Parents-Teachers Association. The proposal was made by Wallace Nelson, representative, Congress of Racial Equality of New York, who said he had come from Cincinnati to lead the boycott move, and that a similar boycott was planned at Raleigh, N. C. He said no attempt would be made to organize a south-wide boycott, however. Nelson suggested that the boycott be staged in February during "Brotherhood Month," and told his listeners that "you determine how long it goes on."

Elizabethtown

Roy Helms, LaGrange and Clarkton, N. C., has leased the Rowe, from Roy Rowe, Burgaw, N. C., who first opened the theatre 16 years ago.

Hickory

Henry S. Leonard, Fun-Lan Drive-In, promised the Hickory City Council and a delegation of protesting ministers and others that he would stop showing burlesque films.

Old Fort

Hubert Edwards is the new manager, Roxy. A resident of Marshall, N. C., Edwards expects to move his family here in the summer.

South Carolina Florence

Florence Theatres, Inc., recently purchased the Colonial and Carolina.

"Save Copper Drippings"

Tennessee Chattanooga

Independent Theatres, Inc., has applied to the National Production Authority for a certificate to construct a new drive-in at 3512 Saint Elmo Avenue, Jay Solomon, secretary-treasurer, announced. The site for the roposed drive-in is a 14-acre tract previously purchased by the amusement company at the intersection of Saint Elmo Avenue and Broad Street. The name of the spot will be the Broad Street Drive-In. It will have a capacity of 200 cars, will include all modern improvements, a playground, etc. Solomon said all "critical" materials were on hand, and that he did not expect any delay in obtaining the NPA okh.

MARCH OF DIMES



JANUARY 2-31

NEWS OF THE

Territory

Chicago

Lavin brothers and Arthur Gould, bought the Skokie from Richard Berglund, . . . A. Jack Shumow resigned after 11 years as branch manager for Warners. He was succeeded by George Lefko. . . . W. H. Brown and E. O. Roden are putting finishing touches on their new 45 Drive-In, and will open in early spring.

Alliance Theatres bought the State, Terre Haute, Ind., bringing to six the houses owned in that area. . . . Mary Lou Galvan, McVickers, and Albert Ceron were wed.

William A. Studdert, B and K veteran manager, was given charge of the Southtown. . . . T. D. Beninati will give a year's pass to the winner of a new name for the Gem, Marissa, Ill., bought from Frank Finger and Mrs. Sara Degan.

The Southtown restored its former admission rates. A nine cent rate for children is being maintained. . . . Larry Whitaker was appointed Tivoli manager.

Eddie Rudolph, State, Columbia, Ill., went to the hospital with a heart ailment.

Illinois police were looking for a youth, 15, who disappeared with \$500 in weekend receipts from a theatre owned by T. D. Beninati at Pinckneyville, Ill. . . . Hank Hines and Merrill Nygren secured approval for the construction of a 250-car drive-in at Oshkosh, Neb. . . . Jack DeWiggin returned to the Lakeside management after illness.

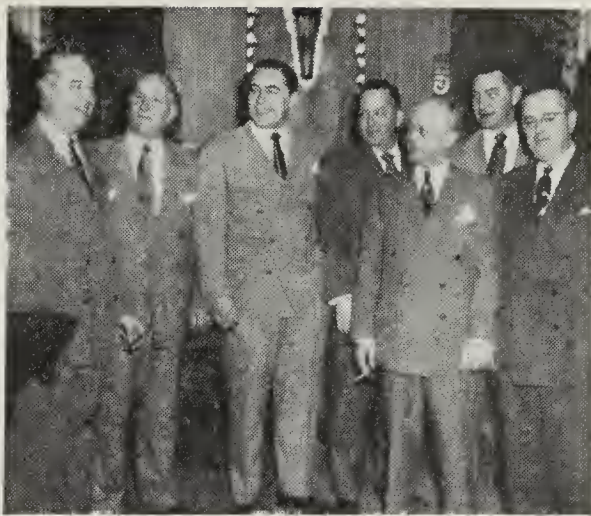
Dr. Robert A. Black, 72, noted pediatrician who was director emeritus of medical services at La Rabida Sanatorium, a chief charity of the Variety Club, passed on in Maitland, Fla.

Sam Abrams, Twin Open Air manager, and his wife left for their usual vacation at West Palm Beach, Fla. . . . Jack Campbell was named Bev manager, Leavenworth, Kans.

George Biltgen, 47, Rhodes projectionist, died of a heart attack. . . . A \$10,000 fire, following an explosion which ripped through a wall, occurred at the Ritz, Mooresville, Ind.

A visit by Cupid at the Today resulted in the marriage of Robert J. Deacon to June Parnum and Robert Tate to Ruby Wells. . . . Howard Gates took over the Gem, New Canton, Ill.

Foiled at cracking the safe, yeggs took an adding machine from the Princess, Alton, Ill. . . . James Gorman was named Carnegie manager. . . . The Lincoln, Belleville, Ill., ran its shows continuously during remodeling which required a year.



Among midwest division representatives who recently attended the New York sales conference of 20th Century-Fox were: left to right, Moe Levy, midwest division manager; Joe Scott, Omaha; Ralph Pielow, Minneapolis; Gordon Halloran, St. Louis; Joe Neger, Kansas City; Bob Conn, Des Moines, and Jack Lorentz, Milwaukee.

Dallas

Universal-International's "The Cimarron Kid," had its gala premiere at the Majestic, launching a series of Texas territorial openings. The troupe of Hollywood stars making personal appearances in connection with the kickoffs in Kansas City, Tulsa, Okla., and Oklahoma City, were in Houston, Tex., San Antonio, Tex., and Fort Worth, Tex., before winding up a three-week tour.

Price Daniel, Attorney General; R. J. O'Donnell, L. M. Rice, and William McCraw will be speakers at the testimonial dinner for John H. Rowley, Variety Club Chief Barker on Feb. 1, in the Adolphus Hotel. Rowley is the youngest Chief Barker in the history of the club. He is executive vice-president, Rowley United Theatres; director, Community Chest of Dallas, and vice-president, Theatre Owners of America.

Pictura "Adventures in Art" was given a private screening in the Interstate screening room. Herman Starr, Pictura president, attended. The southern premiere will be held at the Coronet on Feb. 21. On Feb. 20, a formal opening will be held under the auspices of the Museum of Fine Arts, the entire proceeds of which will go to the museum.

Cecil B. DeMille arrived, and a press and radio luncheon was held at the Variety Club. DeMille was the guest of Karl Hoblitzelle.

State exhibitors seen were: Jewel Archer, Wes-Mer Drive-In, Mercedes; Gerard Ebeier, King Drive-In, San Marcos; Sidney Smith, Limestone, Groesbeck; C. O. Simmons, Plaza, Denton; H. H. Stroud, Strand, Hamilton; N. M. Son, State, Plainview; F. R. Jones, Texas, Palestine; J. L. Whitehouse, Valley, Valley Hills; Owen Killingsworth, Dixie, Athens; Mr. and Mrs. Temple Summers, Palace, Glen Rose; W. E. Cox, Tower, Seminole; Howard and Pete Shabay, Mesquite Drive-In, Jacksboro; W. E. Guest, Palace, Grapevine; Homer Hodge, Queen, Winters; I. B. Walker, Dixie Drive-In, Olden; Norman Hodge, Queen,

Merkel; Marvin McLarty, Circle Drive-In, Lubbock; J. Beeson, Fiesta Drive-In, El Paso; G. H. Hall, La Vista, Sonora; John Foster, Texas, Odessa; O. B. Laird, Plaza, Odessa, and Fort Keith, Palace, Granbury. From out of state came Lloyd Franklin, Sunshine, Clovis, N. M.

Many theatres throughout the state are using the special Texas COMPO public interest trailer made recently at the special request of Governor Allan Shivers, based upon the use of hand signals, to aid in the safety drive. Texas COMPO Showmen will produce additional trailers on other phases of courteous driving from time to time, and make them available at cost. Raymond Willie has been appointed by Colonel H. A. Cole as chairman of the San Antonio, Houston, Fort Worth, and Austin areas, and Al Reynolds will serve as chairman for the rest of the state in this public safety campaign.

Manager Crain, manager for Johnny Long, will handle the King Drive-In, San Marcos, Tex. He is also manager, Capitol, New Braunfels, Tex. . . . Ed Greene, the dynamo behind Texas Theatre Service, has gone well over the 100-theatre mark in buying and booking. He now has five bookers on the payroll.

Wally Smith, Mack Enterprises, who has been unit manager, has now become zone manager for Texas, Oklahoma, and Arkansas. Bill Meeks, Los Angeles, becomes zone manager for Denver and Salt Lake City. . . . Jack Swiger, Southland Brokers, returned from a trip to the Valley, where he contacted exhibitors for listings.

Denver

Press Wood, assistant purchasing agent, Fox Intermountain Theatres, resigned for health reasons, succeeded by Alvin J. Plouff, auditing department. . . . Jake Bayer sold his two drive-ins, the Bauer's, Fort Morgan, and the Brush, Brush, both in Colorado, to John Roberts, who operates theatres in both cities. . . . Harold Michaels, salesman for U-I, is father of a new daughter, seven-pound Robin Ann, born at St. Joseph's Hospital. . . . Kelso Lee, and his son, Lem, increased their holdings to a controlling interest in the Northside and the Starlight Drive-Ins, Colorado Springs, Colo., by purchasing part of the interests of Paul Rothman.

Local 230 reelected most of its officers: J. W. Dooley, president; Nick Jinacio, vice-president; R. E. Waller, secretary; Dan M. Kelly, treasurer; Charles P. Weber, business agent; Dave Jinacio, sergeant-at-arms, and G. L. Campbell, H. B. Banzhaf, and Dave Jinacio, trustees.

Robert Hill, branch manager, Columbia, went to Salt Lake City to attend the funeral of William Seib, late branch manager there.

Floyd Brethour, United Artists booker, is the father of a new son, his first, six and one half pound Jerome F., born

at St. Joseph's Hospital. The mother is the daughter of Robert Spahn, independent film buyer and booker, and was formerly employed as secretary at Lippert.

Thomas J. Tuttle, 61, former manager, Ogden, died after a lengthy illness. He is survived by his wife, Mrs. Mary Dobbs Tuttle, theatre organist.

Seen on Film Row were: James Peterson, Littleton, Colo.; Neil Beezley, Burlington, Colo.; Berle Lingle, Estancia, N. M.; Mrs. Marie Goodhand, Kimball, Neb.; Mrs. Mary Lind, Rifle, Colo.; John Murray, Springfield, Colo.; Dorrance Schmidt, Bridgeport, Neb.; Kenneth Powell, Wray, Colo.; Robert Smith, Steamboat Springs, Colo., and Dr. F. E. Rider, Wauneta, Neb.

Des Moines

In Cedar Rapids, Ia., suit to force K and L Theatres Corporation, owner, Town, into receivership was filed in Linn County District Court by J. D. Siegel. Defendants are the corporation and Julian H. King and Raymond J. Lumsden, listed as the sole stockholders and officers of the corporation. According to the petition, Siegel sold the equipment and fixtures to the corporation in a conditional sales contract on Feb. 2, 1948, and received a promissory note for \$31,000, to be paid for in monthly installments of \$250. Siegel claims that no payments have been made since May 28, 1951. In his petition, Siegel charges that the defendants have rendered the corporation insolvent by payment of excessive salaries and dividends. The Merchants National Bank has purchased the building occupied by the theatre, and is attempting to have the theatre evicted so the building can be used for other purposes. The suit asks judgment against the two for \$23,893 still due, and that the contract against the property be foreclosed.

A. H. Blank, head, Tri-States Theatre Corporation, and Mrs. Blank left for a vacation trip to the west. . . . Bill Feld, former manager for Republic, will open an office for Realart to serve the Omaha and Des Moines territories. . . . Lou Levy entertained the U-I men from the Omaha office to discuss plans for the coming drive.

Jo Kauffman, formerly with Warners, is now associated with the Nathan Sandler Theatre Enterprises. . . . The Collins, Collins, Ia., reopened after being closed. H. L. Rumbaugh, owner, reported the reopening was made possible through the cooperation of a number of businessmen. . . . The new Allers, formerly the Ace, has been reopened at Keystone, Ia., by Allers and company after complete remodeling of the house. Allers and son purchased the theatre from Dwight Ayres.

Los Angeles

Bernie Cobb, RKO salesman, was on the sick list. . . . John Ash, MGM auditor, secured two pints of blood for his wife from the Blood Bank established at the Red Cross by the Film Row Club. . . . The new booker at Lippert is Joe Can-

non, formerly in U-I's Portland office. . . . Fred Greenberg, WB's popular branch manager, has been appointed advisor to the good and welfare committee, Film Row Club. . . . Jimmy Finkel, manager-buyer, Studio Drive-In, Culver City, Cal., resigned. . . . Jack Drum former UA salesman and now associated with the Big Sky Drive-In, Monrovia, Cal., visited. . . . Jerry Berwitz is formulating plans for a three-day outing starting on Washington's Birthday at Big Bear for the Film Row Club. . . . Friends of Ben Peskay were happy to hear that he has rallied from his heart attack. . . . Jim Velde, UA district manager, was in 'Frisco on business. . . . Dick Carnegie, UA branch manager, was home with a sinus infection.

Beginning on Feb. 1, Alex Cooperman will be the distributor for a number of Standard Oil subjects, served on a gratis basis. He has offered to contribute \$1 to the Film Row Club treasury for every booking received on these subjects.

Elaborate plans are being made for the Film Row Club's St. Patrick's Day dance on March 15. . . . Irv. Levin, Realart, flew to Detroit to attend the funeral of his uncle. . . . Kit Jordan formerly of WB's contract department, gave birth to a seven-and-a-half-pound bundle of joy.

Most of the people working on the Row who live in the San Fernando Valley almost had to resort to traveling by boat in order to reach their homes during the heavy rain storms. . . . State out-of-towners visiting were: William Martin, Hemet; Judge Pawley, Indio; Jimmy Parks, Taft; Frank Valuskis, Buena Park, and Roy Lemucchi, Bakersfield.

Minneapolis

U-I's plans for celebrating L. J. Blumberg's 40 years in the film business, as well as U-I's 40th anniversary, with a sales drive on product available for release during the drive from Dec. 30-May 3, were outlined to the sales staff by Mannie Gottlieb, district manager.

A motion of defense attorneys to obtain a more definite statement of damages in the \$1,911,000 conspiracy suit of the Edina, suburban house, vs. eight major film companies and two theatre circuits was denied by Judge Matthew M. Joyce in federal district court.

Ray B. Lehrman, former booker, Columbia, who recently acquired the Northtown, formed Lehrman Allied Theatres Booking and Buying Combine. Headquarters will be at the Northtown. Lehrman at one time was associated with the Sterling Circuit, Seattle. . . . U-I will film highlights of the St. Paul, Minn., winter carnival for a short subject.

Free shows on two successive days were put on by the Winthrop, Winthrop, Ia., in appreciation of the "loyal support" given the new house since its opening. . . . Frank Banning, manager,

Commonwealth Amusement Company, Kansas City, has been named manager, Grand and Marion, Knoxville, Ia. . . . Pete Rouman, owner, Majestic, Rhineland, Wis., celebrated his 30th year in show business. . . . Ray Miner, manager, Miner Amusement Company, properties, Ladysmith, Wis., resigned.

James Harmon, Jr., purchased the Gem, Balaton, Minn., from Floyd Pittman. . . . Burtis Bishop, Jr., MGM mid-west sales manager, was in. . . . Recent out-of-town exhibitors on Film Row were: Bill Lake, Brooten, Brooten; Paul Perizzo, Roxy, Winnebago, and Avalon, Blue Earth, and Fred Mueller, Ritz, Mapleton, all in Minnesota, and Bruce Waters, Lake, Turtle Lake; L. F. Buchholz, Durand, Durand, and Leo Molitor, Superior, Superior, all in Wisconsin.

Kasper Grengs, 52, Border, Sherwood, N. D., died following a stroke. . . . Frank Eisenberg is the new Monogram salesman in southern Minnesota. He formerly travelled for Independent Film Distributors. Aaron Rosen, who formerly covered the territory for Monogram, will handle northern Minnesota, Wisconsin, and the Twin Cities independents. . . . Marilyn Golob is the new stenographer at 20th-Fox. . . . Jay Lapham, booker, Warners, has been replaced by Maxine Murphy.

Harry Weiss, division manager, RKO Theatres, is back from a routine visit of RKO situations. . . . The Collins, Collins, Ia., reopened after being dark. . . . Louis Milgrom has taken back the DeLuxe, St. Paul, Minn., after eight days of operation by A. Terry. . . . There have been plenty of beefs about raiding of help on Film Row. . . . Chick Evans, 20th-Fox exploiteer, was in Minneapolis for "Fixed Bayonets," Gopher.

Omaha

Mons Thompson, St. Paul, Neb., who recently purchased the Lyric, Edgar, Neb., is reopening the Edgar house after completely remodeling, redecorating, and adding practically all new equipment.

U. G. Dunn, father of H. G. Dunn, Valentine, Neb., exhibitor, died. . . . Max Rosenblatt, RKO branch manager, visited the Central Nebraska territory.

"Quo Vadis" is scheduled to show at R. D. Goldberg's State in February. . . . The theatre at Guide Rock, Neb., reportedly has been bought by Clay Center, Neb., interests. . . . Larry Caplane, RKO-Brandeis manager, returned from a vacation, and says he is "resting up" after working on getting settled in his new home.

Hank McGrath, FEPCO manager, is reported doing nicely after a gall bladder operation. . . . Ed Kugel, Mapleton and Holstein, Ia., is ill. . . . Galvin Reber, recently discharged from the army, leased the theatre at Burke, S. D., from C. P. Gehlsen.

New officers of the Colosseum are Bill Wink, president; Pat Halloran, vice-president; Paul Back, secretary; Bob

Hirz, treasurer, and Rich Wilson, sergeant-at-arms. . . MGM salesman Fred Fejfar's mother left the hospital at Yankton, S. D., after a major operation.

Norma Parr, 20th-Fox contract clerk, was appointed branch manager's secretary, and Beverly Tyler, formerly with U-I, has taken her old position. Dorothy Williams has been added to the U-I staff. . . Jules Serkowich was in to handle advance publicity in connection with Columbia's "Man in the Saddle" and "Boots Malone."

Paul Haeker, Alma, Neb., announced plans to build a drive-in as soon as he gets an expected okeh from the National Production Authority. . . Carl White, Jr., son of the owner, Quality Theatre Supply, is in training at Fort Riley, Kans.

Robert Milasch, character film player who started back in the pioneer days, now lives in Plattsmouth, Neb., and was featured in a page layout in The World-Herald Sunday Magazine.

Portland

The delayed holiday party for Oregon's Evergreen Theatres managers and wives was thoroughly enjoyed, bringing out 12 couples. The call for the annual event was made by general manager Russell Brown. . . Will J. Conner, executive vice-president, John Hamrick Theatres, Seattle, and architect Paul Carlsen were supervising redecorating and installation at the Liberty Theatre. . . Dean Matthews, assistant to manager Oscar Nyberg, Paramount, was transferred to Everett, Wash.

The Helig, one of Oregon's oldest theatres in Eugene, has been reopened by Western Amusement Company following remodeling and redecorating. Tom Blair, district manager, was joined by President Jones and Frank Baldock, Eugene manager, for the reopening.

Walter E. Tebbetts, Oregon's oldest exhibitor, now operating the Laurelhurst, accompanied by Mrs. Tebbetts, was off on an air flight to South America.

St. Louis

The strike of projectionists for 12 theatres that cater to the Negro patronage was settled. It was indicated that the settlement brought the men average increases of about 10 per cent.

William T. Powell, midwestern division manager, Smith Mangement Company, Boston, spoke on "What Democracy Demands of Motion Pictures" at the January meeting of the Better Films Council of Greater St. Louis.

Harvard O'Laughlin was reelected to a two-year term as business agent, Local 143, at a meeting of the projectionists' organization. Other officers elected for two-year terms are: President, Tony Blust reelected; vice-president, G. Fred Kelsick; recording secretary, Alfred Savage, to succeed Howard Flier; financial secretary, Herbert Butz, reelected; treasurer, Walter Wiethoff;



Audie Murphy, James Best, and John Hudson, U-I stars, are seen upon the occasion of their recent visit to the U-I exchange in Kansas City.

guide, J. C. Wilson, Jr.; sergeant-at-arms, Clarence F. Kelsick, Jr.; trustees, delegates to Central Trades and Labor, D. B. Lawson and George Pallme, Jr.; delegates to Central Trades and Labor Union, C. Fred Kelsick and Fremont Noertemann; delegates to International Convention of the IATSE, Harvard O'Loughlin, Butz, and Blust, and delegates to the Missouri State Federation of Labor Convention, C. Fred Kelsick and Leonhard T. Michaels.

In Marissa, Ill., a referendum vote to determine the legality of Marissa's blue laws that forbid commercial and recreational activities on Sunday is to be held on Feb. 2. The decision came to permit the people to decide this issue after Tony Beninati, Shelbyville, Ill., new owner, Mars, had inaugurated a policy of Sunday performance. The proceedings to bring the issue to a head is reportedly "entirely on a friendly basis." Beninati announced that he will continue to give Sunday shows until the people finally decide the question.

In Doniphan, Mo., Gerald H. Hunt, owner, Hunt, has also taken over the Missouri, formerly operated by Mrs. E. J. Chilton. Mrs. Chilton is giving weekend shows at her 150-car drive-in near here. She also contemplates the construction of a brick-and-mortar theatre.

In Bloomfield, Mo., Mrs. William Sherman, widow of Bill Sherman, has definitely announced to continue to operate both the Sherman and also the Sherman, Advance, Mo., and complete the construction of the 325-car Jackie Linn Drive-In, on Route 25.

Many additional drive-ins are in prospect for the territory. Among those under construction or definitely planned for an early start are a 300-car project at Ava, Mo., for L. H. Pettit, Pettit Theatres Corporation, owner, Avalon and Star, Ava; a 250-car drive-in near Willow Springs, Mo., for R. D. Fischer, who operates the Star; a 300-car project just outside of Mountain Grove, Mo., and a 300-car drive-in project on Highway 66 near Marshfield, Mo., by Lloyd Smith, Niangua, Mo. Previously announced projects included the 300-car drive-in near DeSoto, Ill., Frank Glenn, Tamaroa, Ill., and Wayne Smith, Herrin, Ill.; the 350-car project on Route 13 west of Marion, Ill., planned by Mayor Marshall,

Tamaroa, and associates; Frank Glenn's second drive-in near Mount Vernon, Ill., on Route 460; the 1200-car project on Route 66 just south of Springfield, Ill., being constructed for Kerasotes brothers; the 500-car drive-in on Route 54 at Eldon, Mo., to be operated by Tom Edwards; Mrs. William Sherman's 325-car Jackie Linn Drive-In, Jackson, Mo.; the 300-car drive-in on Route 61 near New Madrid, Mo., being constructed by Norvin Garner, Dexter, Mo.; the 350-car project of Harry Blount, Potosi, Mo., and Dean Davis' 350-car drive-in on Route 63 near West Plains, Mo., where he operates the Avenue and Davis.

In Blytheville, Ark., the Starview Drive-In has been taken over by E. A. Mooney, an attorney of Bloomfield, Mo. This 500-car project, opened in 1950, previously had been operated by Warren Moxley, who has the Chickasaw and Savoy.

Funeral services for Albert A. Fletcher, veteran projectionist, were held.

In O'Fallon, Ill., the management of the State has been taken over by Mr. and Mrs. Malcolm Reid, who have been interested in theatres for the past 16 years. The Reids replace Sheldon Lending, who will continue to operate the Lions, Troy, Ill.

In Jacksonville, Ill., The Journal Courier of Jacksonville is sponsoring the cooking school at the Illinois.

Nat Steinberg, Republic manager, was in Chicago for the sales gathering at the Blackstone Hotel.

Out-of-town exhibitors seen along Film Row included: Ed Clark, Mattoon, Ill.; Don Griffin, Charleston, Ill.; Johnny Giachetto, Frisina Amusement Company, Springfield, Ill.; Frank X. Reller, Wentzville, Mo.; Roger Moyer, Armentrout Theatres, Louisiana, Mo.; Tom Bloomer, Belleville, Ill.; Homer Hulsey, St. Clair, Mo.; A. H. Boemler, Alton, Ill., and Loren Cluster, Salem, Ill. Tilden Dickson, former owner of theatres in Crystal City and St. Clair, Mo., was along the Row bidding farewell to his many friends. He plans to make Phoenix, Ariz., his permanent home.

Leo Keiler, president, Columbia Amusement Company, Paducah, Ky., remained in California for the winter. . . Marc Steinberg, former manager-owner, Ritz, East Alton, Ill., is stationed at the Great Lakes, Ill., Naval Station.

The Missouri was the scene of some important ceremonies in connection with "Boy Scout Week."

Ray G. Colvin, executive director, Theatre Equipment Dealers Association, expressed disappointment at the response to date for the appeal made to theatre owners and projectionists to save their copper drippings to aid the national defense program.

"Save Copper Drippings"

Salt Lake City

Betty Hutton will make this city the last stop in her tour with "The Greatest Show On Earth," accompanied by her personal hairdresser, Hedy Mjorud, and Herb Steinberg, publicity representative, Paramount. The star will meet the press and employees of Paramount, and will talk to exhibitors after they have seen a special preview at Paramount.

Wilbur G. Seib, recently retired manager, Columbia, died from a heart ailment. He was 56. Seib is survived by his widow, the former Doris Tinges, and two sons, Private Wilbur Gary Seib, Fort Ord, Cal., and Bill Gregory Seib of this city, and a sister in Denver.

In Bountiful, Utah, it was a third son for the Julian Bills, born on Jan. 11. Bills is owner, Bountiful.

The world premiere of 20th Century-Fox's "Red Skies of Montana" at Missoula, Mont., was honored by the presence of the governors of four states. The premiere took place at the Roxy and Fox, preceded by an all-day celebration honoring Samuel G. Engel, producer, and stars William Lundigan, Helen Stanley, and Barbara Bates. At the Fox, a copper engraved scroll was presented to Engel by Governor Bonner on behalf of the state. On their trip back to the studio, the Hollywood personalities stopped here for a round of personal appearances.

San Antonio

20th-Fox and Interstate Circuit will distribute free theatre tickets to blood donors to see "Fixed Bayonets," Aztec. . . . Ever since a projectionist at one of the downtown theatres had to give up his post because of illness since April, five or six fellow members of his union have taken turns each week in substituting for him in their off hours. Thus, he continues to receive his wages without a day's interruption.

Thieves broke into the manager's office of the Alamo Drive-In, and made off with cash and cigarettes. . . . A. B. Silva is with Azteca. . . . Margaret C. Lipsitz, bookkeeper, Clasa-Mohme, resigned to take over duties as a housewife in Wichita Falls, Tex. . . . C. H. Weaver, Jr., manager, Hi-Park Drive-In, returned from a trip to Oklahoma City, where he visited his parents. . . . Gloria Ayala is proud at Azteca. She is showing everyone an engagement ring. . . . Frank Crozier, manager, Alameda, returned from a trip to Wealder, Tex.

Among the out-of-town exhibitors in to book were: Benita Silvas, Teatro Mejico, Carizzo Springs, Tex.; Frank Trevino, Ideal, Pearsall, Tex.; T. L. Harville, Star, Orange Grove, Tex.; Frank Fletcher, Ritz, Houston, Tex.; L. L. Lewis, Odem, Odem, Tex., and Texas Batsrop, Tex., and Pete Stolis, Venus, Victoria, Tex. . . . Dan O'Keefe, Barnett Film Service, Dallas, was in. . . . The new Arts, formerly the Uptown, now has a capacity of 600, according to Wally

Womack, manager. . . . George Meyers, inspector, Azteca, rounded out his fifth year on the job.

Amos Page purchased the Rogue, Matador, Tex. He operates the Avalon, McLean, Tex. . . . Construction is expected to start soon on a new drive-in at Decatur, Tex., to be owned and operated by Jim Miller. The drive-in will be known as the Sunset. . . . The Civic Betterment League is continuing its fight against the construction of a drive-in proposed by Leon Newman and C. A. Richter in Corpus Christi, Tex.

San Francisco

Visitors were Barney Gurnette, Clovis, and Exeter, Cal.; Floyd Bernard, Los Angeles, and Beryl Smith, Chowchilla, Cal. . . . A lucky theatreman is Carlton Hunt, president, Unicorn Theatres. Despite the fact a highway truck demolished the car in which he was riding, Hunt came out unscratched. . . . Russel Amos, formerly with George Mann's Theatres, is now office manager, Unicorn Theatres. . . . Employees at U-I feel spring has come to them. Their offices have been completely renovated and re-decorated. . . . James C. Ford, Loew's Warfield projectionist, died. Mr. Ford was a senior member of Local 162 and is the brother of John Ford, projectionist, El Capitan. . . . A good time is predicted for all at the Variety Club's installation dinner-dance at the headquarters. . . . Price Waterhouse has taken over duties formerly performed by Robert Folkoff at Golden State Theatres. . . . Hal Gruber, a salesman at RKO, is now on the sales staff of Favorite. . . . Lila Goodin, office manager, MGM, is on winter vacation. . . . Earl Long, manager, Paramount, was guest speaker at the Authors and Literary Critics of the State of California luncheon-meeting.

The board of directors of the California Theatres Association recommended that all members and all theatres in Northern California run "The March of Dimes" trailer. Many circuits and independent theatres announced they also will take audience collections. At the same meeting, CTA's directors authorized President L. S. Hamm to attend the COMPO meeting at the Hotel Astor, New York, on Feb. 14-15. . . . Robert Lippert's Crest, Richmond, Cal., shuttered permanently. . . . Busiest publicist was Anne Belfer, North Coast Theatres. In connection with "Man in the Saddle," Orpheum, she staged a Call-Bulletin newsboy Saturday morning matinee. She garnered good newspaper space.

Barney Gurnette, owner, Clovis, Clovis, N. M., purchased the Exeter, Exeter, Cal., from the Exeter Amusement Corporation. J. D. Arakelian, theatre broker, handled the transaction. In the theatre business for over 25 years, Gurnette brings to Exeter a wealth of theatrical experience.

A new burlesque film, in color, was made at the El Rey, Oakland, Cal., by owner Pete De Cenzie. Titled, "French

Peep Show," the production features the regular El Rey stock burlesquers, and is a co-op. venture.

Seattle

Smoke jumper Jack Barrows, who arrived for a visit in behalf of the 20th Century-Fox forest fighting drama, "Red Skies of Montana," began an intensive round of activities by speaking at the Lumberman's National Convention. Barrows, who performs the arduous duty portrayed in the Technicolor production by Richard Widmark, also addressed the University of Washington's School of Forestry. Additionally, he accepted for Widmark a citation from the "Keep Washington Green" committee.

Paul Mercy, Mercy, Yakima, Wash., was severely injured when his car skidded on ice, and collided with another car in which four passengers were riding. Of these, a four-year-old girl was killed, and three adults seriously hurt.

Joan Caulfield, appearing in conjunction with "The Lady Says No," headed the reception committee welcoming Korean vets. . . . Word from Los Angeles was that Frank Newman, Sr., Evergreen Theatres, was suffering from a virus infection. . . . W. H. Thedford, Evergreen vice-president, returned from Spokane, Wash., where he held a managers' conference.

Mat Madsen arrived from Omaha to become booker for RKO. Buck Tidwell, who resigned to go into the real estate business, was relieved by Louis Goldsmith. The latter has been in Providence Hospital.

Louise Gilbert resigned as contract clerk at U-I, and has been succeeded by Alice Sanderson, cashier's department. Roseana Record takes the latter's place in the cashier's department. . . . Bill Galloway, former office manager and booker for U-I, who resigned several weeks ago, left for San Francisco, where he joins RKO as booker. His wife, Amy Galloway, booker's secretary, 20th Century-Fox, will remain until she disposes of their home. . . . Beulah Higgins resigned from the cashier's department at MGM, and is leaving for Arizona. Ellen Tone has been added to the accounting department. . . . John Doerr, Alliance Circuit, arrived from Chicago for a conference with Francis Bateman, western district manager, Republic.

Howard Cahoon, who operates the Motor-Vu, Las Vegas, Nev., was in. . . . Jack Allender, Sr., is returning to the Northwest, and will open an exchange for Astor, either in Seattle or Portland. . . . Betty Prier is relieving Naomi Garcia, secretary to Henry Haustein, while Mrs. Garcia is convalescing at home from an operation. . . . Fred Gamble, partner of Sid Dean, Rex and Lakeview, Tacoma, Wash., is spending the winter in Brooklyn studying voice.

"Save Copper Drippings"

NEWS OF THE

Territory

BRANCHES
Cincinnati

The federal court ordered inspection of all theatre books and records in four pending percentage actions. At the same time, the court denied all motions by the exhibitor-defendants, among them one which sought to require each plaintiff to choose which defendant is liable, whereas the claims are asserted against all defendants jointly and severally. The defendants in each action are Samuel, Allen and Louis Levin, Sherwood Theatres, Inc., Stardust Theatres, Inc., and Sky High Theatre, Inc. Theatres involved are the Sherwood Drive-In, Dayton, O., and the Stardust Drive-In and Ski-Hi Drive-In, Springfield, O. The plaintiffs are Loew's, 20th-Fox, Warners, and U-I. Paxton and Seasongood, Cincinnati, appear as attorneys for each plaintiff, with Sargoy and Stein, New York, of counsel.

Fifty persons were routed by poisonous fumes when a fire caused \$5,000 damage to the Film Mart building, 1635 Central Parkway. The blaze started on the rear loading dock when a drum of scrap film came open, was ignited by a cigar spark, and spread to other waste material and up a shaft to ignite film in a storeroom of National Theatre Supply. Other building occupants are Monogram, Cooperative Theatre Service, Waldo Projector Repair and Rebuilding Company, and Theatre Owners Corporation.

Robert McNab has been appointed 20th-Fox branch manager, succeeding J. B. Rosen, promoted to district manager at Washington, D. C. Jack Kaufman, former Columbus, O., salesman, succeeds McNab as sales manager. As a going-away gift, Rosen was presented with a radio at an office staff cocktail party.

James Frew, U-I district manager, and F. J. A. McCarthy, southern and Canadian sales manager, attended a sales meeting. . . . Business trips were made by Jack Finberg, UA branch manager, to Columbus, O., and Vance Schwartz, Distinctive president, to New York City.

Joan Miller is the new availability clerk at RKO. . . . "Bride of the Gorilla," Realart release, broke a five-year record for attendance and receipts at the Greenbrier, Charleston, W. Va. Gus Lindberg is house manager.

Mrs. Sarah Ossege, 91-year-old mother of Edna Ossege, secretary to E. M. Booth, MGM branch manager, was hospitalized with a broken hip. . . . The mother of Joe McKnight, Lippert salesman, died at her home in Southgate, Ky.

Tri-State Booking Service is booking and buying for Roy Waller, owner, Old

Governor Fine
Signs "Hookey Bill"

HARRISBURG — Governor John Fine signed the "hookey bill," which bars children from eight to 18 from attending theatres during school hours unless carrying a teacher's permit or accompanied by a parent or other responsible adult. The new law calls for a penalty of \$10 fine for the first violation and a \$25 maximum fine for subsequent violations, and provides for a jail term in default of payment at the rate of one day for each \$1 unpaid.

Trail Drive-In, Bridgeville, O., and the Skyway, South Zanesville, O. . . . Frank Feltz is booking and buying for his Starlight Drive-In, St. Henry, O. . . . Max Milbauer equipped the Belmont Auto Drive-In, Dayton, O., with inside car heaters, and will reopen on Feb. 1.

Variety wives staged a successful desert bridge party in the clubrooms for the Variety charity fund. The arrangements committee, named by Mrs. M. D. Dennie, president, included Mrs. Herman Hunt, chairman; Mrs. Sam Weiss, Mrs. N. P. Goldsmith, Mrs. M. Marcus, and Mrs. I. Katz.

Seen along Film Row were John Gregory and James Herb, Dayton, O.; C. A. Metro, Portsmouth, O.; R. J. Meyers, Chillicothe, O.; John Faulkner, Stanton, Ky.; E. T. Denton, Owingsville, Ky.; E. C. Harvey, Grayson, Ky.; William Cain, Paintsville, Ky.; Fred Helwig, Charleston, W. Va.; Harry McHaffie, Marmet, W. Va.; Ray Phelan, Clendenin, W. Va.; G. B. Lively, Huntington, W. Va., and Donald Keesling, Bramwell, W. Va.

For "Boots Malone," manager Edward McGlone, RKO Palace, used a variety of selling angles. The picture had its sendoff weeks in advance with a specially announced Hollywood "Sneak Preview." The Cincinnati Post was sold on the idea of doing the ever popular "Raffles" stunt. A local "Boots Malone," whose identity was kept secret, except for descriptions listed in The Post, roamed the streets of Cincinnati. Announcement of his whereabouts was first made on the Saturday prior to the open of the film, in The Post, along with art on the film and complete plug for the picture, playdate, and theatre. This was followed up with more clues and plugs. Then photos were run of the mystery "Boots Malone," with revealing identification carefully blocked out. Finally, on opening day, the "Boots Malone" of Cincinnati was caught with appropriate fanfare. A heavy saturation radio campaign was used on WKRC, WCPO, WSAI, and WCKY. Rounding out the campaign were three special screenings, held in advance, for special groups. In all, approximately 90 groups were contacted, and close to 50 per cent of them attended one of the three screenings.

Cleveland

Jack and Ray Essick, officials, Modern Theatres Circuit, owner of independent houses in Cleveland, Berea, Galion, and



Mike Simon, branch manager, Paramount exchange, Detroit, is seen with his staff at the party he recently hosted at the branch.

Willoughby, all in Ohio, have formed Concert Attractions to bring flesh shows into the Public Hall. The first one is scheduled for Feb. 24, featuring Rosemary Clooney, a band, and an hour-and-a-half variety show. A matinee and an evening performance will be offered. Negotiations are pending with Phil Reagan and Iona Massey.

Paul Foster, King, and Mrs. Foster are leaving on Feb. 5 for an extended trip.

Earl Seitz, Sandusky, O., owner of both indoor and outdoor theatres, recently acquired the Blue Sky Drive-In, Wadsworth, O., from Dale Morrison. . . . W. N. Day, Jr., who closed his Grand, Dunkirk, O., in December because of poor health, is reopening it on Feb. 2.

The Cleveland Film Critics Circle, which selects the best picture shown downtown during the previous month, announced the December winners, "The Emperor's Nightingale," "Westward the Women," "The Wooden Horse," "The Girl on the Bridge," and, tied for fifth place, "When Worlds Collide," and "Ten Tall Men."

Although top bosses P. L. Tanner and Art Marchand, Film Transit Company, are on the job daily, their secretary, Dorothy Gasper, is enjoying a three-week vacation in Hot Springs, Ark., and Florida.

Jack Gertz, Jack L. Gertz Enterprises, was in New York working out a new theatre promotion plan. . . . Irving Zussman, head man, Interstate Popcorn Company, visited his branch manager.

Meyer Fine, president, Associated Theatres Circuit, was rushed to Mt. Sinai Hospital with what was diagnosed as a mild case of pneumonia, from which he will reportedly recover in time to leave early in February for an extended European trip, which will include a visit to Israel. . . . Kroger Babb, Hallmark Productions, Wilmington, O., held a stockholders meeting. It was understood that new sales policies of Hallmark were established.

Sylvan Goldfinger, district manager, in charge of the Sheftel-Berger Theatres in this area, was in from his Chicago headquarters to confer with managers

Jack Silverthorne, Hippodrome, and Jack Kois, Tower, and to book.

Bill Lissner, for the past 20 years a film salesman for the major companies and for the past seven years with Columbia in Cleveland and more recently in Buffalo, resigned because he wants to relocate in Cleveland.

Nat Levy, RKO eastern division sales manager, held a "Ned Depinet Drive" meeting in the exchange during the past week. . . . Jack Armstrong and his assistant, Fred Lenz, Schwyn Circuit, were Film Row visitors, as were George Wakely, Limelite, Woodville, O.; Frank Slavik, Middlefield, O.; Frank Slavik, Mount Gilead, O.; Leo Jones, Upper Sandusky, O., and Joe Shagrin, Youngstown, O.

Nat Barach, National Screen Service branch manager, says that every theatre in the territory will automatically receive a print of "The March of Dimes" reel, but that he has a limited number of prints of "One Who Came Back," disabled veterans' two-reeler. This subject, Barach states, should be booked and dated through Republic. Irwin Pollard, Republic branch manager, is chairman in charge of distribution of this subject.

The Junior Council, Motion Picture Council of Greater Cleveland, met in the Public Library auditorium for an open discussion of "Quo Vadis." . . . Arnold Apple, son of projectionist Paul Apple, is once more a civilian. He served over-

seas in World War II, was recalled to active duty about 18 months ago, and has now completed his second tour of duty.

Bob Wile, newly appointed secretary, Independent Theatre Owners of Ohio, made his first official visit to Cleveland. He plans to visit every ITO member theatre in Ohio. Right now, in association with President Martin G. Smith and the board of directors, he is working on plans for the annual ITO convention in March.

Milton A. Mooney, president, Co-operative Theatres of Ohio, returned from a business trip to New York. . . . Bob Snyder, Four Continents, was in New York shopping for pictures for northern Ohio. . . . Sam Galanty, Columbia district manager, was in from Washington to confer with branch manager Oscar Ruby.

Herbert Ochs, operator of drive-ins in Canada and the States, is winding up last season's business so that he and Mrs. Ochs can leave for a long planned Florida vacation. Mr. and Mrs. Jack Jossey expect to accompany them.

Nat Wolf, Warner Theatres' Ohio zone manager, was at the Mayo Clinic, Rochester, Minn., for a check-up. . . . Exhibitors report business is better than it was before the holidays, especially with the top grade pictures, and some report the glad tidings that some of their old patrons are coming back because they are tired of TV.

The husband of Mae Friedman, Washington Circuit office force, was the subject of an emergency but successful appendectomy.

Detroit

Passing of Ross Chapman, Delbridge and Gorrell booker, was mourned.

The board meeting of the Allied Theatres of Michigan was set back to Feb. 13.

Marty Shore, Colonial, broke both hands in a fall.

Mrs. Phyllis Dezel, wife of Albert Dezel, independent distributor, was hospitalized following a fall.

Albert Dezel consummated a deal with Allied Films to distribute 15 J. Arthur Rank pictures in his Detroit and Chicago exchanges.

P. T. Dana, U-I eastern sales manager; Charles Simonelli, manager, eastern advertising and publicity department, and Robert Ungerfeld, home office exploitation representative, were in to confer with United Detroit Theatres and Kaiser Industries executives on premiere and promotion plans on "Steel Town." The trio, accompanied by Les Kaufman, Kaiser-Fraser promotion executive, conferred with Earl Hudson, United Detroit Theatres president; Harold Brown, film buyer, and Alice Gorham, advertising and publicity head.

The board of directors of Allied Theatres of Michigan instructed Ernest T. Conlon, executive secretary, to instigate a suit against Film Truck Service, which raised its rates 15 per cent. The complaint has been filed with the Michigan Public Service Commission, Lansing, Mich. In November, Film Truck Service, operated by Mrs. Gladys Pike, filed a petition with the Michigan Public Service Commission for a 15 per cent increase in film delivery rates. The raise was granted in January, and exhibitors using Film Truck service were notified that the increase would be put to them on Jan. 18. Allied charges that no one was notified that a petition for an increase was filed, and that an increase at the present time is not justifiable. The MPSC has sent a copy of the complaint to Mrs. Pike, and has not set a date for a hearing pending word from Mrs. Pike. Many exhibitors using Film Truck Service have complained that an increase now wouldn't help the ailing boxoffice which has its troubles due to the continuing heavy unemployment situation and rising costs of operating a theatre.

Extensive remodeling of the Krim will reveal a "jewel box" theatre, said Sol Krim, owner. Redecoration of lobby and lounges and new installations of seats, hearing aids, screen, projectors, lighting, sound, and air-conditioning systems indicate the completeness of the Krim's renovation.

Dave Idzal, Fox, invited exhibitors to meet a live kangaroo by the name of Joey, which was accompanied by pretty Loretta North, who won the title of "Miss Kangaroo" from 79,999 other Australian girls in a contest Down Under.

Gary Cooper was in to do a little horsepower trading. Cooper made a visit at the invitation of Cadillac chief engineer C. F. Arnold. Cooper personally inspected a special "souped-up" engine being built for him, and which will exceed 250 horsepower.

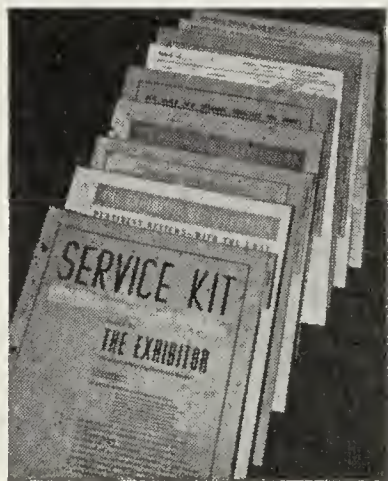
Counting of ballots and judging of statements in The Detroit Free Press "New Faces of 1951" contest is under way. Judges in the \$500 test are: Mrs. John Miller, publicity chairman, Greater Detroit Motion Picture Council; Adolph Goldberg, partner, Community Theatres, and Mrs. Elizabeth Armstrong, assistant director of a children's center.

Robert Haskins is leaving his post as salesman for Monogram to take a position as assistant to Harold Brown, head film buyer, United Detroit Theatres. Ernest Chrysler, state salesman for Monogram, will take Haskins' job as city salesman.

Earl G. Moore, who manages three theatres for the Butterfield Theatres of Michigan circuit, Bay City, Mich., left his position to take over as general manager, Bernstein Circuit. Moore will manage a string of theatres in Bay City, Port Huron, and Saginaw. Harold Bernstein, head of the circuit, announced Moore's appointment. Moore succeeds Stanley Dudelson.

THE SERVICE KIT

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Several different binder methods designed to accommodate these forms are carried in stock.

Arranged and assembled for insertion in any standard 9 x 12 inch ring binder or ring-equipped brief case are the following forms:

1. A 52 week supply of large, modern BOOKING SHEETS (9 x 12 inches)
2. 10 pages of AVAILABILITY and PLAY-OFF WORK SHEETS (9 x 12 inches)
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4. A permanent EQUIPMENT RECORD
5. An 18-month BOOKING CALENDAR
6. A special PERPETUAL CLEARANCE CHART and many other helpful forms all properly indexed.

Ask for SAMPLE SHEETS!
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.

Pittsburgh

The 24th annual banquet, modestly billed by Variety Club, Tent 1, as "The World's Greatest Banquet," lived up to its name on Jan. 20. Vice-President Barkely headed a long list of celebrities who attended, and his speech was hailed as sensational. United States Supreme Court Justice Tom Clark and Brigadier General Ginsburgh were other speakers from the government. Colonel McGraw divided the toastmaster duties with Carl Dozer, sales manager, WCAE. Others on the dias included Mayor Lawrence, Branch Rickey, County Commissioner Kane, John Harris, John Walsh, retiring Chief Barker, who was honored at the affair, Rosey Rosewell, "Red Dawson," new coach of the Pitt football team, and William Finkel, new Chief Barker and chairman of the affair. As usual, the highlight was the adoption of George Variety Barker, VI. It has been the custom for the club to adopt a baby each year as a bow to the way the club was started when a baby was found in the local Sheridan Square many years ago. A 60 page program was presented to each guest. Over 750 attended, including business leaders from all industries. Continuous music was furnished by Maurice Spitalny, Billy Catizone and Al Nobel, and the Wilkins TV show. Joe Hiller booked and staged the entertainment. The show included Buddy Baer, Senator Ed Ford, George Gobels, Sharkey the Seal, and many others.

February 13 is the date of the first exhibitor meeting of 1952 of the Allied Theatre Owners of Western Pennsylvania. All exhibitors and theatre managers are welcome, regardless of membership. Martin Bennett, manager, theatre equipment sales, RCA, will be one of the speakers. In charge of theatre TV sales and installation, he will have an interesting message on theatre TV. Morris Finkel will report on the national board meeting. A buffet lunch will be served.

Morris Finkel, national director; Norman Mervis, member of the board, and Wally Allen, business manager, Allied of Western Pennsylvania, were in Newcastle and Sharon, Pa., visiting.

Tri-State Automatic Candy, Buffalo, sued the Lake, Erie, Pa., for alleged breach of contract, claiming it has exclusive rights to vend popcorn in the house.

Bart Dattola is back from Baltimore, Md., where he had a check-up in John Hopkins Hospital. . . . George Lefko, former branch manager, was named head, Warner exchange, Chicago, under Harry Seed, district manager, another former local sales head.

Mannie Trautenberg, branch manager, United Artists, surprised the trade when he announced his resignation to become sales manager of the Agency Corporation of America in Cincinnati. The company specializes in insurance for the trucking industry. Jimmy Hendel, who has many friends in the territory and who has worked in the area in the past, succeeds Trautenberg, taking over the post within the next week or so. His return will be welcomed.



This advance elaborate lobby display for Warners' "I'll See You In My Dreams" was used recently by the Allen, Cleveland.

Loew's Penn booked a stage show in March featuring Tony Bennett and Toni Arden. . . . M. A. Silver, zone head, Warner Theatres, is back from a short Florida vacation.

Dave Silverman, RKO branch manager, was one of the first to purchase a Hudson from Tony Stern, who just went into the auto business after being associated with Warners here and in Cleveland for many years.

Mrs. Perry Nathan, wife of the National Screen Service branch manager, is back after spending a month with her son and daughter in Larchmont, N. Y. . . . Bob Wile, executive secretary, Independent Theatre Owners of Ohio, was in visiting the Allied office.

Jimmy Retter, Warner salesman, who broke his leg in an auto accident, expects to be up and around soon. . . . Rocco Serrao, manager, Roxy, Ford City, Pa., announced that the amateur shows sponsored by the Lions Club have been successful.

Shirley Narvolansky returned to work at MGM after being out with a virus infection. William B. Zoellner, home office representative, was in visiting the exchange.

Lorraine Schauer is Bert Stearn's new secretary at Cooperative Theatre Service, replacing Mercedes Miller, resigned. Leatrice Vaupel also resigned her position as booker. . . . Among state theatre men who are serving as councilman or as other officers in their respective communities are: Ray Woodard, Franklin; Mike Karolcik, Perryopolis; Louis Rothenstein, Cambridge Springs; W. L. Dunn, Cochran; Frank Orban, Jr., Hooversville and Cairnbrook, and John D. Nagy, Rural Valley.

Alex Manany closed the Dixie, Carnegie, Pa., after operating it for about six weeks.

Warners sold the Cameraphone, and it is expected that the theatre will be turned into a commercial property within two years. Rumor has it, also, that three downtown theatres will be turned into stores within the next year-and-a-half.



Listen!

... wherever women get together, the new motion picture, "Breast Self-Examination" is news! . . . at neighborhood and civic centers . . . in factories and business offices . . . at social, fraternal and service meetings, we are showing this film to countless thousands of American women.

If you don't know where you can see this film, telephone the American Cancer Society office nearest you, or address your letter to "Cancer" in care of your local Post Office. An A.C.S. educational program may save the lives of many of your neighbors, fellow-workers or friends.

American
Cancer
Society



Herman Littleston, former operator, now closed Brushton, has been transferred from the Belmar, Homewood, Pa., to the Cameraphone.

Corinne Kessler, Warner office, will become Mrs. Harry Kaufman next month. . . . Abe Rothenstein's West, West Alliquippa, Pa., closed when a water heater exploded. The accident happened after the theatre closed for the day.

State visitors seen on Film Row included: Len Winograd, Oriental, Rochester; Tom Schraeder, Granada, Beaver Falls; Bennett Amdur, Garden;

Harry Hendel, Granada, Pittsburgh; Ray Woodard, Kayton, Franklin; Lee Conrad, Park, Meadville; Edgar Shafer, Slippery Rock; Jim Bell, Grove City; Spiros Marousis, Regent, Newcastle; Lou Lutz, Penn, Newcastle, and Max Arnold, Nemo, Pitcairn.

Indiana Argos

Kenneth Law, Cozy, has prepared a series of sales letters and mailing pieces about the facilities the theatre has to offer, the great attractions that are on his screen, the greatest entertainment talent in the world that is available in his town, and why only motion picture have the resources to provide this entertainment. The material goes to those who Law knows are staying away from his theatre, the television set owners. Getting the mailing list is easy for Law because he is in the TV repair business. Law gets right into all the homes in his area that have TV, and has an opportunity to talk with the owner and learn how ownership has affected his entertainment buying.

Vincennes

C. A. Matthews, district supervisor, Pantheon Theatres, for Columbia's "The Harlem Globetrotters," posted yellow signs, similar to quarantine posters, headed "Warning! Hoosier Madness." The poster went on to recount the symptoms, and prescribed as treatment a visit

to the nearest theatre playing "The Harlem Globetrotters."

Kentucky Louisville

Albert J. Kuprion, president, Kuprion Theatrical Supply Company, died. He had been associated with the firm for about 15 years.

A. B. McCoy, manager, East Drive-In, Shively, Ky., is on an extended Florida vacation. . . . Seen on the Row was M. C. Hughes, McKee, McKee, Ky.

Mrs. A. N. Miles, Eminence, Ky., was planning an extensive vacation trip. . . . Mrs. Clyde Marshall, Columbian, Columbia, Ky., has been released from the Baptist Hospital, and apparently is recuperating nicely.

Frank Riffle, formerly sound engineer, Falls City Theatre Equipment Company, and now chief sound engineer, Motiograph, Chicago, returned to renew old acquaintances.

Mr. and Mrs. Gene Lutes and daughter, Carolyn, were scheduled to leave for Florida for a vacation. He is district manager, Chakeres Theatres, Springfield, O.

At an election of officers of Local 163, the following were elected: President, Clarence Young, succeeding Lester Demaree; vice-president, Harry Kirk, succeeding Irvin Ulmer; business agent, Chester Demaree, succeeding John Flanerty; recording secretary, Jack Hulett, succeeding Bill Fane, and financial secretary, Ed Williams, reelected.

A free pony and saddle were given away at the Kenwood Drive-In Theatre here.

Ohio Columbus

Local friends of M. R. "Duke" Clark, who resigned recently as Paramount south central division manager because of ill health, expressed regret at his decision to leave his post. Clark made many friends here during his service as Paramount exchange manager. He was Chief Barker, Variety Club, for seven years. . . . Two stage shows are scheduled soon at Loew's Broad and RKO Palace.

The Hollywood, East Side neighborhood, Fred Rowlands Circuit, is now operating only on Friday, Saturday, and Sunday. . . . Norman Nadel, back from his Broadway show shopping trip, will be guide for a Broadway theatre party of 100 Columbusites on March 16-22.

Robert Wile, secretary, Independent Theatre Owners of Ohio, announced that the 1952 convention will be held at the Hotel Hollenden, Cleveland, on May 19, 20, and 21.

"Save Copper Drippings"

For the Best—

- 1—Daily BOXOFFICE STATEMENTS
- 2—Weekly PROGRAM SCHEDULES
- 3—BOOKING and REVIEWING SERVICES
- 4—Pocket-Size DATE BOOKS
- 5—Weekly PETTY-CASH SYSTEMS
- 6—Annual THEATRE BOOKKEEPING SETS
- 7—Weekly PAYROLL SYSTEMS
- 8—TRAINING MANUALS for NEW HELP
- 9—Large DATE BOOKS

and for many other helpful Theatre Forms and Systems.

Ask for **SAMPLE SHEETS!**
Sold **ONLY** to Subscribing Theatres by
EXHIBITOR BOOK SHOP
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...TARGET.....TUBERCULOSIS!



THE VARIETY CLUBS—WILL ROGERS HOSPITAL at Saranac Lake, New York. This famous sanatorium for the care and treatment of chest diseases, operated free of charge, serves the people of the Motion Picture and Allied Amusement Industries. Industry people from all parts of the United States are eligible for admission.

For information contact your nearest Variety Club Tent or Write:
Variety Clubs—Will Rogers Hospital
1313 Paramount Building, New York 18, N. Y.

Lawrence, Mass., Exhib. Files New Anti-Trust Suit

BOSTON — Jean Campopiano, Capitol, Lawrence, Mass., filed a \$23 million triple damage suit against 12 distributors and exhibitors in U. S. District Court. Citing the defendants with conspiracy, monopoly, and restraint of trade, his claim is based on the charge that the defendants have not allowed him a first-run in 15 years.

Named in the suit are: Massachusetts Amusement Corporation, Lawrence and Boston, operating the Warner, Palace, Modern, and Broadway, all in Lawrence; Warner Brothers Theatres, Inc., Boston; Warner Brothers Amusement Company; Paramount Film Distributing Corporation, Boston; Loew's, Inc., Boston; RKO, U-I, United Artists, Paramount, Columbia, and WB Pictures.

Campopiano, a member of the bar, will serve as his own attorney.

NEWS OF THE

Territory

Boston Crosstown

The newly formed corporation, Holiday Park, Inc., Reginald E. and Maria C. Drown, Barre, Vt., and attorney Raymond B. Daniels, Montpelier, Vt., is constructing an ozoner at Fairlee, Vt. A 400-car situation, it's expected to open in mid-May. Eddie Comi, Massachusetts Theatre Equipment Company, is supervising the construction and installing Century water-cooled projection equipment and Ashcraft water-cooled arc-lamps.

Ambrose McLaughlin, Jay, Jr., Littleton, N. H., demonstrated he has a flair for news when he figured the tennis tournament on ice, held in conjunction with the local winter sports carnival, deserved newsreel coverage. He contacted 20th-Fox, cameraman Dick Ellis was dispatched to film the event. The carnival was held to raise funds to defray expenses of contestants to the winter Olympics.

William Costello, chief projectionist, Codman Square, Dorchester, Mass., is spending his mid-winter vacation in the Panama Canal Zone, where he's visiting his daughter and son-in-law.

Delmont Merrill, retired business agent, Local 505, Waltham, Mass., was presented with a suitably inscribed gold wrist watch, and Evans table lighter, and a wallet at the surprise testimonial dinner the members tossed for him. Merrill insists he was completely surprised.

Bill MacIsaacs, projectionist, Rialto, Roslindale, Mass., was in Allerton Hos-



Max E. Youngstein, United Artists vice-president and national director of advertising, publicity, and exploitation, is seen in New York recently pointing to the Award of Special Merit of Parents' magazine citing S. P. Eagle's "The African Queen" as one of the best films of the year. E. Phillip Wilcox, director of motion picture relations for the magazine, holds the plaque.

pital for observation. . . Morris Chadis, projectionist, Revere, Mass., ozoner, was in Quigley Memorial Hospital for a minor operation. . . Lynn Curtis, former manager, Strong, Burlington, Vt., joined the Lloyd Bridgham Circuit as manager, Magnet, Barre, Vt. . . Max Finn, E. M. Loew general manager, was ill with a virus infection. . . Frank Berone is the new lessee, Lakeport, Lakeport, N. H.

Eliminations announced by the Bureau of Sunday Censorship included the following: "Death Of A Salesman," parts 1 to 12. (Deletions: Dialogue, "Dammit," in part 6). Columbia: "Stormbound," parts 1 to 6. (Deletions: Dialogue, ". . . and find . . . out that her mother was nothing but a common . . .", in part 4). Republic.

Theodore Fleisher, newly elected president, Interstate Theatres, Inc., with headquarters in Boston, succeeds the late E. Harold Stoneman.

The Zerinsky-owned Magnet, Claremont, N. H., is installing complete new projection and sound equipment including Century projectors, Century dual sound system, and Western Electire loud speakers. The installation is being handled by Massachusetts Theatre Equipment Company.



Don Hartman, in charge of Paramount production, was recently all but crowded out of his studio office on the coast by members of Paramount's "Golden Circle" and other young players as he revealed a new plan whereby aspiring stars will be groomed for leading roles on a competitive basis.

New England Bowling

Theatre Bowling League

FIRST WEEK'S RESULTS—SECOND HALF

Harry's	4	Independents	3
Legion	0	RKO	1
Affiliated	3	MGM	4
Kenmore	1	New England	0

Standings—Second Half

	Won	Lost
Harry's Snack Bar	4	0
MGM	4	0
Affiliated	3	1
Independents	3	1
Kenmore	1	3
RKO	1	3
MacAulay Post	0	4
New England	0	4

TEAM AVERAGES—SECOND HALF

Independents	450	Affiliated	418
Harry's	442	Kenmore	407
New England	434	RKO	407
MGM	426	Legion	393

High single scores: Levin—107-117; Chase—105-104. High three strings: Levin—304. High single—second half: Levin—117. High three single—second half: Levin—304. High team single—second half: Independents—493. High team three—second half: Independents—1350.

INDIVIDUAL AVERAGES

Levin, Ind.	101.3	Bradley, MGM ..	85.0
Chase, HSB	98.0	Sandler, Ken. ...	85.0
Freeman, HSB ...	94.3	Kelly, Leg.	84.7
Arsenault, N.E. .	93.3	Rathgeb, MGM ..	84.7
Cooney, HSB ...	92.3	Burlone, N.E. ...	83.7
Feinstein, MGM .	91.3	Smythe, RKO ...	83.3
Jennings, N.E. .	91.0	Young, Ind.	83.0
Glazier, RKO ...	91.0	Rowe, Aff.	83.0
Hill, Ind.	90.7	Lynde, Leg.	83.0
Piante, HSB	90.0	Larson, HSB	82.3
Plunkett, N.E. .	89.3	Rahilly, Ken. ...	81.7
Serra, Ind.	89.0	O'Hara, RKO ...	80.3
Field, Aff.	88.3	McGerigle, RKO .	77.0
School, MGM ...	88.3	Fahlbusch, N.E. .	77.0
Farrington, Aff. .	86.7	Oberman, MGM ..	76.7
Owens, Ind.	86.0	Dooley, Leg.	75.3
Goldman, Aff. ...	85.0		

Lew Christie, Polaris Open-air, Caribou, Me., is amazing visiting salesmen with a display of hooked rugs and tapestries which he has whipped up since the close of the ozoner season. First hand reports are that they're really something, and he plans to use them to decorate the situation's lounge next season.

Warner Theatres of New England November winners in the "Managerial Sweepstakes" are: Andrew Sette, Capitol, Springfield, Mass., first prize for campaigns on "The Tanks Are Coming" and "Close to My Heart"; second prize, James McCarthy, Strand, Hartford, Conn., for "The Tanks Are Coming" and an outstanding public relations activities outside the theatre; third prize, Joe Miklos, Embassy, New Britain, Conn., and honorable mention, Murray Howard, Warner, Worcester, Mass.; James O'Laughlin, Port, Newburyport, Mass.; Joe Bornstein, Strand,

New Britain, and James Tobin, Warner, Bridgeport, Conn.

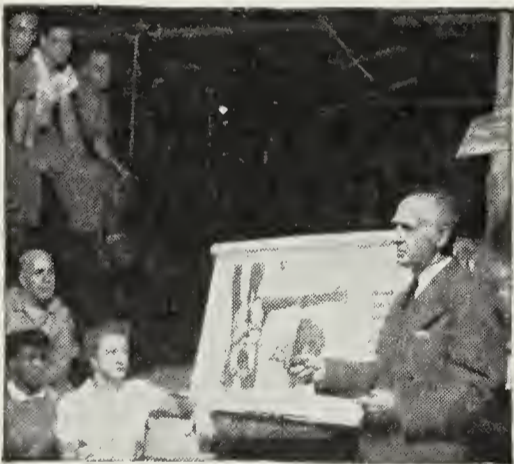
Film District

Local 182 has formed a blood bank, and plans to have groups of 12 members donate blood at the Red Cross Center each week. Under this arrangement, any member or member of his family needing blood is guaranteed it by the Red Cross, with the balance being shipped to hospital bases overseas. Meyer Rosen, relief projectionist, Codman Square, Dorchester, Mass., is in charge of all arrangements, and members are urged to contact him, and make a date to join one of the weekly groups of volunteers.

The trade mourned the death of Harrison J. Martin, U-I Philadelphia branch manager and former Bostonian. A founder and past president, Cinema Club, he was also a member of the Variety Club. His wife and two daughters survive.

Otto Holquist, a member of Local 182 and employee of Capitol Theatre Supply, died on Jan. 17. Funeral services were held in Nashua, N. H. He was a brother-in-law of Capitol President Kenneth Douglas.

Condolences go to Dot Taylor Michaels, Warner biller, in the recent death of her mother. . . . Grace Mahoney, Warners' cashier department, set the date for her marriage to Robert C. Fitzgerald for Feb. 3. The ceremony will be performed in St. Francis Church, Charlestown,



On the job!

Our volunteer speakers are saving thousands of lives *today* . . . in factories and offices, at neighborhood centers and at organization meetings all over this land . . . showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

American Cancer Society



Mass., with a reception following at Memorial Hall. . . . Charles Mascone, Town Hall, Millinocutt, Me., ran a special benefit show for "The March of Dimes." . . . Miss Marjorie Nutt, Wilbor, Eastport, Me., was in for a few days on one of her occasional visits here. . . . Warren Nichols, Community, Peterboro, N. H., a recent bridegroom, was spending his honeymoon in Florida.

Joe Callahan, formerly of UA's New Haven exchange, has been transferred to the Boston exchange, and has been assigned the western Massachusetts territory. . . . Corey Richmond has taken over the lease of the Strand, Fitchburg, Mass., from Sam Feldman.

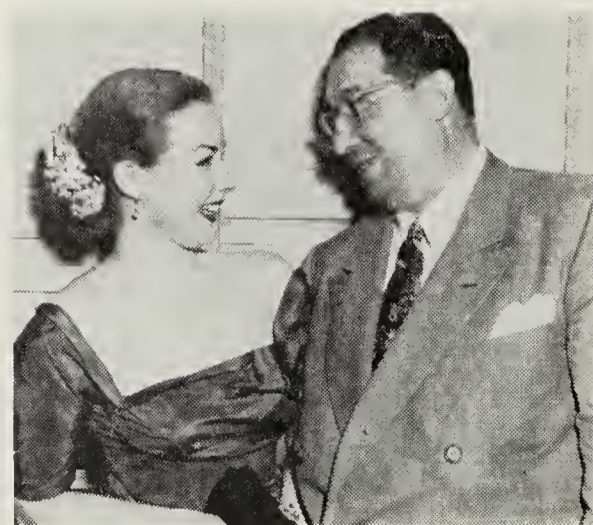
Mr. and Mrs. Leonard Goldberg were on a pleasure jaunt to Washington. . . . Ernest Colarullo, Affiliated booker, has been recalled to temporary duty in the navy. A lieutenant, he's spending his tour of duty at the Fargo building.

Jack Israelson and Gordon Bradley are the new bookers at Metro. Israelson formerly was a booker at this exchange, and more recently had been with the Lloyd Bridgham Circuit. Bradley was upped from the shipping department.

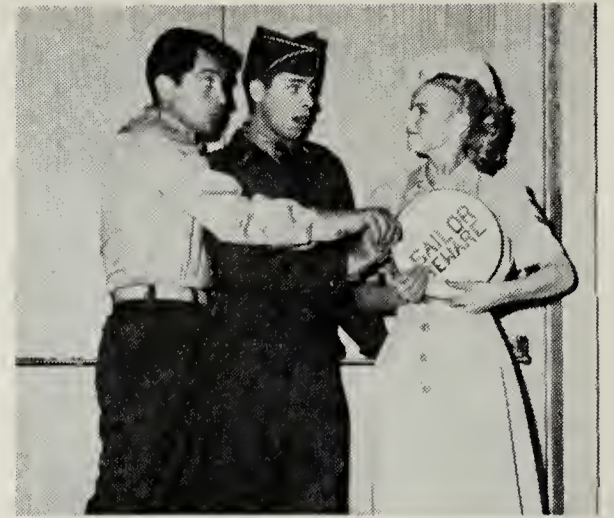
Vacationers included: The Variety Club's Bill Koster, wife, and son grabbing themselves some sunshine in Miami, Fla.; Fred Viano, Lexington, Lexington, Mass., in Florida; Mr. and Mrs. Joe Mathieu, Keene, N. H. Drive-In, in Florida, and Mr. and Mrs. Louis Gordon in Cuba.

New Haven Crosstown

Morris Rosenthal, Loew's Poli, continued with bally tieups for "Quo Vadis." . . . For "The Browning Version," the Lincoln management used good newspaper advertising and angles. . . . The free cooking school held at the Strand, Hamden, brought out a good crowd. The show was sponsored by the First National Stores. . . . Any single girl, 18 to 28, high school senior or graduate, will be eligible for the "Miss America" contest to be held at the Roger Sherman on Feb. 20. "Miss New Haven" and "Miss Elm City" are to be chosen for entrance in the Atlantic City competi-



P. T. Dana, eastern sales manager, is seen with star Piper Laurie during the recent series of conferences of U-I production, distribution, and promotion executives at the U-I west coast studio.



Marion Marshall, who is starred with Dean Martin and Jerry Lewis in Hal Wallis' Paramount release, "Sailor Beware," is seen on the Paramount coast studio lot recently before leaving on a coast-to-coast tour on behalf of "The March of Dimes."

. . . Len Sampson and Bob Spodack, Lincoln and Crown, went to New York on a booking-buying trip. . . . Tom Duane, Lopert, Boston, was a visitor to the Crown and Lincoln. . . . The recent "Sweet Contest" at the Dixwell, where a bike was given as a prize, brought quite a response. . . . A theatre contest, in which listeners were to be asked questions about various films playing at New Haven theatres, was being lined up by one of the local radio stations. According to reports, each theatre desiring a break for its film show, was to donate guest tickets as prizes for the listeners.

Mrs. Ida Shaw, mother of Harry F. Shaw, Loew's Poli Theatres division manager, has been discharged from St. Vincent's Hospital, Bridgeport.

Loew's Poli went western for Columbia's "Man in the Saddle." Passes were offered to people showing up on opening day dressed in cowboy outfits, an electric hobby horse was placed in the lobby with the "best riders" earning complimentary tickets, the aides wore western garb, and a local photographer set up shop in the lobby, taking free photos of patrons wearing western hats.

Meadow Street

Nate Nathanson, United Artists' home office, was in Bridgeport to inspect the campaign for "The Prowler," Art. . . . The Essex Lions Club sponsored a benefit show for its youths activities at the Essex Square. Francis McGrath was the chairman.

Phil Gravitz, MGM branch manager, moved into his new home on Fairfield Avenue. . . . Mary Worstel, MGM, is to leave for a Florida vacation. . . . Former MGMite Mickey Ketanik, now of New York, is reported engaged. . . . Floyd Fitzsimmons, MGM publicist from Boston, was in for "Quo Vadis."

Gael Sullivan, executive director, Theatre Owners of America, was the main speaker of the weekly meeting of the Kiwanis Club. His topic was "Current Thinking at Grass Roots, America."

Condolences go to Sam Weber, Rosen Film Delivery, and George Weber, for-

mer MGM office manager, on the recent death of their father. . . . Joseph Minsky, new Warner Theatres booker-buyer, was host at a buffet luncheon to exchange branch manager, salesmen, and bookers. . . . The Bowl Drive-In, West Haven, engaged Capitol Theatre Supply, Boston, to supply all the equipment for the new outdoor theatre. Lou Phillips, Connecticut representative set the deal for the RCA equipment. The 650-car drive-in was expected to be ready this spring.

Adriana Caselotti, the voice of "Snow White," was in person at the Garde, New London, at the special kiddie show. . . . The coronation ceremonies for "Take Tea and See" was held at the Ridgeway, Stamford.

Renneld Graber, Monogram home office, was a recent visitor to John Pavone's branch office. . . . Lee Rosenberg, Loew's Poli, was elected vice-president, New Haven group, National Association of Power Engineers.

Robert Elliano, Milford exhibitor, and Mrs. Elliano celebrated their 29th wedding anniversary.

Circuits Loew Poli

Division manager Harry F. Shaw was the stage director for the Italian Flood Relief show at the Arena. . . . Condolences were in order to Bob Bergin, assistant, Poli, Worcester, Mass., on the passing of his mother. . . . New booth equipment being installed in all 'A' houses was to be completed in time for the "Quo Vadis" engagements. . . . Congratulations go to Philip Stoddard, assistant manager, Palace, Meriden, on the recent addition to his family.

Connecticut Hartford

Henry L. Needles, managing director, Art, tied up with the Police Veterans' Association on "The Lavender Hill Mob." . . . George E. Landers, division manager, E. M. Loew's Theatres, used a clever street gag in the interests of "Boots Malone," E. M. Loew's. A young man, wearing attention-getting boots, walked through downtown area during designated hours, with newspaper readers told to qualify for theatre ducats by walking up and saying, "You're 'Boots Malone.'"

Jim McCarthy, Strand, tripped to New Haven for an advertising-publicity confab on "Room For One More," with Harry Goldberg, Warner Theatres ad-publicity chief, up from New York for the event.

Matt Meeker, Columbia promotion man, went back to New York after a stay at E. M. Loew's working on "Boots Malone." . . . John F. Sullivan, Sr., Loew-Poli Palace house electrician, went into Hartford Hospital for emergency surgery. Rube Lewis, house stage manager and Local 84 business agent, was called back from vacation because of the hospitalization of Sullivan.



Cecil B. DeMille, producer, Paramount's "The Greatest Show On Earth," recently received a plaque in New York City from Phil Wilcox, motion picture relations director, Parents' magazine, which hailed the film as "Picture of the Month."

Middletown

Sal Adorno, Sr., head, Adorno-Middletown Theatres, and Mrs. Adorno left for a vacation at Fort Lauderdale, Fla.

Springdale

The State disclosed plans to close on Mondays, Tuesdays, Wednesdays, and Thursdays.

Wallingford

George H. Wilkinson, Jr., president, MPTO of Connecticut, and owner, Wilkinson, has been elected a director, Wallingford First National Bank.

Massachusetts

Lynn

Paramount patrons who send old time photographs to The Lynn Telegram-News for identification are given passes by manager James Davis.

Salem

Assistant manager Angus Merrill, Paramount, is receiving congratulations over the arrival of a baby son, John Edward Merrill, weight seven pounds, 10 ounces. . . . Children who attended a special "Hopalong Cassidy" Saturday matinee at the Plaza were given a picture and a colored folder by manager Jack Foster, assisted by one of Hoppy's foremen.

Work on Loew's new theatre is progressing. The opening date, probably in February, has not been announced. It will be called the Salem.

Springfield

A special price reduction for teenagers, between 12 and 17, Mondays through Fridays, was announced by Nathan E. Goldstein, Arcade owners.

Harry Smith, district manager, Western Massachusetts, for 16 years, has taken an indefinite leave of absence. A director and stockholder, Smith plans to spend some time in the south, where he and Mrs. Smith have a son at Pensacola, Fla.

"Quo Vadis," due at Loew's Poli, attained a press distinction accorded no other film since "Gone With The Wind."

The playdate announcement made Page 1 of The Daily News.

Dick Stephens, Columbia Boston office, was here for "The Clouded Yellow."

Heavy damage, including breaking of four drain pipes, smashing all neon tubes on a large display sign, tossing a brick at the screen, breaking of a ventilating fan in the projection room, and attempts to enter the concession stand were reported at the Round Hill Drive-In, by Arthur J. Stein, manager. It is owned by Rex Theatres, Cambridge, Mass.

Weekday matinees were eliminated by the Bing, a neighborhood house.

Taunton

Johny Corbett, Park, recently made a tieup with WPEP and a dairy. The station has been featuring a children's program sponsored by the dairy. One of the characters is "The Lone Stranger." Corbett convinced the station and dairy to bring him out in the open, and this resulted in his appearance for four weeks on the Park stage at Saturday matinee kiddie shows. The result is reported as terrific, and at no cost to the theatre. "The Lone Stranger's" act consists of singing with the children, telling funny stories, contests, etc.

Nashua

In connection with "Snow White and the Seven Dwarfs," Clarence Nash, the voice of Donald Duck, was in to entertain audiences.

Vermont

Bethel

Mrs. Stanley Cole, Bethel, received hospital treatment for a fractured ankle.

Newport

Ken Walker, Walt Disney Studios, Hollywood, and Bob Dorfman, Walt Disney's New York publicity staff, were at the Burns. Walker entertained a large audience of children and grown-ups with his drawings of "Snow White and the Seven Dwarfs."

Rutland

The Paramount has adopted running double features mid-week.



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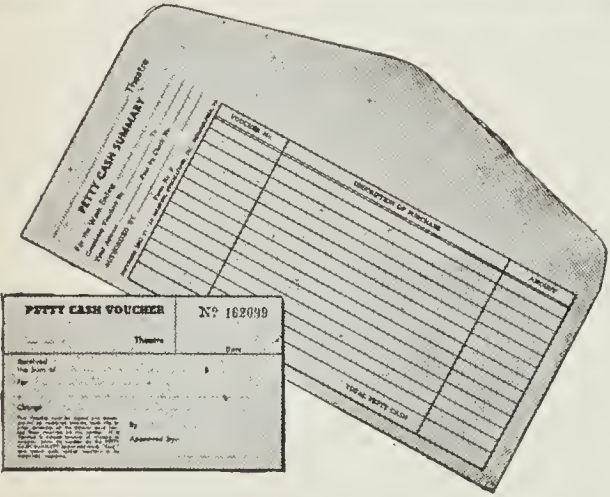


HERE ARE JUST A FEW:

{NOTE: All Prices subject to change after June 30, 1951}

PLUS SERVICE
No. 5

Weekly PETTY CASH SYSTEM
—designed for simplicity and quick theatre reference.



- These specially designed 3 x 5 inch Petty Cash Slips require a counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.

- The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

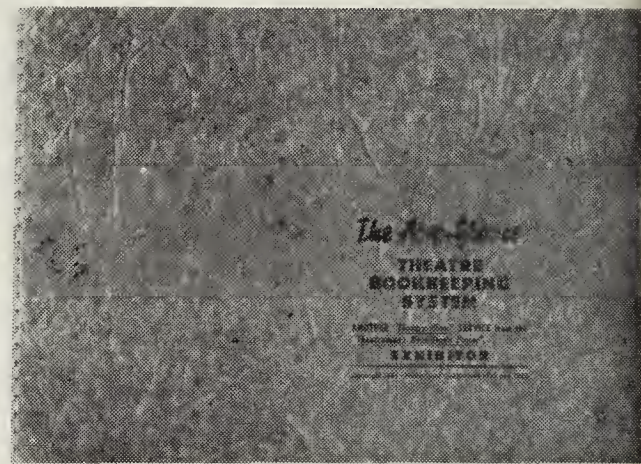
- There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located.

Prices: { Voucher Pads.....25c each
Voucher Envelopes—50 for 60c
Each voucher requires the signature of the owner or the manager.

PLUS SERVICE
No. 6

THE "At-A-Glance" BOOKKEEPING BOOK
—specially designed by a leading theatre specializing C.P.A. authority.

- This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cost, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual of monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.



Price per book
(Sufficient for 52 weeks): \$1.60

PLUS SERVICE
No. 7

Weekly PAYROLL FORMS
—for use whenever employees are paid in cash for salary or overtime.

Price: 52 sheets (1 year) for \$1.25

- This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.

- Designed to be filed in the ordinary letterhead size cabinet (8½ x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc. One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

PLUS SERVICE
No. 8

SERVICE MANUALS
—for the quick and proper training of new and old Theatre Employees.

- Of inestimable value in "breaking-in" a new staff of Ushers; a new Cashier, or a new Door Man.

- This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.

- It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

A practical
SERVICE MANUAL
for the
Theatre Staff

5th Printing
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NEWS OF THE

Territory

New York City
Crosstown

The Stanley was sold to the Horn and Hardart Company, which plans another link in the Automat chain of restaurants on the site.

Theron Warth, producer of the forthcoming Robert Wise-Mark Robson production, "Captive City," arrived for conferences with United Artists vice-presidents William J. Heineman and Max E. Youngstein on distribution and promotion plans for the startling crime drama.

Leo McCarey, producer-director, Paramount's "My Son John," returned to Hollywood after a week's visit here. McCarey sneaked his picture at a New Rochelle theatre. . . . Lindsay Durand, Paramount's west coast national magazine contact, returned to the studio following a two-week visit for meetings with Jerry Pickman, vice-president and director of advertising, publicity, and exploitation, and members of his staff.

A record number of day-and-date Broadway play-dates for a Disabled American Veterans short subject was set up by Warners' Ben Abner, New York distribution chairman, on "One Who Came Back." Theatres playing the film, a two-reel subject sponsored by the United States Defense Department, Disabled American Veterans, and the Association of Motion Picture Producers of Hollywood, were the Paramount, Warner, Mayfair, Globe, Rialto, and New York. "One Who Came Back" is being distributed nationally through the Motion Picture Association, with Ben Kalmenson, Warner sales head, in charge of distribution.

The board of superintendents of the Board of Education, in cooperation with the Organization of the Motion Picture Industry of the City of New York, is instituting, as part of the in-service program under the direction of Dr. Jacob Greenberg, associate superintendent, an in-service course on the motion picture as an educational potential in the school and the community for academic and vocational high school and junior high school teachers, commencing on Feb. 19. The course will consist of a series of 15 lectures, each given by either a leader in the educational field or an authority in the motion picture industry. The lectures will stress the influence of the motion picture in relation to the education of the young citizen and to the cultural life of the community, and it will highlight the means for bringing the educational, vocational, and cultural values of the motion picture into the classroom. Periodically, the lectures will be illustrated, supplemented by the showing of old and current motion pictures.

The auditorium of the High School of Performing Arts, has been provided, and the lectures will be given each Tuesday commencing at 3:45 p.m. The principal of the High School of Performing Arts, Dr. Franklin J. Keller, will serve as coordinator, in cooperation with Fred Schwartz, president, Century Theatres, and chairman, Organization of the Motion Picture Industry of the City of New York. Producers, writers, directors, actors, technicians, exhibitors, salesmen, critics, and composers will be invited to lecture. Educational leaders in the visual education field will be invited to lecture by Dr. Keller. Professor Robert Gessner, chairman, motion picture department, New York University, is cooperating with Dr. Keller on the scholastic arrangements.

The Arcadia, which Walter Reade Theatres acquired last October, closed for remodeling, refurbishing, and redecorating, to reopen as the Baronet, it was announced by Walter Reade. The Baronet will have a first-run "selected film" policy. The refurbishing program will include a modern marquee, entrance facade, and showcases. The lobby will be remodeled, and a lounge added, which will offer patrons free coffee, television, free cosmetics, and other services and conveniences. The interior of the theatre will be completely redecorated and refurbished. A novel feature will be the use of a ticket counter instead of the conventional boxoffice.

James A. Mulvey, president, Samuel Goldwyn Productions, hosted a luncheon for his secretary, Yvonne Wall, who resigned after eight years. In private life, she is Mrs. Robert Sigelkoe. Her successor is Virginia Frey.

A six-pound son, Mark Steven, has been born to Mr. and Mrs. Milton Klein at the Jewish Hospital, Brooklyn. Klein is chief auditor for Columbia. This is the third child for the Kleins.

Al Schwalberg, president, Paramount Film Distributing Corporation, was toastmaster at the New York Motion Picture Bookers' Club installation dinner and dance at the Tavern on the Green. Lou Wolff, president; Bernard Myerson, vice-president; Lou Solkoff, vice-president; Myron Starr, treasurer; Shirley Sussman, financial secretary; Shirley Chester, recording secretary; Ben Levine, sergeant-at-arms, and Morton Lightstone and Kitty Flynn, trustees, were the officers installed.

Columbia Pictures Corporation has been presented a special U. S. Treasury Department citation for outstanding achievement in promoting employee purchase of U. S. Defense Bonds through the Payroll Savings Plan. The citation was presented to A. Schneider, vice-president and treasurer of the corporation by Frank B. Mitchell, director of payroll savings, U. S. Savings Bonds Division for New York. In making the presentation, Mitchell noted that Columbia had enrolled 343 of its New York employees in the payroll savings plan "for a splendid record of 71 per cent participation."

Anatole Litvak, 20th-Fox producer-director, arrived after a three-month stay in Europe.

Darryl F. Zanuck, John Steinbeck, Elia Kazan, and Marlon Brando, the "Big Four" behind the creation of "Viva Zapata!," will be on hand for the world premiere of the 20th-Fox 1952 Academy Award contender at the Rivoli on Feb. 7.

Vanessa Brown, who co-stars with Richard Conte and Lee J. Cobb in the forthcoming United Artists release, "The Fighter," is in town for a series of personal appearances and interviews in connection with Alex Gottlieb's production.

Paramount producer Bernard Smith returned to the coast after a trip here for story conferences on his initial production, a filmization of "Maurice Guest." . . . More than 200 employees in the Paramount building donated blood to the Red Cross through that organization's Bloodmobile unit.

Oscar A. Doob, general theatre executive, Loew's, returned following a vacation. . . . Edward C. Dowden, Loew's assistant advertising director, reported back after being ill for several weeks.

Miles A. Goldrick, Far Eastern regional manager for Westrex Corporation, a subsidiary of Western Electric Company, Inc., left by airplane for Sydney to contact Westrex subsidiary company offices in Australia, Japan, Hong Kong, Philippines, Malayan Union, Indonesia, India, Egypt, France, and England.

Passing of Mrs. Florence Jeffee, wife of Saul Jeffee, Moviellab Film Labs head, was mourned.

Ben Goetz, head, MGM British production activities, left for London. On the same plane with him was Pier Angeli, MGM star, enroute to Munich, Germany.

Silas F. Seadler, MGM advertising head, returned from a 10-day visit to the company's Culver City, Cal., studios.

The New York City Public Library has loaned its Arthur A. Schomburg collection of South African rarities and treasures to the Bijou, to be used in conjunction with "Cry, the Beloved Country."

Sol A. Schwartz, president, RKO Theatres, left for a trip to visit theatre properties in Chicago, Los Angeles, and San Francisco.

William Wyler, Paramount producer-director of "Detective Story," arrived to confer with Paramount home office executives on plans for his recently-completed production, "Carrie."

Marion Marshall, in "Sailor Beware," arrived for three days of radio, television, and personal appearances on behalf of the National Foundation for Infantile Paralysis.

B. G. Kranze, executive assistant to United Artists vice-president William J. Heineman, returned after a two-week business-holiday trip to Florida.

Nat Nathanson, United Artists eastern-Canadian sales manager, left for a sales trip, during which time he is to meet with the managers in Pittsburgh, Cleveland, and Detroit exchanges.

Father James Keller announced a "What One Person Can Do" contest at the screening of a new Christopher film, "Television Is What You Make It." Contestants must write letters of from 300-1600 words telling what they or those close to them have done to help make a better world. Prizes total \$10,000.

New Jersey Newark

Dominick Barreca, Union City, formerly manager, Orpheum, Jersey City, N. J., and now manager, Ritz, is collaborating with a journalist in compiling his experiences in the early days of the theatre in book form.

New Brunswick

One of this city's landmarks, the Opera House, was razed by a three-alarm fire. Built at the turn of the century, the Opera House housed legitimate plays, vaudeville, and, in the early 1920's, was converted into a picture house.

Union City

After single-handedly battling with five men in the Roosevelt after they ganged up on him following his efforts to quiet them, George Clarke required hospital treatment for a cut hand. When he was struck on the mouth, Clarke lashed out at the five, and hit one in the eye, and they promptly disappeared.

New York State Albany

Julius Perlmutter, who also heads the Perlmutter Booking Service, took over operation of the Richmondville Drive-In from Silas Hotaling. . . . Ben Smith, veteran salesman, was a visitor in Philadelphia.

The passing of Mrs. B. B. Gardner, mother of John W. Gardner, Jr., Colony, Schenectady, was mourned.

Nate Dickman, Monogram exchange manager, became the proud father of a baby girl, Susan Frances, born on Jan. 17 and weighing seven pounds, four ounces.

Harry Lamont, temporary chairman, recently reactivated Theatre Owners of America unit, has indicated that the group now has 33 theatre members, with more expected to join.

James P. Faughan, Warner Theatres upstate contact manager until last July, when the post was eliminated, has been appointed district accounting executive in the Price Stabilization office. He had recently been a partner in a sign company.

Commissioner George S. Raymond, Board of Standards and Appeals, indicated that he approved the suggestion of

EYEING THE

Exchanges

NEW YORK—The New York exchange members of the 20th Century-Fox Family Club held its annual election. William Cohen, office manager, was elected president. Vice-president is Patricia Connolly, bookkeeping department; outgoing President William Tavernise, print booker, was selected for treasurer, and Bess Allen Goldstein was named again secretary. The two new sergeants-at-arms are statistician Thomas Feeney and Sam Katz, film room.

MGM — Former employee Martin Workman wrote about his army basic training in Camp Kilmer, N. J. . . . Carmella Viano, film inspectress, will be accepting birthday congratulations on Feb. 9. . . . Doris Weiser, former general clerk who left to go to France, returned. . . . Charles Witner, sales department, will be a year wiser on Feb. 9.

MONOGRAM—Booker Hank Feinstein recently became a member of the Motion Picture Bookers' Club. . . . Jack Graver, booker, was accepting birthday congratulations. . . . If head booker Etta Segall looks as if she found the silver lining today, Jan. 30, it is because she is celebrating 25 years of happy married life.

RKO — Rose Sardone, stenographer, left. . . . Albert Bernstein, film room, passed another milestone. . . . Ditto Sadie Castanza, contract department. . . . Nettie Kanasy, typist-clerk, was ill. . . . Typist-clerk Selma Markstein, resigned. . . . Jean Chadwick, clerk, was off because of illness. . . . Murray Blutreich, non-theatrical booker, celebrated another birthday on Jan. 27.

UNITED ARTISTS—Sophie Bochilo, formerly in the booking department, is happy about her promotion to secretary to sales manager Edward Mullin. . . . Secretary Helen Stern was ill. . . . Elizabeth Brewer, sales control, was enjoying a winter vacation.

20TH CENTURY-FOX — Joe Lebowitz, exploitation man, made a quick trip to Albany. . . . Secretary Frances Singer's daughter, Marny, said goodbye to her serviceman fiance, who left for Japan.

John Coggeshall, State Labor Department's code division, that a permanent advisory committee of motion picture theatremen, engineers, and union employees be named to make a continuing study of the building code for places of public assembly.

Syracuse

Charles E. Kurtzman, Loew's north-eastern division manager, announced the transfer and promotion of Sam Gilman from Loew's eastern division, where he managed Loew's Harrisburg, Pa., under division manager Orville Crouch, to city manager here, where he will also manage Loew's State. William Trambukis, manager, Loew's Strand, goes to Harrisburg, replacing Gilman.

FAVORITE—J. J. Felder, vice-president, is back after a visit to the west coast. . . . Margot Dougherty, typist-clerk, left. . . . The film room's Benjamin Krakower will be accepting birthday congratulations on Feb. 1.

SALESMAN'S STORY—RKO's New York salesman, Charles Penser, is a man of varied talents and experiences. Born in Russia, Penser received most of his formal education in that country. While attending a university in Odessa, he studied art, sculpture, and music. In 1906, he came here, and, in 1909, became a member of the motion picture industry as a projectionist in a theatre. As the industry began to grow, Penser went right along with it, and soon was a booker, manager, and film importer. In addition, he took time to become a top-flight laboratory technician. Feeling the urge to get into the production end, Penser got in touch with the head of the old Madison Square Garden, the late Tex Rickard. From 1919 until 1927, Penser had the exclusive rights to produce fight films in the Garden, including the Dempsey-Firpo slugfest. Then came a period when Penser produced Yiddish films here and in Europe. After a number of business ventures, he became a New York salesman for Columbia, where he remained for five years. Penser next joined the Monogram sales force for three years, and in 1942, came to RKO, where he has remained for the past ten years. Penser is an expert sculptor, has had an exhibition of his copper portraits in the Stanley, and recently completed a portrait of the late Joe Hornstein for the Variety Club. Another Penser talent is writing. He has had numerous short stories published, and soon expects one of his original Yiddish plays to be produced. He has had a full and exciting life.

RAMBLIN' 'ROUND—It was good news for Republic salesman Bob Finkel when he was named eastern district sales manager, Souvaine Selective, replacing John McKenna, resigned. Finkel had been New York branch manager for ELC. . . . Al O. Bondy, distributor of General Electric theatrical films, returned from a swing. . . . At U-I, the latest addition to the office is bookkeeper Gertrude Baranac. . . . Martin Janner, formerly of Warners' film room and now in the marines, was around.

—ARNOLD FARBER

Sympathy is extended to Phil Rosso-mando, whose father passed away. . . . Walter Scarfe, projectionist, Loew's State, returned after a brief stay in the hospital. . . . Harry H. Unterfort, Schine zone manager, was in New York for conferences. . . . Wonder if Rap. Merri-man, Franklin, has been doing any ice fishing.

Note to Harvey Cocks, general manager, Quimby Theatres, Fort Wayne, Ind.: The limit of catch for Great Northern Pike at Sandy Pond has been cut to three a day, so it is not worth the 100-mile drive anymore.

—J. J. S.

"Save Copper Drippings"

NEWS OF THE

Territory

20th-Fox Plays Host
At Erlanger Session

PHILADELPHIA — 20th-Fox will play host tomorrow (Jan. 31) at the Erlanger to exhibitors at a meeting devoted to a complete discussion of forthcoming product and merchandising.

The session will be patterned after the successful New York meeting held a fortnight ago, following which the decision was made to hold similar affairs in other parts of the country.

Nearly 1000 exhibitors are expected to attend. The session will begin with a buffet luncheon at noon, following through with the business meeting.

Vice-president Charles Einfeld will bring his department heads and staff over for the presentation of the merchandising plans, and all exhibitors will be supplied with working kits of materials.

This marks the first of the regional meetings.

was in. . . Marge Dowling, former Clark Film inspectress, was married.

Joe Schaeffer, Republic salesman, celebrated another birthday. . . Republic is going to hold "Salesmen's Week—April 20-26" and already dates are being rounded up so that Joe Schaeffer, Bill Doyle, and Cy Perlsweig can come out on top.

Jim Flynn, Republic booker, says the exchange is handling the 21-minute subject, "The One Who Came Back," for the Disabled War Veterans. It is a free subject, and Republic would like to see it shown in all theatres as it is for a very worthy cause.

Eleanor Begley is leaving Republic for a government post. . . Mrs. Rachel Golde is leaving Republic to go with the Signal Corps.

At an election at the Broadwood Hotel, Local F-7 elected George Evans, U-I, president; Dave Law, Warners, vice-president; Harold Coltun, U-I, treasurer; Beverly Murray, Paramount, secretary; Henrietta Weinberg, Republic, business agent, and Mickey Metzger, Republic, sergeant-at-arms. All will serve two-year terms.



The new Atlantic division comprising Al Levy, Pittsburgh; Sam Diamond, Philadelphia; Glenn Norris, division manager, and Joe Brown, Washington, D. C., are seen at the recent 20th Century-Fox sales convention in New York City.

Nat Levy, eastern division sales manager, was in at RKO for a "Ned Depinet Drive" Meeting. . . Jack deWaal, home office representative, at RKO for some time, expected to return to New York shortly. . . Two RKO bookers' stenographers resigned, Betty Hagerty and Phyllis Fineberg. . . When the funeral for the late Harry Martin, U-I branch manager, was held from the Crosby Funeral Home, 867 Beacon Street, Boston, office manager Edward Potash went up for the services.

Pauline Moray, Warners' clerk, was recuperating in Florida, after a siege of the flu. . . Mary Ney, Warners' inspectress, was married to James Hollowell, on Jan. 19.

Jack Jaslow says exhibitors can profit with his Technicolor combo, "The Thief Of Bagdad" and "Jungle Book."

Circuits
Stanley-Warner

Bob Miller, engineering head, was still down with the virus. . . Harry Goldberg, Warner Theatres' national advertising head, was in for a meeting. . . Henrietta Smithers, wife of Stanley Smithers, film booker-buyer, is convalescing after surgery at Hahnemann Hospital. . . The publicity department is boasting of a new paint job. . . Jack Brodsky, family man, was on vacation? . . . Sonny Rickler, billing department, is excited these days over the wedding arrangements. . . Mort Levine, assistant to Irv Blumberg, publicity head, made his television debut. He's photogenic, too! . . . Sid Schaefer, national advertising director, Columbia, made a short visit with Milt Young.

District of Columbia
Washington

The U. S. Marine Corps is planning a gala opening for the RKO Pathe short, "Lady Marines," when it plays at Keith's, beginning on Feb. 13. The opening date coincides with the birthday anniversary of the lady marines. Through arrangements with Joseph B. Brecheen, RKO exchange manager; Jerry Baker, manager, and marine officials, the following promotions have been arranged. A huge cake to be displayed in a special marine booth in the lobby. The booth will be supervised by lady marines. The marines are preparing their own art work for the lobby, the theatre front, and for posting throughout the District of Columbia. An elaborate ceremony will be held on stage, at

Governor Fine
Signs "Hookey Bill"

HARRISBURG — Governor John Fine signed the "hookey bill," which bars children from eight to 18 from attending theatres during school hours unless carrying a teacher's permit or accompanied by a parent or other responsible adult. The new law calls for a penalty of \$10 fine for the first violation and a \$25 maximum fine for subsequent violations, and provides for a jail term in default of payment at the rate of one day for each \$1 unpaid.

Philadelphia
Crosstown

City exhibitors have been advised to purchase a copy of the Fire Prevention Code, approved on Jan. 2, to acquaint themselves with the city's fire regulations. A copy, which may be secured at the Dunlap Printing Company, 1315-1329 Cherry Street, sells for 65 cents.

Sam Hyman went to his home from Graduate Hospital to recuperate. . . Hal Warner is now booking and buying for the Wendy, formerly the Darby, Darby, Pa. . . The Carman reopened with a film-only policy, under the William I. Greenfield banner. Ben Zimmerman is house manager, and Abe Sunberg is general manager for the circuit. . . The Uptown, recently sold by Stanley-Warner, is reported being converted into a television theatre.

A fireman was injured while fighting a fire in the closed Cadet.

The Fox held a Sunday night preview of 20th-Fox's "Phone Call From A Stranger."

The S-W Stanley held a preview of Warners' "Room For One More."

Marion Marshall was due in on behalf of "The March of Dimes."

Vine Street

Condolences are extended to Carmen Pizzi, Triangle Studios' artist, upon the death of his sister. . . R. J. "Bob" Folliard, RKO district manager, was on the sick list.

Leon Cohen, prominent projectionist, was pleased because daughter Eileen was graduated as an honor student from Overbrook High School. She was also class vice-president and received an award.

Monogram branch manager Max Gillis and aides were still working hard to reach their goal of a Monogram subject on every screen for "Monogram Week," Feb. 10-16. . . Sidney Schaeffer, Columbia home office advertising department,

Trade Mourns Martin's
Passing; Leon U-I Branch Head

PHILADELPHIA — The trade mourned the death of Harrison J. Martin, 51, U-I branch manager, who passed away of a heart attack in Queens, L. I., General Hospital, while on a vacation in New York. Martin, a veteran of more than 31 years with U-I, lived in Collingswood, N. J., but he was a native of Boston until a few years ago.

Joe Leon, Jr., veteran, popular salesman, has been appointed branch manager. He comes to the new post with a wealth of experience and good wishes of all.

"Lippert Week" Seeks Subject On Every Screen

PHILADELPHIA — Joe Engel, Lippert branch manager, has announced that "Lippert Week" will be celebrated from March 8-15, at which time the birthday of Robert L. Lippert, company president, will provide the spark.

The local branch would like a Lippert film to be dated in by every theatre during that period.

Engel says that the exchange has plenty of product to help make it possible, and that exhibitors' co-operation is invited.

which the District Commissioners and top marine officers will be introduced.

Samuel Goldwyn Productions, in conjunction with The Daily News, RKO, and the Keith, sponsored an "I Want You" contest to provide a close relative of a serviceman in Western Europe a free trip to visit the serviceman.

Earl Hargette is now executive assistant to E. Linder, manager, Ontario, with DeWitt Roberts, chief of service. . . . Bob Ungerfeld, U-I, was a visitor with Ontario manager E. Linder. The Ontario, incidentally, made a deal for first-run showings of "Detective Story" and "Death of a Salesman."

Friends were sorry to hear Bob Folliard, RKO district manager, has been ill.

Showmen are again playing a big role in "The March of Dimes." Among those heading committees are George A. Crouch and Frank LaFalce, Warner Theatres; Orville Crouch, Loew's; Jake



Mayor Joseph Altman, center, recently cut the ribbon for the opening of the Beach, formerly the Shore, Atlantic City, N. J., with the aid of George Schwartz, left, and his brother, Albert Schwartz, right, operators of the theatre. UA's "Another Man's Poison" was the opener, with the exploitation details handled by Max Miller, UA field representative.

E. Flax, Republic; Morton Gerber and Shep Allen, District Theatres; A. Julian Brylawski, president, District of Columbia Motion Picture Theatre Owners, and Fred S. Kogod, K-B Theatres.

Lessors of the National, met with officials of the Munsey Realty Company, to iron last details to bring back the theatre as a legit house.

"The Red Badge of Courage" broke all records at the Hiser-Bethesda, Bethesda, Md., according to manager Ray Gingell. . . . A benefit was held at the Arena for the Gallinger Hospital Volunteer service.

Arlington Circuit Judge Walter T. McCarthy sentenced a Hoboken, N. J., man to eight years in the penitentiary for his part in a holdup of the Airport Drive-In, Arlington, Va.

Sam Roth is back from Philadelphia, where he underwent an operation. . . . Jack Foxxe, drummer, Loew's, was out with a minor illness.

The Playhouse, with "The Medium," had a fanfare opening with a distinguished audience invited by the composer, Gian-Carlo Menotti.

Marion Marshall was due in on behalf of "The March of Dimes." She also was



The Washington Monogram exchange is all set for "National Monogram Week," Feb. 10-16, and seen above are, rear row, left to right, Barry Goldman, salesman; Al Wheeler, booker; Joe Young, salesman; Harold Levy, salesman, and, front row, Florence Carden, secretary; Bernice Bernard, clerk; Milt Lipsner, branch manager; Blanche Hayre, cashier, and Judith Glickman, assistant booker.

to make a number of press, radio, and TV appearances on behalf of Paramount's "Sailor Beware."

Sidney Lust tied in with WTTG, TV for "Captain Video." The serial is being shown at the various Lust theatres on different days, and he's getting plugs on TV also. . . . Henry Coon, former manager, Penn, is now with Sears Roebuck. Other Warnerites who joined the organization are John Marcon and Walter E. Cersley. —RICK LAFALCE

Delaware Milford

Edward C. Evans, manager, Schine's New Milford, was returned for his fifth term as mayor in the municipal election.

Maryland Baltimore

Walter Gettinger, owner, Fine Arts, was fined \$10 and costs in Housing Court after sanitation officials testified on several occasions they found bushels of debris in an alley rear of the theatre. Gettinger displayed a commercial hauling firm's bill, explaining the concern had been engaged to remove the trash. In imposing the fine, the magistrate remarked, "You better get yourself

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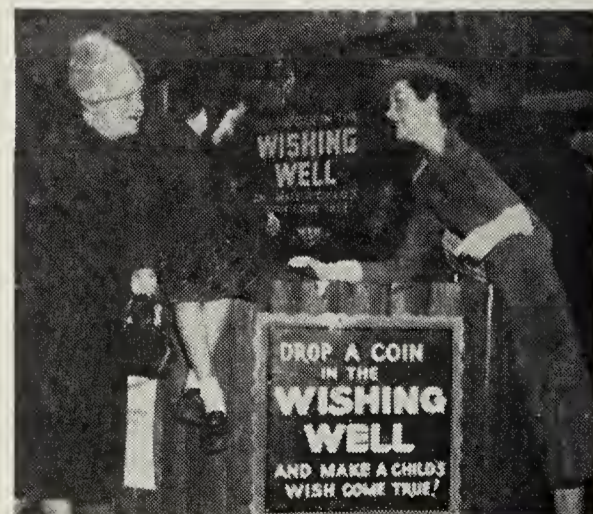
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Maxwell Gillis, branch manager, and Florence Weiner, booker, Monogram Philadelphia exchange, are seen all set for "National Monogram Week," Feb. 10-16, the goal for which is "A Monogram subject on every screen in the nation."



When actress Rosalind Russell recently opened the City Hall courtyard wishing well for the 1952 "March of Dimes" in Philadelphia, seen with her were Mrs. Kathryn Sura, chairman, woman's activities for the polio appeal, and Helen Adams.



Among those who attended the recent Washington, D. C., opening of Republic's "The Wild Blue Yonder" at the Warner were members of the capital squadron, Air Force Association. Seen above, from left, are Maynard H. Smith, Congressional Medal of Honor winner; Joseph E. Bates, squadron commander; George Hardy, Air Force Association regional vice-president, shaking hands with Warner manager Fred McMillan; Colonel David Jamieson, and wing commander Lloyd Streifuss.



In addition to a two-hour cartoon and comedy program, Sidney Hoffman, manager, Metropolitan, Washington, D. C., recently attracted a large audience for his pre-holiday kiddie show with six electric train sets promoted for a giveaway, in addition to other valuable prizes. He arranged to have Gene Klavan, left, WTOP radio personality, preside during stage proceedings. Manager Hoffman hands a young winner a gallon of ice cream, also promoted for the giveaway.

another collector." . . . Morris E. Mechanic, owner, New, was host at a press and radio party given in honor of George Howe, whose novel was the basis of "Decision Before Dawn," New.

Ed Harnish, Hampden, has been transferred to the Mayfair. Frank Stang, Mayfair, has been transferred to the Hampden. Both are managers with the Hicks' Circuit. . . . At a meeting of the Motion Picture Theatre Owners of Maryland, Inc., Jack Whittle was named chairman of a speakers' bureau to be part of the "Movietime, U. S. A." continuation. J. Robert Gruver, Glen, was named co-chairman. Bernard Seaman, was appointed to represent theatres during the Red Cross drive.

Fred Schanberger, Jr., coowner, Keith's, returned from a New York business trip. . . . Tent 19, Variety Club, booked Gene Autry and his troupe for two performances on Feb. 15. Proceeds will go to the "Heart Fund." George Rich, one of the chairmen, recently returned from California. . . . All his life, Joe Liberto, Jr., Stanley's assistant manager, lived in town. As soon as he moved to a new suburban home, the transit strike made him move to the city again, for the duration.

Bill Michaelson, Lippert, was here from New York for the Variety Club's installation of officers and party. . . . Rodney Collier, Stanley manager, arranged for PTA presidents to see "Room For One More." . . . Harry Weisman veteran stage employee, Stanley, was in St. Joseph's Hospital due to recurrence of a heart ailment.

Eli Nieman has joined the Stanley's stage crew as a temporary replacement for the late Harry Weisman.

—G. B.

Hagerstown

The Frederick, Frederick, Md., recently reopened after \$20,000 worth of renovations. . . . John Miller, manager, Henry's, Hagerstown, Md., announced plans for

extensive remodeling in the spring. . . . Discharged from the hospital were Dorothy Shaffer, Academy, and Mary Smith, Maryland.

—L. Mc W.

Leonardtown

Louis Wallace, clerk, Leonardtown post office, is a new aide at the reopened St. Mary's. . . . General Manager K. B. Duke, Sr., announced that James Wilkin-son, assistant manager, New, has resigned to join the armed forces as a member of the Central Intelligence study school group. . . . "The Great Norbert," hypnotist, has been booked for a midnight show at the New. . . . Dottie Lacey is new at the New, replacing Cecelia Holly. . . . 20th-Fox's "The Model and the Marriage Broker" was given a sneak preview at the Park, Lexington Park, Md. . . . Paramount's "Detective Story" was given a sneak preview at the Plaza, Lexington Park, Md.



Warners' "Distant Drums," S-W Stanley, Philadelphia, was featured recently on The Philadelphia Inquirer's "Features For Women" show on WFIL-TV. Deborah Adams, who conducts the show, offered two courtesy tickets for the first six persons telephoning the station at the close of the show, and the telephone operator reports that she was swamped with requests. As shown, a tie-in was made with Lux Soap ads featuring Mari Aldon, star of the picture. This type of tie-in promotion is a special feature the newspaper extends to its advertisers.

New Jersey Trenton

The Drew Theatre Corporation, State, announced the appointment of Nat Hern as manager, with Tom Donnelly as assistant manager. Bert Sandford is

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president, Drew Theatre, Inc. Hern has been with the RKO for 13 years.

Pennsylvania

Barnesville

Allied Buying and Booking Service will book the County View Drive-In when it opens in the spring.

Bridgeport

The Broadway closed.

Birdsboro

Max Korr's Diamond closed.

DuPont

Tri-State is handling the buying and booking for Mrs. Pilosi's Lincoln.

Halifax

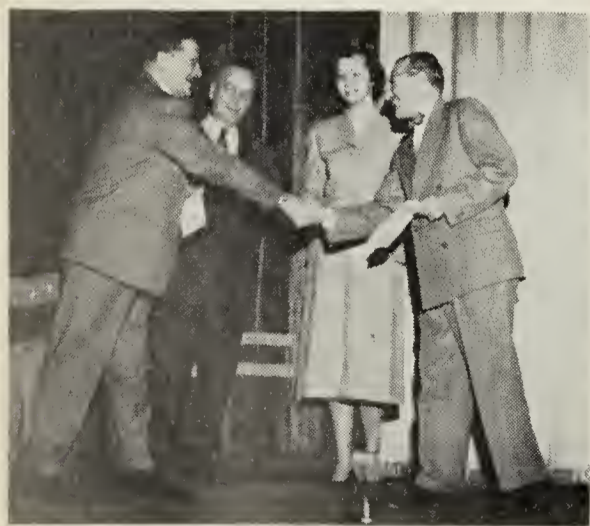
Floyd Scheib's new 300-car capacity Triangle Drive-In will be booked by Allied Buying and Booking Service when it opens in the spring.

Harrisburg

Everyone was glad to hear of the promotion of Sam Gilman, manager, Loew's, to city manager, Loew's, Syracuse, N. Y., as well as manager, Loew's State, there. Gilman has many friends who wish him well. He is succeeded by William Trambukis, formerly manager, Loew's Strand, Syracuse.

Lancaster

This year marks the 100th anniversary of the building of Fulton Hall, which later became the Fulton Opera House, and now operating as the Fulton. The Lancaster Daily Intelligencer observed that it "retains enough of its original form and appearance to warrant restoration and rededication as a legitimate theatre," and added, "Obviously, this could only be done on the basis of some special purpose—a memorial theatre, with museum connected, perhaps, to be used only for that special purpose. Definitely not as a commercial undertaking." The newspaper reports that sentiment seems to be growing among theatrical people for the establishment of a "Hall of Fame of the American Theatre."



Manager Harry C. Chubb, Hershey Community, Hershey, Pa., congratulates winners of a contest he recently conducted to learn how the industry and his theatre can best improve their service to the public. Prizes were season passes and a defense bond. The winners are W. K. Conover, left, Hershey; Dr. Donald A. Cadzow, Livingston, Pa., and Janet Bonebrake, Harrisburg, Pa.

Laureldale

Allied Buying and Booking Service is now booking the Laurel.

Lewistown

Carl E. Temple, owner, Temple, and his projectionist John Marks, were free under \$500 bail pending hearings on charges of violation of the Sunday blue laws. They are accused of holding five performances on Sunday, and face a fine of \$50 on each of the five counts, or a total of \$500. It is the third time Temple has been arrested for Sunday showings.

Norristown

The Westmar closed.

Mt. Penn

Allied Buying and Booking Service is now booking for the Majestic.

Reading

The Rosedale division of the American Federation of Hosiery Workers held a mass meeting in the Strand, to hear reports on prospects for reemployment by the Western Electric Company, which leased the entire plant of the Rosedale Hosiery Knitting Company, throwing 900 knitters out of work.

City officials gave the managers of the city permission to place a "March of Dimes" banner across Penn Street. It was swung across the street in front of Loew's Colonial, Larry Levy, manager.

Robesonia

Robert H. Trimble, Mechanicsburg, Pa., has taken over the Pioneer from Weber and Fraber.

Shamokin

Allied Buying and Booking Service will book the Shamokin Drive-In when it opens in the spring.

Wellsboro

Larry Woodin is building a new drive-in to be known as the Y, to open in the spring, with a 270-car capacity. Allied Buying and Booking Service will book.

Williamstown

J. Schade's new Temple Drive-In, with capacity for 300 cars, will open in the spring, with Allied Buying and Booking doing the booking.

Wysox

Marvin Sands plans to open the Wysok Drive-In in the spring. The spot has a 325-car capacity. Allied Buying and Booking Service will book it.

Virginia Richmond

David McCoy, manager, Beacon, Hopewell, is back after a visit to the Medical College Hospital. . . . Fred Daniels, assistant, Beacon, Hopewell, resigned, replaced by Ted Hamre, Bellwood Drive-In. . . . Two new drive-ins are under construction. One is on route 301, about three miles south of Petersburg, and the other is near Hilton Village. . . . George Peters and Tom Baldrige put on a com-

TRADE SCREENINGS

PHILADELPHIA

MGM—(1233 Summer) Feb. 4, 11, "Love Is Better Than Ever" (Elizabeth Taylor, Larry Parks, Josephine Hutchinson); 12, 11, "The Belle Of New York" (Fred Astaire, Vera-Ellen, Keenan Wynn) (Technicolor).

RKO—(250 North 13th) Feb. 5, 2:30, "Tembo" (Howard Hill) (Made in Africa) (Anso-color); 6, 10:30, "Road Agent" (Tim Holt, Richard Martin); 2:30, "Rancho Notorious" (Marlene Dietrich, Arthur Kennedy, Mel Ferrer) (Technicolor).

WARNERS—(230 North 13th) Feb. 8, 2:30, "The Big Trees" (Patrice Wymore, Kirk Douglas, Eve Miller) (Technicolor); 13, 2:30, "Retreat, Hell!" (Frank Lovejoy, Richard Carlson, Anita Louise).

plete campaign on "Quo Vadis," Loew's. Highlighting the campaign was a good newspaper, television, and radio campaign. Teaser trailers were used. Tieups included MGM records and other windows, co-op. shoe ad, book windows, personal letters to civic clubs, ministerial association, high school and grammar school principals, latin and history teachers, high school and college editorial staffs, and the Richmond Film Society. County school supervisors of all surrounding counties were requested to announce the date in schools.

The tentative program for the annual winter business meeting of the Virginia Motion Picture Theatre Association at the Jefferson Hotel on Feb. 13 includes registration, opening business session with Leonard Gordon presiding, concession sales and displays, drive-in operation, luncheon, report by Colonel R. T. Barton, Virginia admissions, film practices, summer convention and state-wide campaign, adjournment, exhibitors' party by Alexander Film Company. With the legislature in session, this will give an opportunity for exhibitors to spend some time with their senators and delegates.

Variety Club

Tent 13, Philadelphia

At a board meeting, all committees reported, and plans were made to hold a general meeting on Feb. 18. Six members were elected to the camp board, Roger Clipp, James Clark, Jay Emanuel, publisher, EXHIBITOR, Lee Weinrott, Fred Leebron, and William Hutchins. Plans were outlined for the entire year by George Sobel, house chairman. The house committee held the first dance of the new year on Jan. 26.

The Variety Post 713, American Legion, announced that a "Ladies' Night" would be held on Feb. 11. The Post received three citations from the State Department, American Legion, for increasing membership and other activities.

"Red Skies Of Montana" was screened through the courtesy of 20th-Fox. . . . "Scandal Sheet" will be screened through the courtesy of Columbia on Feb. 3, and "Phone Call From A Stranger" will be screened through the courtesy of 20th-Fox on Feb. 10.

COLUMBIA

The First Time (424)

COMEDY
89M.

ESTIMATE: Highly amusing programmer.

CAST: Robert Cummings, Barbara Hale, Bill Goodwin, Jeff Donnell, Carl Benton Reid, Mona Barrie, Kathleen Comegys, Paul Harvey, Cora Witherspoon, Bea Bendaderet. Produced by Harold Hecht; directed by Frank Tashlin.

STORY: When Barbara Hale and Robert Cummings have their first child, Cummings has to look for a job that pays more money. He finds one selling washing machines, but can't sell enough of them. Hale, in between looking after the child and the house, can't keep herself looking glamorous nor can she have his favorite foods ready for him. They have a quarrel. They also have their problems with baby sitters, bills, and a bevy of other miscellany trivia. As time goes by, Hale is pregnant again, but before she can tell Cummings, he has a fight with his boss, and shows him how inefficient his machine can really be. Coming home in a rage, he threatens to leave until he discovers a multitude of bananas around, which tips him off to the coming baby. They decide that having another child won't be as tough as the first.

X-RAY: Since practically everyone is interested in babies and the problems of young married couples, this should find a pleasing reaction among all types of audiences. While it doesn't appear to be the type of picture that breaks records, it provides a definite measure of satisfaction, and a sneak preview audience seemed to get a lot of fun out of it. The story is light, but interesting, the cast good, and direction and production okeh. In short, this is good-natured fun. The story was written by Jean Rouverol and Hugo Butler.

TIP ON BIDDING: Fair program price.

AD LINES: "How To Have Fun Though Married"; "Was Your First Child Anything Like This?"; "Loads Of Laughs All Over The Place, First, Last, And In The Middle."

Harem Girl (422)

FARCE
71M.

ESTIMATE: For the lower half.

CAST: Joan Davis, Peggie Castle, Arthur Blake, Paul Marion, Donald Randolph, Henry Brandon, Minerva Urecal, Peter Mamakos, John Dehner, Peter Brocco, Rus Conklin, Wilson Millar, Ric Roman, Nick Thompson, Alan Foster, Robert Tafur, Shepard Menken. Produced by Wallace MacDonald; directed by Edward Bernds.

STORY: When Joan Davis is hired as a companion-secretary to princess Peggy Castle, and they arrive in the latter's small desert kingdom, Davis learns that Castle is in danger of losing her life at the hands of sheik Donald Randolph. The sheik orders her to marry pudgy sheik Arthur Blake, and live with him in his territory but Castle loves Paul Marion, leader of royal followers who want to overthrow Randolph. Davis, mistaken for Castle, is kidnapped by Randolph's forces, from whom she escapes with keys to a dungeon where Randolph has stored his arms. Castle and Marion are captured and Davis takes over leading Marion's forces and getting the guns into their hands. She then sneaks into Randolph's castle, and organizes the harem girls into a force of resistance which delays the wedding of Castle and Blake and the torture of Marion. Marion's men arrive, and Castle is given command of the country while

EXHIBITOR

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The original *Pink Section* Evaluation of features, short subjects.

SECTION TWO
Vol. 47, No. 13

JANUARY 30, 1952

Randolph is turned over to the French Foreign Legion. When Davis hears that the Legion is for men only, she is determined to join up.

X-RAY: There are some laughs and a few amusing situations here but on the whole this will have to depend on the Davis draw. Cast, story, direction, and production are adequate. The screen play is by Edward Bernds and Elwood Ullman, based on a story by Edward Bernds.

TIP ON BIDDING: Low bracket.

AD LINES: "See That Houri From Missouri Pull The Harem Out On Strike For Higher Loving Standards"; "Joan Gives Those Egyptians Connptions"; "She's Dancing Cheek To Sheik."

Konga, The Wild Stallion (418)

WESTERN
63M.

(Reissue)

ESTIMATE: Reissue horse film will fit into the lower half.

CAST: Fred Stone, Rochelle Hudson, Richard Fiske, Eddy Waller, Robert Warwick, Don Beddoe, Carl Stockdale, George Cleveland, Burr Caruth. Directed by Sam Nelson.

STORY: Konga is the favorite horse of Fred Stone, old horsebreeder, who loses his ranch to the bank, but retains ownership of the animal. Konga leads a stampede into the wheat field of neighboring farmer Robert Warwick, and when the horse's shoulder is badly torn by wire fencing, Warwick's daughter, Rochelle Hudson, and Stone's son, Richard Fiske, bind the horse's wounds. Hearing a rumor that Warwick has killed the horse, Stone kills Warwick, and is sentenced to prison. Hudson nurses the horse back to health, fights with Fiske for Stone's pardon, and marries Fiske.

X-RAY: When first reviewed in THE SERWISECTION of September, 1939, it was said in part: "This is just a dualler, with some possibilities in spots where the horse angle can be sold." The screen play is by Harold Shumate.

TIP ON BIDDING: Usual reissue price.

AD LINES: "He Killed To Avenge His Best Friend—A Horse!"; "A Thundering Stampede Of Heart-Pounding Thrills"; "A Spectacular And Thrilling Drama Brought Back For Your Reenjoyment."

Smoky Canyon (483)

WESTERN
55M.

ESTIMATE: Better than average "Durango Kid."

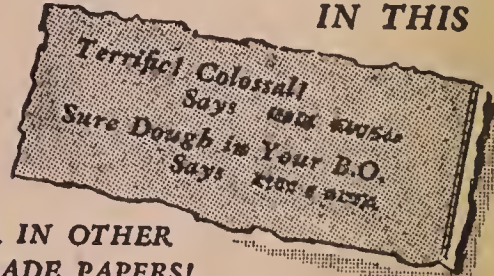
CAST: Charles Starrett, Smiley Burnette, Jack Mahoney, Dani Sue Nolan, Tristram Coffin, Larry Hudson, Cris Alcaide, Sandy Sanders, Forrest Taylor, Charles Stevens,

Boyd Morgan, LeRoy Taylor. Produced by Colbert Clark; directed by Fred F. Sears.

STORY: Charles "The Durango Kid" Starrett is involved in a range war between cattlemen and sheep owners. Cattlemen led by Tristram Coffin are being paid to keep the war going, and thus keep the price of beef high. The leader of the sheep owners, Jack Mahoney, is wanted for the murder of his former fiancée's father. Actually Coffin had killed him, and had framed Mahoney. However, Dani Sue Nolan blames the killing on Mahoney and all sheepmen, and becomes the active leader of the cattlemen. Starrett poses as a tough gun slinger anxious to get the reward. As "The Durango Kid," he tries to help the sheepmen. While gathering his information, Starrett learns that Nolan and Mahoney still love one another. With the help of Smiley Burnette, Starrett finally gets proof of Coffin's guilt, and convinces Nolan of Mahoney's innocence. Coffin tries to destroy a large herd of cattle by using dynamite. Starrett and Mahoney arrive to save the herd, and the gang is destroyed by a landslide started by an explosion. Mahoney is appointed sheriff, and Starrett rides off.

X-RAY: A strong script that allows for a little character development, some good outdoor photography, and plenty of orthodox western action makes this one of the better series efforts. Starrett and Mahoney supply plenty of muscle, and Burnette scores with a couple of good sequences. Songs heard include: "My Daydream

Few "QUOTES" IN THIS



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CHECK 'EM AGAINST YOUR PLAYOFF!

Lariat." The screen play is by Barry Shipman.

TIP ON BIDDING: Usual series price.

AD LINES: "The Durango Kid' Finds New Adventure While Halting A Bloody Range War"; "Charles Starrett And Jack Mahoney Team Up To Battle One Of The Deadliest Gangs In The West"; "Charles 'The Durango Kid' Starrett In A New Exciting Western."

LIPPERT

For Men Only (5102)

DRAMA
93M.

ESTIMATE: Interesting drama is packed with selling angles.

CAST: Paul Henreid, Robert Sherman, Russell Johnson, Margaret Field, Kathleen Hughes, Vera Miles, James Dobson, Douglas Kennedy, Robert Carson, Virginia Mullen, Steven Clark, Chris Drake, Bob Chapman, O. Z. Whitehead, Arthur Marshall, Frank Mathias. Produced and directed by Paul Henreid.

STORY: Refusing to kill a dog at college "Hell Night" as part of his fraternity initiation, Robert Sherman rebels, runs away, and tells his story to sympathetic professor Paul Henreid. An investigation follows, but Sherman is discredited, and while being chased by some students, runs his car into a truck, and is critically injured. Henreid starts a campaign to eliminate hazing despite lack of support from other professors, and is determined to go on when Sherman dies. Henreid's wife, Margaret Field, wants him to stop, and goes away to let him think it over. Meanwhile, co-ed Kathleen Hughes makes a play for Henreid, and is rebuffed, whereupon she concocts an assault story, and Henreid is dismissed. Eventually, however, Henreid is able to turn the tables, and place the blame for the death and charges against him against Russell Johnson. Henreid, exonerated, resumes his teaching with his wife at his side.

X-RAY: Holding interest throughout, and with some good performances, this discusses a subject that should interest audiences, college fraternity life and hazing, and, as such, has plenty of selling angles. Besides the title, the film has lots for the showmen, and the merchandising should make the difference. Henreid is able, as usual, with a cast of unknowns contributing to the general merit of the show. Henreid shows real talent as a producer-director, in addition to his performance, and the new personalities bring a freshness with them. The story was written by Lou Morheim and Herbert Margolies.

AD LINES: "It's Every Woman's Picture"; "Today's Most Shocking Scandal"; "What Happens When A Co-Ed Falls For Her College Professor?"

MGM

Invitation (220)

DRAMA
85M.

ESTIMATE: Good program.

CAST: Dorothy McGuire, Van Johnson, Louis Calhern, Ruth Roman, Ray Collins, Michael Chekhov, Lisa Golm, Diane Cassidy, Stapleton Kent, Barbara Ruick, Norman Field, Matt Moore, Patrick Conway, Alex Gerry, Lucile Curtis. Produced by Lawrence Weingarten; directed by Gottfried Reinhardt.

STORY: Dorothy McGuire, motherless daughter of wealthy tycoon Louis Calhern, has been a semi-invalid since childhood with a heart condition. Because of his love for her and because doctors say she only has a year to live, which Mc-

Guire doesn't know, Calhern, without her knowledge, gets her boyhood chum, struggling architect, Van Johnson, to marry her although Ruth Roman had believed she would be Johnson's wife. Ten months later, following the marriage, a series of coincidences makes McGuire realize what the score is, that her father had arranged the marriage, and that her days were numbered. However, when Johnson tells her the truth, and gives her the background on everything, he makes her see that no matter what the initial reason for the marriage, it is now based on real love. An operation follows, and McGuire, recovered, looks forward to a happy future.

X-RAY: A woman's picture that should build on word-of-mouth, this has been intelligently directed and produced, with above average performances, particularly from McGuire, who has never been better. While the pace is leisurely, the film holds interest throughout, with the use of flashbacks never interfering with the suspense. Johnson, Calhern, and Roman are aces in their roles, with the featured players also good. While the title conveys nothing, emphasizing the theme, which should appeal to any woman, it should help in the selling. The materials are there for the merchandising. The story was written by Jerome Weidman.

TIP ON BIDDING: Good program price.

AD LINES: "She Traded A Year Of Happiness For Eternity"; "Can A Marriage Founded On A Bargain Turn Into Love?"; "The Year's Dramatic Hit . . . The Story Of A Girl Who Never Lost Faith In Love."

Just This Once

COMEDY
90M.

ESTIMATE: Pleasing comedy.

CAST: Janet Leigh, Peter Lawford, Lewis Stone, Marilyn Erskine, Richard Anderson, Douglas Fowley, Hanley Stafford, Henry Slate, Jerry Hausner, Benny Rubin, Charles Watts. Produced by Henry Ber- man; directed by Don Weis.

STORY: Peter Lawford, millionaire socialite with a big income, spends his money faster than it comes in, which causes the executor of the estate, Lewis Stone, a Supreme Court judge, to hire attractive attorney-at-law Janet Leigh, who knows what it is to earn a living, to handle Lawford's money transactions under a so-called spendthrift clause. Leigh tightens up on Lawford, who has a personal interest in her. However, Leigh is to marry construction engineer Richard Anderson. When Lawford's apartment furniture is sold, Lawford moves in with Leigh, quoting a court order that she is his guardian. Lawford then has her apartment redecorated, and gets Anderson a big raise, which Leigh makes the latter refuse. Finally, to influence Leigh, Lawford says he has a job in a science laboratory, whereas actually he plays golf all day. Leigh falls for him, but when she learns of his trickery, tells him off. Finally realizing she loves him and hearing he is joining the navy, Leigh rushes to him, and clinches as she learns that he is going to be in charge of naval expenditures.

X-RAY: A sprightly comedy that the young folks should especially like, this has all the elements for audience entertainment. The Leigh-Lawford draw should be an asset, and while the theme becomes thin at times, the pace is generally even. While not the sort of picture that breaks records, it should be helped by word-of-mouth. The story is by Max Trell.

TIP ON BIDDING: Fair program price.

AD LINES: "What Happens When A Million Dollar Guy Meets A Gal Who Works For A Living?"; "Janet Leigh And Peter Lawford In The Year's Most Delightful

Comedy"; "What Fun . . . When Two Lovers Try 'Just This Once'."

The Wild North

MELODRAMA
97M.

(AnSCO color)

ESTIMATE: Well-made outdoor show should register in the better grosses.

CAST: Stewart Granger, Wendell Corey, Cyd Charisse, Morgan Farley, J. M. Kerrigan, Howard Petrie, Houseley Stevenson, Lewis Martin, John War Eagle, Ray Teal, Clancy Cooper. Produced by Stephen Ames; directed by Andrew Marton.

STORY: French-Canadian Stewart Granger, who lives in the wilderness, comes to a small Canadian town, assists half-breed Cyd Charisse when bully Howard Petrie makes a play for her, and promises to take her up the river in his canoe to her Indian people. Petrie after apologizing, asks to be taken along, but it becomes apparent that he intends to drive their canoe into some rapids to show he is a better man than Granger. Granger fires at Petrie to frighten him, but the canoe lurches, and Petrie is killed. Granger brings Charisse to her people, and heads north, followed by Mountie Wendell Corey, Corey apprehends him, and they start back, Granger promising that he will never make it. Things go from bad to worse, and Corey is lost, Granger offering no help. Some trappers overwhelm Corey, but Granger comes to his aid. Finally, wolves attack, and Corey, after being mauled, becomes a victim of the white madness, in a state of constant shock. Granger brings him in to his home, where he and Charisse try to bring back Corey to normalcy. They fail until Granger puts Corey in a canoe, and races down the rapids with him. Corey regains his senses, and, seeing the danger, fires at Granger as the canoe capsizes. Later, at Granger's trial, Corey helps bring exoneration for Granger. Charisse and Granger clinch.

X-RAY: With three highlights to sell, an avalanche, a fight with wolves, and a race down the rapids, this should register in the better grosses. The femme interest is relatively minor, but the Granger, Corey, Charisse draw is there for the marquee, the scenery is beautiful, and the suspense generally well held. While the subject matter is a bit repetitious, still the story holds together well, with new AnSCO color generally on a good level. A show of this kind should be sold as a spectacle, and with the proper merchandising, the results should be well on the better side. The story is by Frank Fenton. Legion of Decency "B".

TIP ON BIDDING: Good program price.

AD LINES: "Never Such Thrills . . . As In 'The Wild North'"; "A Spectacle Of The North . . . As Never Seen Before"; "He Faced Great Dangers For The Love Of A Woman."

MONOGRAM

Stage To Blue River (5156)

WESTERN
55M.

ESTIMATE: Routine series entry.

CAST: Whip Wilson, Fuzzy Knight, Phyllis Coates, Lee Roberts, Terry Frost, Lane Bradford, John Hart, Pierce Lyden, Boyd Stockman. Produced by Vincent M. Fennelly; directed by Lewis Collins.

STORY: U. S. Marshal Whip Wilson, Fuzzy Knight, and Lee Roberts come to the aid of Phyllis Coates after her father is killed by hirelings of a mysterious "Mr. Blackwell", who attempts to win the stage line left to Coates. Coates tries to get a lucrative mail contract from the

government, but one of the conditions is that her stage line must be proven safe. As Wilson, Knight, and Roberts convoy the stage, they have several battles with the outlaws. Wilson learns that lawyer John Hart is one of the plotters, and, with the help of the postmaster, discovers that sheriff Pierce Lyden is the mysterious "Mr. Blackwell." Wilson rounds up the gang, Coates gets her contract, and Roberts becomes the town's new sheriff as Wilson and Knight ride off to new adventure.

X-RAY: This offers little more than the standard formula ingredients. The story is a familiar one, and the action pattern does not deviate from the series routine. Western fans should be satisfied with the usual quota of thundering hoofs, flying fists, and roaring guns. Wilson, Knight, Coates, and the others walk through this one without too much effort. Joseph F. Poland wrote the screen play.

AD LINES: "Hot Lead Seals The Doom Of Badlands Mail Bandits!"; "Death Rides The Roaring Mail Express!"; "Trigger Law In Terror Territory."

Texas Lawmen (5146)

WESTERN
54M.

ESTIMATE: Better than average series entry.

CAST: Johnny Mack Brown, Jimmy Ellison, Stanford Jolley, Lee Roberts, Terry Frost, Marshall Reed. Produced by Vincent M. Fennelly; directed by Lewis Collins.

STORY: U. S. Marshal Johnny Mack Brown, called upon to track down Stanford Jolley's gang of highwaymen goes to report to the sheriff but finds the latter has been killed. Serving as temporary sheriff is Jimmy Ellison, a son of Jolley, and who has been shielding his father under threat of exposure of his being a party in a robbery when a youngster. Jolley's other son, Lee Roberts, is an outlaw with him. Word is received of a gold shipment, and Ellison sets out to thwart the robbery only to be shot by his father, who then takes him back to a doctor. Later, the wounded sheriff hears of an upcoming mine payroll robbery, and tells Brown. The gang is caught, but all ends well as Ellison is pardoned, and made the regular sheriff.

X-RAY: A better than average series entry, this boasts a story that is convincing and well knit, and Brown and Ellison both give creditable performances. Myron Healey wrote the story.

AD LINES: "Payroll Rustlers Clamp Trigger Grip On Panhandle!"; "Six-Gun Sentry On Lone Star Trail"; "Ranger Cracks Chain Of Stagecoach Holdups."

PARAMOUNT

Something To Live For (5105)

DRAMA
89M.

ESTIMATE: Offbeat drama will need plenty of selling.

CAST: Joan Fontaine, Ray Milland, Teresa Wright, Richard Derr, Douglas Dick, Herbert Heyes, Harry Bellaver, Paul Valentine, Frank Orth, Bob Cornthwaite, Helen Spring, Rudy Lee, Patric Mitchell. Produced and directed by George Stevens.

STORY: Ray Milland, summoned by hotel elevator operator Harry Bellaver to sober up a guest, Joan Fontaine, is a member of Alcoholics Anonymous. He explains that he would like to help her. He then goes home to his family, Teresa Wright, and two youngsters, Pat Mitchell and Rudy Lee. Milland's work at his advertising agency is off, and a younger man, Douglas Dick, has been taking over some of his work. Meanwhile, Fontaine,

an actress, reports for rehearsal only to find that someone else has been given her role. She and Milland, feeling low, meet in a restaurant. She tells him how she became an alcoholic, falling in love with a self-centered director, Richard Derr, and then splitting up, she being afraid to appear on the stage for fear that he won't consider her good enough. The two meet again, and realize they are in love. Meanwhile, Wright tells Milland she is going to have another child. Milland starts to click at the agency, and tries to see Fontaine, with little success. Weeks later Fontaine comes into New York with a play but on the night of the opening she becomes drunk again. Milland snaps her out of it, and they talk out their love for each other, making it easier for each to carry on. Milland and Wright, really together, watch Fontaine perform successfully.

X-RAY: With such subjects as alcoholism, romance, and a clash of individual personalities to accent in the merchandising, this still will need plenty of push, with a lot of help due from the Milland, Fontaine, and Wright names. Production, direction, etc., are above average, with the performances especially good, but the story is weak, and it spreads itself too thin, with the boxoffice likely to be affected as a result. The story was written by Dwight Taylor.

TIP ON BIDDING: Fair program price.

AD LINES: "The Man Who Fought 'The Lost Weekend' Now Gives A Girl 'Something To Live For'"; "They Were In Love But Had To Fight Too Many People"; "They Were Caught In A Strong Stream Of Passion And Desire."

RKO

At Sword's Point

COSTUME DRAMA
81M.

(Color by Technicolor)

ESTIMATE: Names should help routine costume drama.

CAST: Cornel Wilde, Maureen O'Hara, June Clayworth, Robert Douglas, Gladys Cooper, Dan O'Herlihy, Alan Hale, Jr., Blanche Yurka, Nancy Gates, Edmond Breon, Peter Miles, George Petrie, Moroni Olsen, Boyd Davis, Holmes Herbert, Lucien Littlefield, Claude Dunkin. Produced by Jerrold T. Brandt; directed by Lewis Allen.

STORY: Many years after the Three Musketeers and D'Artagnan have helped France, queen Gladys Cooper calls upon them for assistance against crafty Robert Douglas, a nobleman who seeks to control the country. The Musketeers are either too old or dead, so the sons of Porthos and Aramos, Dan O'Herlihy and Alan Hale, Jr., come along, with Maureen O'Hara, daughter of Athos, and Cornel Wilde, son of d'Artagnan. After a series of escapades, plenty of sword play, and hard riding, the four combine to outwit Douglas, rescue prince Peter Miles and princess Nancy Gates following the death of Cooper, and restore them to the throne. Wilde clinches with O'Hara.

X-RAY: Routine all the way, this has as major assets the Wilde and O'Hara names, the Technicolor, and plenty of action, much of it akin to the western type. Performances and direction are standard, which means that this is like a lot of other films, and without a spark to make it different. However, this does offer the Musketeers, O'Hara's beauty and Wilde's draw. Where these can be emphasized, grosses may be better. The story is by Walter Ferris and Joseph Hoffman.

TIP ON BIDDING: Fair program price.

AD LINES: "Thrill To The Sons And Daughter Of The Three Musketeers And

D'Artagnan"; "See Maureen O'Hara As The Daughter Of The Musketeer"; "She Wanted To Live A Man's Life Until She Felt Her Lover's Arms About Her."

Trail Guide

WESTERN
60M.

ESTIMATE: Okeh series effort.

CAST: Tim Holt, Richard Martin, Linda Douglas, Frank Wilcox, Robert Sherwood, John Pickard, Kenneth MacDonald, Wendy Waldron, Patricia Wright. Produced by Herman Schlom; directed by Lesley Selander.

STORY: After guiding a wagon train of homesteaders, Tim Holt and Richard Martin look for a job, and have a run-in with young rancher Robert Sherwood and his sister Linda Douglas, who resent the homesteaders. Hotheaded Sherwood hires gambler Frank Wilcox to get the homesteaders' lease. Wilcox and his men rob wagonmaster Kenneth MacDonald, and Holt suspects Sherwood, but his only clue is a gun dropped by Wilcox. Wilcox attempts to have Holt and Martin killed. When Sherwood asks for the leases after having paid off, Wilcox refuses, and tells him they are going to kill the sheriff. When Sherwood threatens to talk, Wilcox says he will kill Douglas if he doesn't get out of town. Holt and Martin then spot the fleeing Sherwood and stop him, but Wilcox' hired man John Pickard shoots him. Wilcox captures Martin and convinces Douglas that he and Holt had killed her brother. Douglas goes to get the cattlemen to lynch the homesteaders. Meanwhile, Holt follows Pickard to the office, forces him to talk, and show him the stolen leases. Martin warns Holt. When Wilcox sees Pickard with Holt he tries to escape, but Martin stops him. With the evil influence of Wilcox gone, the ranchers and homesteaders learn to live in harmony.

X-RAY: With perhaps a little less action than in some previous efforts, this adheres pretty closely to formula. Holt and Martin offer okeh performances in roles familiar to regular fans. The screen play is by Arthur E. Orloff.

AD LINES: "Tim Holt Brings His Smashing Fists And Blazing Guns To A New Western Adventure"; "Homesteaders Find That Death Is Their Next Door Neighbor"; "Ranchers Learn You Can't Halt Progress With A Gun."

REPUBLIC

Captive Of Billy The Kid (5064)

WESTERN
54M.

ESTIMATE: Standard series effort.

CAST: Allan "Rocky" Lane, Black Jack, Penny Edwards, Grant Withers, Clem Bevens, Roy Barcroft, Clayton Moore, Mauritz Hugo, Garry Goodwin. Produced by Harry Keller; directed by Fred C. Brannon.

STORY: Marshal "Rocky" Lane, on the trail of the murderer of one of the five men who knew where "Billy the Kid" hid his loot, rescues Penny Edwards from two bandits. She is the daughter of the murdered man, and is heading for the ranch of old Clem Bevan, who knew the secret. Each of the five persons holds a piece of the map that gives the exact location of the treasure. The five holders of the map assemble at Bevens' place, despite the efforts of hired gunman Roy Barcroft. The leader of the gang, Grant Withers, kills Mauritz Hugo, another of map's owners. Lane works out a plan to smoke out the killer. Bevens forces the other three to bring out their parts of the map, and Lane then enters with a gun, takes the four pieces, and says he will do

business with the one who holds the final portion. Withers sends Barcroft after Lane. However, Lane gets Barcroft in a gun battle, and Withers attempts to escape, but Lane follows, and Withers is killed. The map is put together, and the money returned to its rightful owners.

X-RAY: Averaging about one shooting every five minutes, this has enough bandits biting the dust to satisfy most matinee straight shooters. The script is a little undernourished, even by the series standards, but the abundance of action makes up for this fault. The screen play is by M. Coates Webster and Richard Wormser.

AD LINES: "Allan 'Rocky' Lane Hot On The Trail Of The Ghost Of 'Billy The Kid'"; "A Buried Treasure That Has Death As Its Guardian"; "'Rocky' Lane And Black Jack Ride Into A New Adventure."

Lady Possessed (5104)

DRAMA
87M.

ESTIMATE: Star draw may make the difference.

CAST: James Mason, June Havoc, Stephen Dunne, Fay Compton, Pamela Kellino, Steven Geray, Diana Graves, Odette Myrtil, Eileen Erskine, John P. Monaghan, Enid Mosier, Judy Osborn, Constance Cavendish, Alma Lawton, Ann Grevley, Tonya Micky Dolly, Hazel Franklyn. Produced by James Mason; directed by William Spier and Roy Kellino.

STORY: American June Havoc loses her baby in a London hospital on the same day that the wife of British pianist James Mason is taken by him forcibly from the premises because he feels she isn't getting proper treatment. Mason's wife dies. Later, Havoc rents the Mason home during her convalescence. Havoc begins to feel that the spirit of Mason's dead wife is trying to communicate with her, which causes Havoc's husband, Stephen Dunne, to consult doctor Steven Geray. Havoc then makes it her business to meet Mason, without revealing that she is living in his former house. Mason feels responsible for the death of his wife. Gradually, a closeness develops between Havoc and Mason, with the latter not knowing of Havoc's obsession. Havoc plans to run away with Mason. However, when he reads a letter that Havoc had found among the dead wife's effects in the house, Mason learns that his wife was doomed to die soon anyway, and that he wasn't responsible for the tragedy. He rushes to his home, and tells Havoc off. She attempts to commit suicide, but is saved by Dunne. The shock brings her around to normalcy.

X-RAY: This starts off with an air of mysticism, but along the way this is dropped, making for a bit of confusion, with the result a film that will have to depend on the Mason, Havoc draw for its grosses. Class spots may like it best. Mason is capable as ever, with acting good, and Mason's wife, Pamela Kellino, who wrote the story, adds to the lighter portions of the piece. Some seance scenes may help in the selling in some areas, but, for the most part, the weight will depend on the star values. Songs include: "My Heart Asks Why", "It's You I Love", and "More Wonderful Than These."

AD LINES: "What Was The Secret Of The Woman Of Mystery?"; "Can A Dead Woman's Love Be Transferred To The Living?"; "Her Lips Belonged To The Past."

Woman In The Dark (5131)

MELODRAMA
60M.

ESTIMATE: Average lower half entry.

CAST: Penny Edwards, Ross Elliott, Rick

Vallin, Richard Benedict, Argentina Brunetti, Martin Garralaga, Edit Angold, Peter Brocco, Barbara Billingsley, John Doucette, Richard Irving, Luther Crockett, Carl Thompson, Charles Sullivan. Produced by Stephen Auer; directed by George Blair.

STORY: When a jewel collection arrives from abroad, Peter Brocco, city alderman and gang leader, decides to get it with the aid of John Doucette and Richard Irving, with the cooperation of an inside man in the jewelry store. He then plans to sell the jewels back to the insurance company. To facilitate this, he gets Richard Benedict involved, the latter's brother, Rick Vallin, being attorney for the insurance firm. The robbery comes off as planned but Penny Edwards, a neighbor of Benedict, spots him. Edwards confides in Father Ross Elliott, another brother of Benedict and Vallin. Vallin then persuades Benedict that he was wrong, and they get the jewels back from Brocco. Brocco, out for vengeance, has Benedict killed. Vallin goes after the crooks, and a free-for-all ensues, the police arrive to arrest the killers. Vallin realizes that he is in love with Edwards.

X-RAY: A fair amount of action plus an average story, and ordinary acting, direction, and production, are to be found in this lower half entry. There is some Italian spoken, which may help in certain sections. The screen play is by Albert DeMond, based on Nicholas Cosentino's play.

AD LINES: "She Was A Witness To A Huge Jewel Robbery"; "Who Wins Out When A Half Million Dollars In Jewelry Is At Stake?"; "Thrills And Action."

20TH-FOX

Red Skies Of Montana (207)

MELODRAMA
98M.

(Color by Technicolor)

ESTIMATE: Good melodrama.

CAST: Richard Widmark, Constance Smith, Jeffrey Hunter, Richard Boone, Warren Stevens, James Griffith, Joe Sawyer, Gregory Wolcott, Richard Crenna, Robert Adler, Charles Buchinsky, Bob Nichols, Ralph Reed, William Murphy, Mike Mahoney, Larry Dobkin, John Close, Grady Galloway, Henry Kulky, Harry Carter, Charles Tannen. Produced by Samuel G. Engel; directed by Joseph M. Newman.

STORY: Richard Widmark, a smoke jumper in the paratroop shock corps of the U. S. Forest Service in Montana, is the only survivor when fire overcomes his crew fighting the flames. Jeffrey Hunter, son of Joe Sawyer, one of the dead men, feels that Widmark is holding back something. The truth is that Widmark can't remember. An investigation clears Widmark, but Hunter, obsessed, says that Widmark was yellow. Superintendent Richard Boone, incensed because of Hunter's unfairness, fires him. A call then comes for a crew to fight another fire, and Widmark is again in charge. He handles matters well until more help is needed, and Hunter shows up with the new men. He fights Widmark, and breaks his leg. Widmark has him rescued. When all seems lost, Widmark's instructions save the day. Because of the parallel between this situation and what happened before, Hunter sees he was wrong, and admits it to Widmark.

X-RAY: Despite the fact that the story line is weak, this melodrama should register in the better grosses for it tells the story of a hitherto unpublicized service, the smoke jumpers. In addition, the fire fighting climax is one of the most thrilling to have hit the screen in some time,

with other thrills along the way. Widmark is able, as usual, with good support, and, while the romantic angle is nil, Constance Smith, as Widmark's wife, is pleasing to see. This is really a show to sell, and the results should show up at the boxoffice for the film is different. The story was written by Art Cohn.

TIP ON BIDDING: Good program price.

AD LINES: "The Heroic Story Of The Smoke Jumpers"; "Never Before Seen On The Screen . . . Uncle Sam's Smoke Jumpers"; "If You Thought 'The Frogmen' Great . . . Wait Until You See The Smoke Jumpers In 'Red Skies Of Montana'."

UNITED ARTISTS

Buffalo Bill In Tomahawk Territory

WESTERN
65M.

(Schwarz)

ESTIMATE: Routine lower half offering.

CAST: Clayton Moore, Slim Andrews, Rod Redwing, Chief Yowlachie, Chief Thundercloud, Charlie Hughes, Sharon Dexter, Eddie Phillips, Tom Hubbard, Helena Dare, Charles Harvey. Produced by Edward Finney and B. B. Ray; directed by B. B. Ray.

STORY: While Clayton "Buffalo Bill" Moore and Slim Andrews are herding cattle intended for the Sioux as payment under a treaty signed between the Indians and the government, he witnesses an Indian attack upon a wagon train, and is puzzled at the change in tactics by the attackers. Trying to get through a town with the cattle, he is stopped by the townspeople, who protest giving gifts to the Indians while they attack white people. Moore agrees to see if the treaty terms have been breached, and finds that some of the town's white men are behind the raids, using several renegade Indians so that they can have access to the gold on the land of the Sioux if the latter are driven off by troops. Moore sets a trap for the attackers with the aid of the real Indian chief, and they are killed or captured, after which the treaty is again placed into operation.

X-RAY: A routine western, this should fit on the lower half. There is nothing to distinguish this from others of its type unless it be the addition of the Buffalo Bill character. The story is by Sam Neuman and Nat Tanchuck.

TIP ON BIDDING: Lowest bracket.

AD LINES: "'Buffalo Bill' Tries To Keep The Frontier From Flaming Into Action"; "Action And Adventure With 'Buffalo Bill'"; "He Rides The Indian Trail To Adventure."

Royal Journey

DOCUMENTARY
47M.

(National Film Board of Canada)

(New Eastman Color)

ESTIMATE: Record of British royal couple's visit to Canada will appeal to art, class spots.

CREDITS: Produced by Tom Daly; directed by David Bairstow; commentary written by Leslie McFarlane; director of photography, Osmond H. Borradaile, A.S.C. A National Film Board of Canada Production.

STORY: The camera follows the tour of Their Royal Highnesses, the Princess Elizabeth and the Duke of Edinburgh, as they visit Quebec City, Ottawa, Toronto, Niagara Falls, Windsor, Winnipeg, British Columbia, Vancouver, Edmonton, Mon-

treas, Washington, Newfoundland, etc. The color, enthusiasm, and ceremony are all captured faithfully.

X-RAY: While this seems to be a thorough record of the visit of the royal couple, there will be a limited audience for it in the U. S. since the footage merely seems repetitious, although the backgrounds are different. Art, newsreel, and specialty houses will probably find this to their advantage, with houses in Canada benefiting greatly. The color is pleasing in most respects, and shows up well.

TIP ON BIDDING: Low bracket.

AD LINES: "Follow The Royal Couple As They Visit North America"; "A Colorful Trip Of A Colorful Couple"; "A Journey Across North America, Filled With Color And Spectacle."

U-International

Bend Of The River (212)

MELODRAMA
91M.

(Color by Technicolor)

ESTIMATE: Good outdoor show should ride into the better grosses.

CAST: James Stewart, Arthur Kennedy, Julia Adams, Rock Hudson, Jay C. Flippen, Stepin Fetchit, Lori Nelson, Henry Morgan, Chubby Johnson, Howard Petrie, Frances Bavier, Jack Lambert, Royal Dano, Cliff Lyon. Produced by Aaron Rosenberg; directed by Anthony Mann.

STORY: A wagon train from Missouri is headed for the Oregon country, with Jay C. Flippen and daughters, Julia Adams and Lori Nelson, leading the group of settlers. Guide James Stewart is a former Missouri raider, but no one knows this except Arthur Kennedy, another former raider whom Stewart saves from a hanging and who joins the party. Arriving in Portland, Stewart and Flippen buy supplies from Howard Petrie, with delivery to be made later at the settlement not far away. The supplies don't arrive, Flippen and Stewart go to Portland, where they learn that a gold strike is on, and that Petrie has held the supplies for a much higher price. Kennedy, who has stayed behind, is working in a gambling casino, with Adams, who recovered from a wound suffered in an Indian raid, also helping there. Stewart starts a fight with Petrie, and escapes with Flippen, Adams, Kennedy, and Rock Hudson, a young gambler. Taken along also on a steamboat are some cutthroats, to drive the wagons. Petrie follows, but is killed. Kennedy shows his true colors, and steals the wagons to sell to miners for a high price. Eventually, however, Stewart kills Kennedy, getting back the wagons and supplies, and saving Flippen and Adams. Flippen then reveals that he knew Stewart's background all the time. They all get back to the settlement.

X-RAY: Packing plenty of action, and with the Stewart and Kennedy names for the marquee, this should account for itself well. The Technicolor is a scenic asset, and the script is punctuated with fights, raids, and plenty of skullduggery for action followers. While the love interest is minor, it still provides enough for the women. The novel on which it is based was written by Bill Gulick.

TIP ON BIDDING: Good program price.

AD LINES: "Treachery At The 'Bend Of The River'"; "James Stewart . . . Arthur Kennedy . . . Matching Wits-In The Year's Greatest Outdoor Show"; "Thrill To The Story Of A Great State . . . Oregon."

WARNERS

This Woman Is Dangerous (114)

MELODRAMA
94M.

ESTIMATE: Name draw will make the difference.

CAST: Joan Crawford, Dennis Morgan, David Brian, Richard Webb, Mari Aldon, Philip Carey, Ian MacDonald, Katherine Warren, Sherry Jackson, Stuart Randall, Douglas Fowley. Produced by Robert Sisk; directed by Felix Feist.

STORY: Joan Crawford, brains of a hold-up gang, will go blind if she doesn't have an operation. With Crawford breaking ground, the gang, headed by her madly jealous lover, David Brian, and his brother, Philip Carey, rob a gambling house while posing as cops. When everything is quiet, Crawford tells Brian she is leaving for the operation, but he suspects that she is running off with another man. At the clinic, Crawford insists that doctor Dennis Morgan perform the operation. The operation takes place. Meanwhile, the FBI is on Crawford's trail. When Brian calls, and Morgan answers, Brian goes into a rage, and kills a cop. The operation is a complete success, and Morgan finds himself strongly attracted to Crawford, who learns the FBI is trailing her, and she hopes to use Morgan to escape. Brian hires a private detective to watch Crawford. Morgan is in love with Crawford, but the FBI tells him of her record, and that she is only using him. Although in love with Morgan, Crawford returns to Brian, who has gone gunning for Morgan. Brian tries to kill Morgan in the operating room but Crawford arrives in time. The police kill Carey and Brian, who shoots Crawford. Crawford recovers, and knows that Morgan will be waiting for her.

X-RAY: A highly melodramatic film, this again has Crawford as a woman who takes an emotional and physical beating, and the returns will depend on the appeal of her characterization. An atmosphere of murky gloom continues throughout, with the situations and dialogue in the usual vein for this type of picture. Crawford, as always, gives an interesting performance, with Brian and Morgan adequate. The star draw will make the difference, with houses which can sell this along action lines benefiting. The screen play is by Geoffrey Homes and George Worthing Yates.

TIP ON BIDDING: Fair program price.

AD LINES: "To Look Too Long Upon This Woman Was An Invitation For Death"; "Joan Crawford In A Role Only She Could Bring To Life"; "One Kiss Was Enough To Tell Any Man That 'This Woman Was Dangerous.'"

FOREIGN

Double Confession

MELODRAMA
86M.

(Stratford)
(English-made)

ESTIMATE: Okeh import for the art spots.

CAST: Derek Farr, Joan Hopkins, Peter Lorre, William Hartnell, Nauton Wayne, Ronald Howard, Kathleen Harrison, Leslie Dwyer, Edward Rigby, George Woodbridge, Henry Edwards, Vida Hope, Esma Cannon, Mona Washbourne, Jennifer Cross, Andrew Leigh, Fred Griffiths, Jane Griffith, Hal Osmond, Diana Connell, Norman Astridge, Roy Plomley, Betty Nelson, Sidney Vivian, Grace Denbigh Russell. Produced by Harry Reynolds; directed by Ken Annakin. An Associated British Pathe production.

STORY: Derek Farr arrives at an English town, and goes to a cottage just as William Hartnell, amusement park hotel owner, is leaving. As the clock strikes four, a woman's scream is heard. Next morning, Farr calls on Hartnell, and tells him he had killed a woman, his estranged wife, but that he intends to tell the police Hartnell did it. Farr talks to newspaper

reporter Ronald Howard, and learns that two persons were killed, one in a cottage and the other in a fall from a cliff. Farr meets Joan Hopkins, unwed mother, and her tot, and admires her. Hartnell is then informed by his mugger aide Peter Lorre, who once saved Hartnell's life, that he won't have to worry about blackmailers' letters. Police inspector Nauton Wayne follows clues that lead to Hartnell and Lorre after Lorre had twice tried to kill Farr by once trying to run him down in a motor boat while he was in swimming with Hopkins and once by trying to shoot him at a shooting gallery at the resort. Captured, Lorre, now drunk, makes a double confession full of lies, but Wayne trips him up, whereupon Lorre tries to escape but dies in the attempt.

X-RAY: Art spots may be able to use this. The principals make the most of the script, handling the dialogue and situations adequately, and the murders are cleverly veiled thus sustaining interest. This is based on the novel, "All On A Summer's Day", by John Garden.

AD LINES: "One Thrill-Packed Day That Changed The Lives Of Eight People"; "A Thrilling English Melodrama"; "Murder On The Loose In An English Seaside Resort."

The Franchise Affair COMEDY DRAMA

(Stratford)
(English-made)

ESTIMATE: Import may appeal in art and British spots.

CAST: Michael Denison, Dulcie Gray, Marjorie Fielding, Ann Stephens, Anthony Nicholls, Maureen Glynn, Athene Seyler, Hy Hazell, John Bailey, Avice Landone, Kenneth More, Peter Jones, Martin Boddey, Patrick Troughton, Hugh Moxey, John Warwick, Ernest Jay, Everley Gregg, Ambrosine Phillpotts, Moultrie Kelsall, Jean Anderson, Harold Lang, John Forrest, Lawrence Ray, Olive Sloane, Victor Maddern, Doris York, Will Ambro. Produced by Robert Hall; directed by Lawrence Huntington. An Associated British Picture Corporation, Ltd. production.

STORY: Teen-ager Ann Stephens, after a two-week absence, returns to her foster mother, and collapses, her dress torn, and her face discolored by bruises. She tells a story of being given a lift by Marjorie Fielding and Dulcie Gray, new occupants of an estate known as "The Franchise," who held her prisoner and vainly tried to have her act as their maid. Gray and Fielding protest their innocence, and hire barrister Michael Denison when the police begin to investigate. Stephens' story checks in every detail. Her story convinces the police, but Denison sets out to prove it a lie. Local villagers turn against Fielding and Gray. As the police court inquiry draws near, Denison discovers that Stephens was friendly with another teen-ager, once a maid at "The Franchise." Denison then learns that Stephens spent the two weeks with a married man at his riverside bungalow. The bruises and the torn dress are the result of a jealous wife breaking up the affair. Anthony Nicholls, Denison's friend, defends Fielding and Gray in court. Denison, in love with Gray, proposes, but she refuses, not wishing to link him with the affair. He follows Fielding and Gray when they emigrate to Canada.

X-RAY: With appeal only for the art spots and houses which can use British imports, this lightweight comedy drama has been well produced and enacted but it has no names to speak of for this side. The dialogue is typical English drawing room, with the action at a minimum. The scenery and courtroom scenes are inter-

esting. This is based on a novel by Josephine Tay.

AD LINES: "Get Out You Scum!"; "An Absorbing Story That Will Keep You Guessing Until The End"; "England's Great Stars In Their Latest Film Hit."

Latuko

DOCUMENTARY
50M.

(Lesser)
(Made in Africa)
(Color by Technicolor)

ESTIMATE: Jungle, nature film has the angles for the selling.

CREDITS: Produced by Edgar M. Queeny under the sponsorship of the American Museum of Natural History, narrated by Paul E. Prentiss, script by Charles L. Tedford.

STORY: This is an account of a safari into the Anglo-Egyptian Sudan and a study of life among the Latuko tribesmen. Combining the picturesque touches of a travelog with startling scenes of primitive savagery, this depicts various customs and everyday activities of the Latukos. Hunting episodes show animals being crudely butchered, a view of the initiation ceremonies for young boys who have come of age shows elder tribesmen gouging out two lower front teeth of the boys with a ceremonial knife, and the ministrations of the tribe witch doctor when drought threatens are depicted. The landscape of the area is extensively displayed.

X-RAY: While the strange tribal customs of the Latukos may be objectionable to some and fascinating to others, the approach is strictly informative rather than sensational. The large degree of male and female nudity included may account for objections from the censors, but enhances the exploitation value in areas where restrictions do not prevail. It would be well for exhibitors to screen this before offering it to patrons. Houses which regularly feature sensational subjects should find this rewarding with appropriate handling of exploitation. Printed in Technicolor from 16mm. film, the photography in recording both action and the colorful landscape, is extremely good.

AD LINES: "Strange Rituals Of A Primitive African Tribe Shown In Naked Realism!"; "Unclad Savages Of The African Jungle Perform Their Startling Ceremonies Before Your Eyes!"; "An Amazing Glimpse Into The Lives Of A Primitive People!"

MISCELLANEOUS

The Daring Miss Jones

OUTDOOR
MELODRAMA
52M.

(Gerald)
(Made in Alaska)
(Trucolor)

ESTIMATE: Inadequate outdoor meller.

CAST: Sally Forrest, Ted Jordan, Betty White, James Wilson, John Pool, Ben Webster, Chief Kukack, Smokey Hall. Produced by Ted Cunningham; directed by Norman Dawn.

STORY: While prospecting in Alaska, Sally Forrest and her father discover a gold mine. The father is injured as the mine caves in, and is later drowned when the canoe in which Forrest is taking him up the river capsizes. Forrest and her two pet bear cubs find refuge in a cabin once occupied by two outlaws, who find the father's body, drifted several miles down the river, discover the map of the mine, and go off to claim it for themselves. Meanwhile, the cabin is destroyed by fire, and Forrest is forced to live in the wilderness. The outlaws come upon

their gutted cabin, and find a note from Forrest, apologizing for the fire, and offering to make good the loss. Fearing she will turn them over to the law, the outlaws trail her. Forrest's fiance, Ted Jordan, goes to her rescue by plane, and finds her after his plane crashes. When the outlaws finally catch up with the pair, they are dispatched in a gun fight. Worried when the rescue plane fails to return, Jordan's sister flies to the aid of the two, and brings them back to civilization. The mine is found to be rich in uranium, and Forrest and Jordan marry and retire to a life of ease in California.

X-RAY: Far below standard on all counts, this does not seem suitable for any except the most indiscriminating audiences. The color photography is extremely poor, and the dubbed-in sound is ludicrously disconnected with the players' lip movements. Story, direction, and performance are barely acceptable. Two mischievous bear cubs supply a bit of comedy, and Forrest's attractiveness lends what little value there is to this feeble effort.

AD LINES: "A Thrilling Saga Of The Alaskan Wilds!"; "A Young Girl Battles The Wilderness And Desperate Outlaws In Alaskan Wastelands!"; "A Rugged, Exciting Adventure Of The Frozen North And A Beautiful Girl."

The Shorts Parade

TWO REEL

Comedy

HIGH BLOOD PLEASURE. Columbia—Comedy Favorite Re-Releases. 19m. When first reviewed in THE SERVISSECTION of January, 1946, it was said: "Richard Lane, a butcher, picks up his friend, Gus Schilling, to take him to the ball game. On the way, they are stopped for speeding, and Lane, in order to avoid being given a ticket for speeding, pretends that he is his twin brother, a prominent surgeon, and that he is taking Schilling to the hospital for an operation. The police escort them to the hospital, and Lane almost goes through with the operation until they make their getaway. But, once again, they are picked up for speeding, and Lane is about to go through the same routine, but Schilling grabs a cop's gun, and chases him out of sight. BAD." (4434).

MIDNIGHT BLUNDERS. Columbia—Comedy Favorites. 17½m. Two special policemen, Tom Kennedy and Monte Collins, guard a bank, and complain that nothing happens. In a nearby laboratory, a scientist and his daughter are showing a wooden-legged Chinaman their dangerous new robot. Desperate for the secret, the Chinaman kidnaps the scientist, and takes all his equipment. Kennedy and Collins get hot on the trail, and the gang and the robot are destroyed. FAIR. (4432).

Documentary

THE TRUE FACE OF JAPAN. British Information Service. 22m. This British short offers a thorough camera study of post war Japan and its people. The main point stressed is the sometimes unusual effects that result when the Japanese blend western methods with oriental thinking. It is this curious mixture that makes it difficult to predict with any accuracy just which way Japan will eventually go. The short gives some footage to almost every phase of Japanese economic, political, and cultural life. A fine job of editing and a good commentary help to make this a worthwhile entry. EXCELLENT.

Educational

THE STORY OF THE BEES. United World Films. 18m. Good photography and an interesting commentary make this a better than average subject. While this is the type of short that probably is being used currently for educational purposes in schools, it is so handled that audiences in the more intelligent spots should find it attention-holding. The bees, how they live, their rules, organization, lives, deaths, are covered in complete detail. GOOD.

Science

AND A VOICE SHALL BE HEARD. Al Bondy—GE. 21m. Produced for General Electric by "The March Of Time," the opening portions show the numerous and varied ways communications play an important part in our daily lives. A medium that is fast coming into its own is the two-way radio. Using Syracuse, N. Y., as a typical city, the short demonstrates how this instrument is used in taxis, construction work, ambulances, and other activities. The last half of this devotes itself to the civilian defense organization as it is set up in Syracuse, with the stress on communications. There is a realistic air raid problem in which all the units of the civilian defense groups put to use all that they have learned. During the entire problem, it is the two-way radio that helps to coordinate, and keep things under control. This short, distributed free of charge, is well made, and gives valuable pointers about setting up proper defense groups. The GE message is kept in the background. EXCELLENT.

Serial

RADAR MEN FROM THE MOON. Republic-Serial. 12 chapters. George Wallace, Aline Towne, Roy Barcroft, William Bakewell, Clayton Moore, Peter Brocco, Bob Stevenson, Don Walters, Tom Steele, Dale Van Sickel, Wilson Wood, Noel Cravat, Baynes Baroon, Paul McGuire, Ted Thorpe, Dick Cogan. First episode, "Moon Rocket." 20m. George "Commando Cody" Wallace, "Sky Marshal of the Universe", works with scientists Aline Towne and William Bakewell in the development of a flying suit and rocket to the moon. When the nation's defenses are being sabotaged, Wallace learns that an atomic gun is being used by the culprits, and that men on the moon must be responsible. Wallace, Bakewell, and Towne take off in a rocket to the moon. Wallace is captured by the moon men headed by Roy Barcroft, who seeks to capture the earth. As the episode ends, Wallace is trapped in Barcroft's laboratory, with Barcroft trying to destroy him. Cashing in on the current interest in atomic rays, rockets, etc., this follows the familiar pattern, and the kids should enjoy it. The pace of the first episode indicates a serial which has plenty of selling values for the chapter users. GOOD. (5183).

Color Sports

THE LAND OF THE TREMBLING EARTH. Warners—Specials. 18m. In Technicolor, this is a thrill-packed hunt and trip through the Okefenokee Swamp, Florida. Encountered are quicksands, cypress forest, wildcats, bears, snakes, and, finally, monster alligators, one of which is captured by the hunters in a small boat with only poles and rope as weapons. The weirdness of the place is captured by both camera and narration. EXCELLENT. (8004).

The Servisection Is the Only Service Of Its Kind Giving A Full Coverage Listing and Reviews Of All Features and Shorts Released In the Domestic Market.

ONE REEL

Color Cartoon

BLUEBIRDS' BABY. Columbia—Color Favorites Re-Releases. 7m. When first reviewed in *THE SERVICESECTION* of February, 1938, it was said of this cartoon: "The bluebirds find a baby, take care of it, and eventually give it back to the mother who wants it. FAIR." (4606).

DONALD APPLECORE. RKO-Walt Disney Cartoons. 7m. Donald Duck has a huge apple orchard. When it comes time to harvest it, he finds a pair of chipmunks have been enjoying the fruit. Determined to stop them, he tries all sorts of weapons, including those in the atomic field, only to wind up behind the eight ball, or apple, while the pair of non-welcome guests continue to enjoy their apples. GOOD. (24108).

FEED THE KITTY. Warners—Merrie Melodies. 7m. The kitten is too young to be afraid of the ferocious bull dog, Marc Anthony. The dog falls for the cute kitten, nearly dies a million deaths when he thinks his mistress is baking the kitten in the cookie dough, and is happy when the mistress says he may keep the kitty. FAIR. (8709).

FIT TO BE TIED. MGM—Cartoons. 7m. Jerry gains the friendship of a bulldog when he proves a friend in need, so the dog tells him to ring a bell whenever he needs help. This puts Tom at a disadvantage until a law leashes all dogs, whereupon Tom has a field day. When the law is repealed, however, Tom is again on the short end. GOOD.

THE MOUSE COMES TO DINNER. MGM—Gold Medal Reprint Cartoons. 9m. Tom invites his favorite girl over for dinner, and things go nicely until Jerry arrives on the scene. The sly little mouse is soon enjoying his fill as well as making life miserable for Tom. When Tom attempts to get fresh with his girl, she teams up with Jerry, and the dining room, as well as Tom, wind up in shambles. GOOD. (W-363).

OPERATION RABBIT. Warners—Bugs Bunny Specials. 7m. Out west, Bugs Bunny tangles with a coyote genius who tries operation rabbit, 1, 2, 3, and 4 to get rid of Bugs to no avail. Windup has Bugs blasting the coyote into submission. FAIR. (8725).

FROM HAND TO MOUSE. Warners—Blue Ribbon Hit Parades. 7m. It was said of this reissue, when first reviewed in *THE SERVICESECTION* of July, 1944: "A variation on the lion and the mouse fable, this has the smart mouse talking himself out of a predicament with the dopey lion by promising to save his life sometime, and then yelling 'sucker' at him. A third character is a ferocious-appearing but docile gorilla who likes toy rattles. The then yelling 'sucker' at him. A third before a mirror, and yelling 'sucker' at himself. FAIR." (8606).

INSIDE CACKLE CORNERS. MGM—Cartoons. 9m. Another in the series of similar cartoons which MGM is distributing, this shows, via the chicken character method, how reinvesting profits in manufacturing keeps Mrs. Consumer as a happy customer, and how competition thrives on being up-to-date. Some audiences might find some amusement in it; but it hardly comes under the entertainment heading. FAIR. (W-334).

SLOPPY JALOPY. Columbia—Mr. Magoo. 7m. The nearsighted Mr. Magoo drives his simple-minded nephew to a

used car lot run by an oily type of operator to buy an inexpensive car for the lad. The dealer steers him to a broken down jalopy, quoting some fantastic price. He accidentally goes along on a test ride with Magoo through an amusement park and over its roller coasters, coming down in price with each bump. Magoo buys the car when they miraculously get back to the lot, with a motorcycle officer following. EXCELLENT. (4703).

WHO'S KITTEN WHO? Warners—Merrie Melodies. 7m. A baby kangaroo breaks out of its packing case on the way to the zoo, and enters a household supposedly guarded by father cat and son. The father is just through telling junior the facts of life about mice, when he mistakes the kangaroo for a giant mouse. Both cats come off second best with encounters with the stranger; the son leaving home, ashamed of his father; and the father leaving home ashamed to face his son. GOOD. (8708).

Musical

KEHOE'S MARIMBA BAND. Columbia—Variety Favorites Re-Releases. 10m. When first reviewed in *THE SERVICESECTION* of September, 1944, it was said: "Four acts are seen briefly in one number each, the Winter Sisters, acrobatic tapsters; Glenn Miller Modernaires; Andy Mayo as "Pansy, The Horse," and Reg Kehoe and his Marimba Queens. BAD." (4954).

RICHARD HIMBER AND ORCHESTRA. Warners—Melody Master Bands. 9m. When first reviewed in *THE SERVICESECTION* of April, 1942, it was said: "The band plays 'Brahms' Waltz', 'Nobody Knows The Trouble I've Seen', and 'Kerry Dance', with some females as adornment. This rates with the better band numbers. GOOD." (8803).

Novelty

CANDID MICROPHONE—No. 3. Columbia—Candid Microphone. 10m. Alan Funt plants his microphone in a drug store, badgers a little girl into reciting a poem, scolds a young man for repeatedly using the phone without buying anything at the store, then poses as a clerk in a premium-coupon redeeming shop, and harrasses a woman while she tries to count her coupons. This follows the pattern of the series exactly, and doesn't offer anything exceptionally humorous. FAIR. (4553).

EVERYTHING'S DUCKY. Paramount—Toppers. 10m. A couple of ducks and their flock of ducklings are seen stealing the dogs' food and the kittens' milk. Their young owners dress them up, and have tea with them. After this, the ducklings go into a stream for a swim, while their father gets caught inside a paper bag. Red Barber supplies the not always funny commentary. FAIR. (M11-2).

FISHING FEATS. MGM—Pete Smith Specialties. 10m. This illustrates the varied techniques used to haul in different types of fish. Men are shown bringing in a fighting marlin with a rod and reel, bringing a hammerhead shark into a rowboat by hand, hauling in tuna with unbaited hooks, and catching salmon with nets. Although the material might be a little familiar, the amusing Pete Smith commentary helps to keep things lively. GOOD. (S-355).

HOLLYWOOD GOES WESTERN. Columbia—Screen Snapshots. 9m. This goes out to the third annual Los Angeles Sheriff's Rodeo, and joins the people who witnessed the show. Sandwiched between watching exhibitions of trick riding and

roping, bronco busting, and other standard rodeo events are interviews with such stars as Gene Autry, Randolph Scott, Chill Wills, and others. GOOD. (4853).

LIGHTER THAN AIR. Warners—Novelties. 10m. With a singularly good editing job, this shows highlights of the history of lighter-than-air craft, the dirigibles, blimps, zeppelins, and others, many of which were ill-fated, and most of which crashed. The windup, of course, shows the end of the Hindenburg at Lakehurst, N. J. GOOD. (8602).

Color Sports

DUTCH TREAT IN SPORTS. Warners—Sports Parade. 9m. The Technicolor cameras of Andre De La Varre catch some top sports stuff in The Netherlands. Seen are sailing, horse show, sulky racing, bicycle racing, calisthenics for girls, etc. GOOD. (8504).

Sports

BICYCLE THRILLS. Columbia—World Of Sports. 10m. The camera visits Holland, where the bicycle is not only the major means of transportation but also the most popular sporting event in the country. After a quick look at an amateur race, the scene switches to a major cross country championship event. In the Olympic stadium the viewer sees a series of top bike races ranging from sprints to 30-mile marathons. Bill Stern does his usual job with the commentary. GOOD. (4804).

THE DOG-GONEST DOG. Paramount—Grantland Rice Sportlights. 10m. This introduces a talented, if not very well known, breed of dog, the Weimaraner, or Y-Mar. About the size of a German shepherd, these dogs have proven themselves to be excellent watchdogs, gentle with children, and good for seeing-eye work. However, it is as a hunting dog that the Y-Mar really excels. GOOD. (R11-6).

WINTER HOLIDAY. RKO—Sportscopes. 8m. The Laurentian Mountains some 40 miles from Montreal provide the setting for this subject on skiing. The inexperienced and the experts are shown in action on the trails, and there is a race for those in the top class. GOOD. (24305).

Color Travel

BEAUTIFUL BRAZIL. MGM—FitzPatrick Traveltalks. 9m. Adhering closely to the formula of the series, this pays a call to Brazil. The color camera is trained on such famous sites as the Bay of Rio de Janeiro, the sandy Copacabana beach, and Sugar Loaf. A quick journey is also made to Sao Paulo. FAIR. (T-313).

EGYPT. Republic—This World Of Ours. 9m. The camera dwells on camel caravans, Cairo, and its suburbs as well as on that city's Shepherd's Hotel, its modern buildings, its up-to-date transportation facilities, artisans at work, shops, etc. Then the scene shifts to the Suez Canal, the Nile Valley, and the stone relics in upper Egypt. The Sphinx and the pyramids are also to be seen here, as is one native who wagers tourists that he can climb to the top of a pyramid, and return within eight minutes. He wins every time. GOOD. (5088).

PICTURESQUE NEW ZEALAND. MGM—FitzPatrick Traveltalks. 8m. The Technicolor cameras visit, and seen is Auckland with its modern streets, museums, churches, universities, etc. The sheep ranches and a lake, geysers, hot springs, and other scenic beauties near Queens-town are also shown, as is some Maori dancing. A Maori choir sings in native language as an accompaniment. GOOD.

ALPHABETICAL GUIDE To 269 Features Reviewed Since The Aug. 29 Issue

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TOMORROW IS ANOTHER DAY—93m.—Warners	3153
TOO YOUNG TO KISS—89m.—MGM	3182
TRAIL GUIDE—60m.—RKO	3231
TWO DOLLAR BETTOR—75m.—Realtart	3172
TWO TICKETS TO BROADWAY—106m.—RKO	3174

U

UNDER THE OLIVE TREE—107m.—Lux	3157
UNKNOWN MAN, THE—86m.—MGM	3177
UNKNOWN WORLD—73m.—Lippert	3182
UTAH WAGON TRAIN—67m.—Republic	3183

V

VALLEY OF FIRE—70m.—Columbia	3189
VANISHING OUTPOST—57m.—Western Adventure	3223
VARIETIES ON PARADE—55m.—Lippert	3146

W

WANTED, DEAD OR ALIVE—59m.—Monogram	3173
WEEK-END WITH FATHER—83m.—U-I	3199
WELL, THE—81m.—UA	3152
WESTWARD THE WOMEN—116m.—MGM	3197
WHEN WORLDS COLLIDE—82m.—Paramount	3149
WHIP HAND, THE—82m.—RKO	3178
WHISTLING HILLS—58m.—Monogram	3191
WHITE HELL OF PITZ-PALU, THE—98m.—Lux	2218
WILD BLUE YONDER, THE—98m.—Republic	3198
WILD NORTH, THE—97m.—MGM	3230
WOMAN IN THE DARK—60m.—Republic	3232
WONDER BOY—86m.—Snader	3218
WOODEN HORSE, THE—98m.—Snader	3154

Y

YELLOW FIN—72m.—Monogram	3183
YOUNG SCARFACE—80m.—MKD	3193

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPETT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
DECEMBER Ten Tall Men B. Lancaster, J. Lawrence, G. Roland (Technicolor) The Family Secret J. Derek, L. J. Cobb, J. Lawrence Purple Heart Diary F. Langford, J. Holdren, T. Romano Man In The Saddle R. Scott, J. Leslie, A. Knox (Technicolor) Pecos River, W C. Starrett, S. Burnette	DECEMBER Tales Of Robin Hood R. Clarke, M. Hatcher, B. Weldon The Great Adventure D. Price, J. Hawkins (English-made) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	DECEMBER The Light Touch S. Granger, P. Angeli, G. Sanders (Made in Italy) Calling Bulldog Drummond W. Pidgeon, M. Leighton, R. Beatty (Made in England) Callaway Went Thataway F. MacMurray, D. McGuire, H. Keel	DECEMBER Texas Lawmen, W J. M. Brown Northwest Territory K. Grant, G. Saunders, Chinook Stage To Blue River, W W. Wilson	DECEMBER My Favorite Spy B. Hope, H. Lamarr Silver City Y. DeCarlo, E. O'Brien, B. Fitzgerald (Technicolor) Overland Telegraph, W T. Holt, R. Martin, G. Davis	DECEMBER Double Dynamite J. Russell, F. Sinatra, G. Marx The Girl On The Bridge H. Haas, B. Michaels, R. Dane Fixed Bayonets R. Basehart, M. O'Shea, G. Evans Elopement C. Webb, A. Francis, C. Bickford I'll Never Forget You T. Power, A. Blyth (Made in England) (Technicolor)	DECEMBER The Wild Blue Yonder W. Corey, V. Ralston, F. Tucker Pals Of The Golden West R. Rogers, D. Evans, E. Rodriguez Snowbound C. Dowling, A. Checcki (Italian-made)	DECEMBER The Big Night P. Foster, J. Barrymore, Jr. J. Lanning (Waxman-Losey) Week-End With Father V. Heflin, P. Neal, R. Denning Pool Of London B. Colleano, S. Shaw, R. Asherson (English-made) The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)	DECEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest The Green Glove G. Ford, G. Brooks, Sir C. Hardwicke (Foreign-made) Buffalo Bill, In Tomahawk Territory C. Moore, Chief Thundercloud (Schwarz) One Big Affair E. Keyes, D. O'Keefe (Bogeuas) (Made in Mexico) The River N. Swinburne, E. Knight, A. Shields (Technicolor) (Made in India) (McEldowney)	DECEMBER The Strange Door C. Laughton, B. Karloff, S. Forrest Week-End With Father V. Heflin, P. Neal, R. Denning Pool Of London B. Colleano, S. Shaw, R. Asherson (English-made) The Browning Version M. Redgrave, J. Kent, N. Patrick (English-made)	DECEMBER Starlift D. Day, G. MacRae, R. Roman, G. Nelson, J. Rule, and guest stars Captain Blood (Re-release) E. Flynn, O. DeHavilland, B. Rathbone Distant Drums G. Cooper M. Aldon (Technicolor)
JANUARY Boots Malone W. Holden, J. Stewart, S. Clements Indian Uprising G. Montgomery, A. Long (Supercinicolor) The Old West G. Autry, G. Davis, P. Britram Smoky Canyon, W C. Starrett, S. Burnette, J. Mahoney	JANUARY For Men Only P. Henreid, M. Field Man Bait G. Brent, M. Chapman (English-made)	JANUARY Westward The Women R. Taylor, D. Darcel, J. McIntire It's A Big Country All-Star Cast Pandora And The Flying Dutchman J. Mason, A. Gardner, N. Patrick (Made in Europe) (Technicolor) The Sellout W. Pidgeon, J. Hodiak, A. Toller	JANUARY Aladdin And His Lamp J. Sands, P. Medina, D. Erdman (Cinicolor) The Steel Fist R. McDowall, K. Miller Texas City, W J. M. Brown, J. Ellison, L. Hall	JANUARY Hong Kong R. Reagan, R. Fleming (Technicolor) Tembo Howard Hill documentary (Anscocolor) I Want You D. Andrews, D. McGuire, F. Granger (Goldwyn) A Girl In Every Port G. Marx, W. Bendix, M. Wilson	JANUARY On Dangerous Ground R. Ryan, I. Lupino, W. Bond Decision Before Dawn R. Basehart, G. Merrill, H. Neff (Made in Germany) Japanese War Bride S. Yamaguchi D. Taylor, C. Mitchell, M. Windsor	JANUARY Captive Of Billy, W The Kid, W A. Lane, P. Edwards, C. Bevans Woman In The Dark R. Elliott, P. Edwards, R. Vallin Lady Possessed J. Mason, J. Havoc, P. Kellino	JANUARY The Model And The Marriage Broker J. Crain, S. Brady, T. Ritter Chicago Calling D. Duryea, M. Anderson (Bernheis) Another Man's Poison B. Davis, G. Merrill, E. Williams (Angel) (Made in England) Cloudburst P. Foster, E. Sellars (Paal) (English-made)	JANUARY The Lady Says No D. Niven, J. Caulfield (Ross-Stillman) Chicago Calling D. Duryea, M. Anderson (Bernheis) Another Man's Poison B. Davis, G. Merrill, E. Williams (Angel) (Made in England) Cloudburst P. Foster, E. Sellars (Paal) (English-made)	JANUARY I'll See You In My Dreams D. Day, D. Thomas, F. Lovejoy, P. Wymore Room For One More C. Grant, B. Drake	
FEBRUARY Death Of A Salesman F. March, M. Dunnock, K. McCarthy, C. Mitchell The First Time R. Cummings, J. Donnell, B. Hale Harem Girl J. Davis, A. Blake, P. Castle The Hawk Of Wild River, W. C. Starrett, S. Burnette Konga, The Wild Stallion F. Stone, R. Hudson, R. Fiske (Re-release)	FEBRUARY Navajo All Indian cast Stronghold V. Lake, Z. Scott Shadow In The Sky R. Meeker, N. Davis, J. Whitmore Lone Star C. Gable, A. Gardner, B. Crawford, L. Barrymore The Belle Of New York F. Astaire, Vera-Ellen, K. Wynn (Technicolor)	FEBRUARY Sailor Beware D. Martin, J. Lewis, C. Calvet Flaming Feather S. Hayden, A. Whelan, F. Tucker (Technicolor) Snow White And The Seven Dwarfs Walt Disney feature cartoon (Technicolor) (Re-release) The Hunchback Of Notre Dame C. Laughton, M. O'Hara (Re-release) Cat People S. Simon, K. Smith (Re-release)	FEBRUARY Night Raiders, W W. Wilson, L. Hall, F. Knight Fort Osage R. Cameron, J. Nigh (Cinicolor) Waco B. Elliott, P. Blake, S. Jolley	FEBRUARY The Las Vegas Story J. Russell, V. Mature, V. Price At Sword's Point C. Wilde, M. O'Hara, R. Douglas (Technicolor) Snow White And The Seven Dwarfs Walt Disney feature cartoon (Technicolor) (Re-release) The Hunchback Of Notre Dame C. Laughton, M. O'Hara (Re-release) Cat People S. Simon, K. Smith (Re-release)	FEBRUARY David And Bathsheba G. Peck, S. Haywood, R. Massey (Regular release) (Technicolor) Phone Call From A Stranger G. Merrill, B. Davis, S. Winters, M. Rennie Red Skies Of Montana R. Widmark, C. Smith, J. Hunter (Technicolor)	FEBRUARY Colorado Sundown, W R. Allen, M. E. Kay, S. Pickens Hoodlum Empire B. Donlevy, F. Tucker, C. Trevor	FEBRUARY The Green Glove G. Ford, G. Brooks, Sir C. Hardwicke (Foreign-made) Buffalo Bill, In Tomahawk Territory C. Moore, Chief Thundercloud (Schwarz) One Big Affair E. Keyes, D. O'Keefe (Bogeuas) (Made in Mexico) The River N. Swinburne, E. Knight, A. Shields (Technicolor) (Made in India) (McEldowney)	FEBRUARY Meet Danny Wilson F. Sinatra, S. Winters, A. Nicol Here Come The Nelsons Ozzie Nelson and family Bend Of The River J. Stewart, A. Kennedy, J. Adams (Technicolor)	FEBRUARY This Woman Is Dangerous J. Crawford, D. Morgan, D. Brian Retreat, Hell! F. Lovejoy, R. Carlson, A. Louise	

OBSERVANCES
Feb. 12—Lincoln's Birthday
Feb. 22—Washington's Birthday
Feb. 27—Ash Wednesday

REALART
Dec. —The Bushwhackers—W. Morris, L. Tierney, M. Dell (Broder)
Jan. —The Thundering Trail—L. LaRue, A. St. John, S. Anglim

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Burt Lancaster
Jody Lawrance

RUNNING TIME:

97 minutes

HIGHLIGHTS:

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